**State Career Development Association Best Practices
NCDA Leadership Academy Action Learning Project (2011-2012)
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**Project Description**This Leadership Academy Project collected State Career Development Association (CDA) best practices with the goalof compiling best practices and making that information availableto all State CDA leaders and members in hard copy, and on the NCDA website.The envisioned benefit was tohelp both new and developed State CDAs utilize, plan and implement successful models of structure, membership, programming, marketing, communication, outreach, and technology.

**Response Rate**49% or 26 of 53 recipients responded to the survey.The survey was emailed out on October 3 and again on October 25, 2012 to 53 email contacts, which included State CDA Presidents, President-Elects or a state primary contact.

**Response Summary**Following is an abbreviated summary of the responses to each question. A complete summary and list of responses is available from NCDA.

**Question #1**Please describe your State Career Development Association’s single best practice related to using technology to serve your members.

* Effective use of websites
* Utilization of social media(Facebook, LinkedIn, Twitter)
* UsingConstant Contact (“Email marketing software that makes it easy to create professional HTML email campaigns with no tech skills”) on upcoming programs and events; emailing of newsletters; online registration for events; conferences addressing technology for an array of purposes
* Use of off-the shelf products to improve/enhance communication—Careerwell and Career Aisle
* State CDA websiteto host professional development programs
* Lists of Career Development Facilitators (CDFs), State CDA members and NCDA members in the state in which to email updates.

**Question #2**Please describe your State CDA’s single best practice related to serving and promoting diversity within your membership.

The two primary themesregarding promoting diversity within membership that serve as a best practice were:

* Expanding diversity in membership through board composition, or partnerships with other organizations
* Diversity in topics addressed at conferences either on the subject of diversity or on how to serve a diverse population. This material was presented in a variety of formats—keynote speakers, workshops, breakout sessions—and on a variety of diversity topics, including and not limited to dealing with clients with “physical, developmental, and/or psychological disabilities, multicultural background, traditionally disadvantaged socioeconomic background, veteran background, and ex-offender background.”
* More than one State CDA reported that they were not sure they had a diversity best practice. One response stated, “Unfortunately, that (diversity) is not a priority—our priority is to try and recruit more volunteers to fill positions to keep us active.”

**Question #3**Please describe your State CDA’s single best practice used to advance your association’s goals (it can be anything—programming, membership, outreach, etc.).

* Communication through social media and emails and/or outreach to professionals in their community.
* Excellent speakers for workshops and seminars and the providing of these gatherings through annual or semi-annual conferences/programming/training.
* Volunteer service in the community to help advocate for engagement in the career development process, or helping those who could not afford career assistance providingpro bono resume critiques.A couple of other responses mentioned aligning themselves with other (more established) organizations, and coordinating with another state on a conference.

**Question #4**In what Region is your State CDA?

* Three/11.5% responded from the Midwest Region;
* Eight/30.8% responded from the Western Region;
* Six/23.1% responded from the North Atlantic Region;
* Nine/34.6% responded from the Southern Region.

**Question #5**How many members are in your State CDA?

* Eight/30.8% between 1-50
* 10/38.5% between 50 and 100
* four/15.4% between 100-150
* three/11.5% between 150-200
* One or 3.8% over 200.

**Question #6**How could NCDA’s Headquarters’ National Office most help the goals of your association?

* Needing information on best practices for State CDAs that can be accessed easily, either in hard copy or electronic form.
* Wanting more contact from NCDA with State CDAs, possibly through Regional Representatives and also with NCDA helping to market and promote the State CDA.
* Desiring a more robust and affordable speaker’s bureau was noted;
* Asking for help focused on advocacy and having Stephanie Vance speak;
* Seeking high-quality, attractive webinars presented through NCDA;
* Providing additional assistance to new State CDAs,and additional and more comprehensive training for State CDA leaders.

**Recommendations**

Most immediate, low cost/high return action items:

* Sharing of these best practices via hard copy, NCDA website, State Leadership Training
* Increase communication from Regional Trustees with their State CDAs via email, phone, Skype
* Offer more webinars, perhaps on technology and diversity
* Spread the idea of advocacy, perhaps a Stephanie Vance blog