NCDA Board of Directors
December Board Conference Call
Thursday, December 15, 2011

Meeting Called to Order by Deb Osborn at 1:00 pm Eastern

Roll Call (Severy) All board members in attendance for most of meeting (some had to join a little late or leave a little early).

Approval of Minutes from October Retreat (Severy)

Approval of the Agenda (Osborn) Motion to approve agenda as amended (with the addition of item 15 on the Rhode Island Career Development Association) made by Cheri Butler, seconded by Michelle Beese, motion carries.

Membership Report (Pennington) (ATTACHMENT)

Treasurer's Report (Lehman) Note: Column added to compare this year's numbers with last year's. Line item related to election should be reassessed at the February board meeting as that expense will no longer be incurred. All other line items seem to be tracking as predicted (ATTACHMENT)

OLD BUSINESS

1. Board Restructuring/Bylaws Changes/Transition Planning (Lehman) Draft proposal forwarded to the board. More discussion to follow at the February meeting. ACTION ITEM: Add to February 2012 NCDA Board meeting agenda. ACTION ITEM: Charles requested any questions, comments, or suggestions to be forwarded to him or the task group prior to Charleston.
2. CDF Credential (Danaher) In the state of Maine, the CDF credential has overtaken the master's degree in terms of preferred qualification. We need to look at the lack of credential at the master's degree level. Should we survey our members to assess demand? ACTION ITEM: Mark Danaher, Rebecca Dedmond, and Cheri Butler will form a committee to produce a survey. It was recommended that any survey be piloted in one area (perhaps Maine?) before it's broadly shared.
3. Reserve Account Investment (Lehman) Deneen Pennington and Charles Lehman have explored moving our reserve funds to a more socially conscious fund. More exploration is needed. ACTION ITEM: Add to February 2012 NCDA Board meeting agenda.
4. Director Evaluation Status (Feller) Discussion came up at the last meeting that the board needs to be consistent in coordinating long term plans, short term plans, and budget with goal setting for the national office so as to maintain consistency. Working group of Charles Lehman, Rich Feller, and Ron Cathey have discussed some templates that will be presented at the February meeting. ACTION ITEM: Add to February 2012 NCDA Board meeting agenda.
5. Government Relations Update (Schwallie-Giddis) Pat Schwallie-Giddis met with Government Relations Specialist and established a meeting schedule for the spring. Outlined performance expectations. Idea emerged to have an open call-in each month wherein members can call and talk with Stephanie Vance, Pat Schwallie-Giddis, and Thomas Stowell. Perhaps a pilot in January with the board. The group is also working on a Government Relations section of the website with a goal of

launch in early March. Working with ACA to add more about career development information with their government relations group.

6. CDQ Editor Search (Cathey) Ron Cathey is working closely with Jerry Trusty to search for and help transition to a new CDQ editor at the end of Jerry's term. First step is to form a selection committee. David Blustein volunteered to assist Ron Cathey. The group will ask for additional volunteers, especially those who publish frequently. ACTION ITEM: Ron Cathey and David Blustein will form CDQ Editor Search Committee.
7. Platform Edits and Revisions (Pennington and Blustein) Deneen Pennington and her crew have updated the website with all changes to the NCDA Platform that have been reviewed and updated by the board in previous meetings. Deneen Pennington had a question about how we present information about the content of what committees are currently working on. Perhaps we could focus on highlights instead of making complete pages for each committee? ACTION ITEM: Pat Schwallie-Giddis, Rich Feller, and Deb Osborn will form a committee to work on Platform Edits and Revisions and their presentation on the website.
8. ACA Awards (Feller) Seven nominees for ACA awards were forwarded by NCDA. ACTION ITEM: Deneen and her team will highlight our nominees in upcoming publications to be determined after the awards are announced.

NEW BUSINESS

9. Legal Situation with Sandy Manoogian (Pennington and Osborn) Cheri Butler and Deb Osborn have a meeting scheduled with Sandy Manoogian to discuss her goals related to these materials. They are still hopeful that a compromise can be reached.
10. Fellows Recommendation (Butler) Committee reviewed two applications. Committee was chaired by Ray Davis and included Howard Splete, Lisa Severy, and Cheri Butler as the NCDA Board Liaison. Recommendation from the committee is to award the Fellow status to one of the two applicants (results to be announced at the 2012 NCDA Conference in Atlanta.
11. Economic Book Review Proposal (Lehman) Charles Lehman recommends doing some book reviews with key points highlighted as a member benefit. ACTION ITEM: Charles Lehman will bring a sample to share with us during the February meeting.
12. Conference Planning
    - Leadership Academy Participants- Ron Cathey reported that we will have a featured presentation for participants to share their Action Learning Projects. This presentation will be scheduled so as not to conflict with other board member activities so that we can attend. They will also be introduced during some of the general sessions. Regional trustees are currently reviewing applications for next year!
    - Quick Conference Debrief- Suggestion to have a short gathering at the end of the conference for a quick debrief and an honoring of board member transitions (honoring outgoing board members and welcoming new ones). Since the conference ends at noon, perhaps we could add a lunch. This leads into a bigger issue of the need to do a better job of transition management for board members.

13. New Name for Cultural Diversity Committee: The Cultural Diversity Committee has asked the board to approve an official name change for their committee. David Blustein moved to approve the new name of the **Committee on Diversity Initiatives and Cultural Inclusion,** seconded by Rich Feller, motion passed. Deneen will ask for appropriate changes on the website and in our publications. Note: This committee has a new energy and is doing a ton of work. David Blustein particularly mentioned Lee Rush and his leadership.
14. New Diversity Award (Blustein) David Blustein moved to add a Diversity Initiative Award to be recommended to the NCDA Awards Committee by the Committee on Diversity Initiatives and Cultural Inclusion. Motion is seconded by Michelle Beese. Motion passes.

    NCDA Diversity Initiative Award
    Description / Purpose: To recognize an individual who through their initiatives and commitment, has demonstrated a high degree of cultural responsiveness within the domain of career related activities.
    Criteria for Selection: Individuals selected for this award will have documented evidence of one or more of the following areas of involvement:

    a. Significantly enhanced our understanding of and appreciation of the complex career development needs of diverse populations and historically marginalized groups
    b. Contributed to the professional growth of culturally competent and sensitive career counselors
    c. Provided mentorship for diverse graduate students and professionals in the field of career counseling
    d. Successfully advocated for systemic changes that lead to the elimination or reduction of barriers impacting the career development of diverse and/or historically marginalized individuals.

    Nomination Process: Any current member of NCDA may nominate an individual for the NCDA Diversity Initiative Award. Nomination letters will include:

    a. A description of the activities of the nominee related to their qualifications for this award.
    b. A biographical overview of the nominee.
    c. Contact information on the nominee.
    d. One nomination letter
    e. At least one letter of support
15. New Item: The Rhode Island Career Development Association now has 23 members and is growing. They are requesting $200 for chartering. Mark Danaher moved to approve $200 for the state of Rhode Island CDA, seconded by Paul Timmons. Motion carries.
16. Additional Committee Updates (some shared during conference call and some included by email afterward due to lack of time):

Bylaws – John Wilgeroth and Deneen Pennington continuously assist with state division bylaws revisions as requested. John Wilgeroth is also advising the committee who is working on board reorganization.

Publications Development Council – Experiential Activities, Volume III is at the printer; should be released shortly. The Counselors Guide to Career Resources Instruments, Sixth

Edition, is moving along nicely; hopefully be released before the 2013 Conference; 2 monographs are due this Fall and are behind schedule.

International: Jane Goodman will be asking for volunteers this spring to serve as conference hosts at the NCDA Annual Conference in Atlanta.

Professional Development has facilitated one webinar with technical assistance from HQ, has 2 more already scheduled, and is working on a 4th for the year. The Veterans Task Force is arranging to do one of these webinars.

Technology committee: Tristana Harvey met with her committee recently. As a new committee, they are starting by clarifying the committee's description and goals, and setting a plan for priorities this year.

National Career Development Month: Frank Coulson and his group have been active in recruiting more states participation.

Website committee: Melanie Reinersman has been extra busy these past few months replying to website feedback (great suggestions from readers), creating new monthly Conference e-bulletins, responding to Board needs/decisions (e.g. deleting the Mentoring Program) and answering questions that visitors to the website send via the email link on the website. She's also been on Twitter more (over 700 Tweets and 333 Followers). Melanie Reinersman requests that Regional Trustees encourage their State leaders to send in state events for posting in the monthly Announcements e-bulletins or under Related Conferences.

Standards: The standards committee just finished a review of the NCDA Guidelines and is providing a draft for review to Deb Osborn.

Ethics Committee: The committee is working on the Ethical Guidelines for using Social Media in Career Counseling. They have been accepted to present at NCDA with the following presentation of "The Ethics of Social Networking: Join the Conversation as NCDA Takes the Lead". They will be holding meetings at NCDA to gather information for the guidelines with space provided from NCDA.

Membership Committee: The membership committee is working on the following items:

1. Set up Affinity and/or Special Interest Groups among NCDA members. Highlight and bring together the diverse interests and groupings
2. Reach out to faculty in counseling MA and PhD programs. Share resources offered by NCDA that benefit all counselors from diverse backgrounds, and those who work with diverse populations. What do we want from those to whom we are reaching out? (Note: Contacting Rich Feller (a board recommendation), who has specific ideas in this regard).
3. Maggie McCormick is part of our membership committee and is an awesome person for working on NCDA website ideas. She recommended that a clarifying discussion focus be held, too, on who is responsible for what in terms of website outreach to potential members. The committees will be meeting for a conference call in the near future to deal with areas of potential overlap, prioritization, and collaboration with

the technology committee. (FYI, we were told that Readyminds is not an option at this time). Items include:

- Explore ways to enhance LinkedIn participation through the NCDA website
- Target LinkedIn members in ACA. Focus on how affiliation with NCDA as a member and NCDA offers that could be a benefit. Highlight learning opportunities offered by NCDA that either helps members improve their skills or their personal career development.
- Create Special Interest LinkedIn groups under the current NCDA LinkedIn account (NCDA LinkedIn has approximately 1500 members) to help groups stay connected.
- Target those who perform counseling, outplacement, or career development. This might include social workers (e.g., EAP's, welfare to work/vocational education), career coaches and executive coaches (e.g., outplacement and leadership/career development programs within organizations), trainers, and HR professionals
- Connect with NCDA LinkedIn members and ACA LinkedIn members. Stress connections related to career launch, unemployment, and underemployment are salient in all counseling functions (marriage-family, individual, guidance) perhaps webinars and other resources that are offered by NCDA to help all counselors (not just career counselors).

ACTION ITEM: All board members should book flights for Charleston ASAP.

No meeting on January 3rd

Motion to adjourn made by David Blustein at 2:30 pm, seconded by Rebecca Dedmond, motion carries.