# **NCDA Board of Directors Meeting**

# **Vancouver, Canada October 14-15, 2015**

**Minutes**

President Cynthia Marcos-Scanlon called the meeting to order at 8:30am, October 14, 2015

Roll Call by Ellen Weaver Paquette, Secretary

Present:

Cynthia Marco-Scanlon, President

Mark Danaher, Past President Carol Vecchio, Trustee

David Reile, President-Elect Wendy LaBenne, Trustee

Paul Timmins, President Elect-Elect Hyung Joon Yoon, Trustee

Ellen Weaver-Paquette, Secretary Kathy Evans, Trustee,

Marilyn Maze, Treasurer

Deneen Pennington, Executive Director

Absent: Deb Osborn, ACA governing representative; Ray Davis, Trustee; Brian Montalvo, Trustee

Based upon time and members absences, the agenda was significantly rearranged.

Agenda Item #4 related to SVP was tabled until the December 8, 2015 Board of Directors conference call due to absence of Deb Osborn.

**Welcome and Introductions (Cynthia)**

Reviewed edits to Policy and Procedures Manual completed by Deneen Pennington. Discussed why the Board reaffirms the non-discrimination policy every year and why that policy refers to job performance, which is not normally under the purview of the Board. Additional corrections and changes were suggested. Many corrections were immediately adopted, but others generated the need for additional thought.

ACTION ITEM #1 Deneen will call Mark Pope to ask original intention of the phrase about job performance. Then the Presidents will create a list of value statements that the Board should reaffirm each year (rather than singling out this one value statement.)

ACTION ITEM #2: The Presidents will print out the duties for the 4 presidents in the manual and verify that the tasks are distributed correctly. They will also review the duties of the Trustees.

ACTION ITEM- #3 Bylaws Revision Taskforce: A small committee, including John Wilgeroth, Carol Vecchio and Paul Timmins, will make sure the bylaws are consistent with the recent changes to the structure of the Board and present any needed revisions at the February 2016 Board meeting

ACTION ITEM #4: All Board members should again review the Policies and Procedures Manual.

**Expectations of Board Members Involvement and Responsibilities (Cynthia and Mark Danaher) see handout**

ACTION ITEM #5: Deneen will add cell phone numbers to a version of the Leadership Directory which is shared only with the Board.

ACTION ITEM #6 Contact Brian Montalvo for referrals from past Leadership Academy graduates who may be interested in becoming co-chairs of committees. Mark will assist.

ACTION ITEM #7 Carol offered to give up oversight of 1-2 committees to take on oversight of Leadership Academy. Mark and Cynthia will talk to Brian

ACTION ITEM #8 Send ongoing current information such as upcoming webinars to Committee chairs, deadlines for Leadership Academy, state CDA’s. etc.

**APPROVAL OF AGENDA (Cynthia)**

MOTION To approve agenda with changes. Moved by Marilyn, seconded by Ellen Weaver-Paquette. Passed unanimously.

**Membership Report and Yearly Review (Deneen)**

There has been an increase in requests for membership designations. Promo memberships given to new CDF’s should decrease in the future, but 33% did renew in the second year. The number of regular memberships in 2015 (not counting the promo memberships) is down about 10% since 2012. Possible reasons for the decrease and remedies where suggested. Location of upcoming CPIs could be a factor. They will be located in Providence and Memphis next year. Membership could be related to the location of the conference in relation to the location of counselor training programs. Chicago should be a good location for graduate students.

**Approval of the Minutes (Ellen)**

MOTION: To accept minutes with corrections. Moved by Marilyn Maze, seconded by David Reile, passed unanimously.

**Agenda Items (in order discussed)**

1. New Member Benefit (David)

After an introduction by Cynthia, David provided background for the handout he had created. We agreed that we need to move forward, but changes to the wording of the handout are needed before it is shared with the membership. Hyung Joon Yoon loaded it onto Google Docs and invited the Board to edit the document ASAP. When it is finished, the document will be shared with members and we will reach out to stakeholders for feedback.

MOTION: To move forward with the creation of additional member benefits.  Moved by Marilyn, seconded by Mark, passed unanimously.

ACTION ITEM: #9 Board should make corrections to the proposal document in Google docs by October 28, 2015

ACTION ITEM #10:  Cynthia will reach out to the 3 people absent from the meeting to assure they are included.

Discussion continued about the next steps.  The creation of additional member benefits may require the help of consultants and others.  As there will be face-to-face meetings, a travel budget will be needed.  There will likely also be a need staff assistance. Without detailed knowledge of the cost to be incurred, a placeholder budget was recommended. The Board envisions that a detailed process would be created for members to benefit from their participation in NCDA. We could use 2nd Century funds to research the process for member benefits.

The Board wants to identify stakeholder groups and ask for input.  We then need to convey to our membership what we believe needs to be accomplished and to respond to questions and concerns, via Webinar.  We hope to have feedback from stakeholders by January.

2. CDF Advisory Council Requests (Mark)

1. Pricing Guidelines

The CDF Advisory Council asked us to set minimum recommended pricing for consultants who provide training. In the past, the CDF AC has set a minimum price (without the input of the Board). The Board continued to express concern about the legality of setting pricing for services offered by people who are neither employees nor compensated by NCDA and concern about how such pricing would be enforced.

ACTION ITEM #11: Mark will speak with Aaron Leson about these issues. The Presidents will put together a document that explains our concerns. We ask the CDF AC to do the same. We will share these issues on a phone call with an attorney. This will allow us to understand the legal implications of what they are asking us to do.

1. Additional Staff for Evaluation

This issue is a much bigger than we are prepared to fund. The issue of continual monitoring of CDFIs is very complex and requires more than funding one staff position. We are not prepared to implement this now.

Motion: To postpone the additional staff person for evaluation. Mark moved, David seconded. Nine in favor, one abstained. Motion passed.

ACTION ITEM #12 Mark will talk to Chair of CDF Advisory Council.

1. International Task Force

Other countries want our curriculum. Kuder and others offer training internationally. CCE now has an office in Singapore. CDF AC wants an international advisory council set up to advise us on legal and historical issues related to international training. The Board has authority to create a Presidential Taskforce with a one-year term. This group would be tasked with deciding how to assure contents of curriculums adapted by other countries.

MOTION: To create an International Career Development Presidential Task Force with a one year term. Joon moved, Carol seconded, passed unanimously.

ACTION ITEM #13 Mark will talk to Connie Pritchard about chairing this taskforce.

Day 2 October 15, 2015

3. Update on NCDA collaborations (Cynthia)

At the NCDA Conference, the Presidents met with several other associations. Each collaboration needs an MOU and a Board liaison.

a. ACTE MOU

We have gone through several iterations with the proposed MOU. It looks like a very positive agreement for NCDA and the details have been worked out. Ray and Brian would be the trustees responsible for this relationship.

ACTION ITEM #14 Cynthia will contact Doug Meyer of ACTE re: Board passing the MOU-sign and send a copy to Doug, Steve DeWitt and Deneen

MOTION: To approve MOU as amended. Moved by Marilyn, seconded by Mark, passed unanimously.

b. AF Policy Statement (Mark)

This document was developed when Mark was president. Needs minor revisions.

MOTION: To adopt the NCDA and AF Position Statement as amended. Carol moved, Paul seconded. Passed unanimously.

ACTION ITEM #15 Mark will update document

c. Career Literacy Meeting in DC (Mark)

Bill Symonds is planning another meeting in Washington DC with invited guests that include Scott Solberg, US Chamber of Commerce, and state governments in February or March (perhaps Feb 22, Hall of Flags). Ray, Mark, Neil, and Brian would be invited. The meeting would highlight the efforts of specific states and the use of Individual Learning Plans. Ray and Brian would be the trustees responsible for this relationship.

ACTION ITEM #16 Wendy LaBenne will send an email blast to state CDAs.

d. Life Reimagined (Mark)

The relationship was started 3 years ago, but AARP has encountered a number of technical difficulties. We reviewed a list of possible collaborations, which will be developed into an MOU. Carol encouraged us to work with Encore and some other groups that are involved with similar efforts. Carol would be the trustee responsible for this relationship

4. Demonstration of NCDA’s New Website (Melanie Reinersman)

Several new features were demonstrated and the Board encouraged Melanie to divide Carol’s 3 constituency groups into 3 separate items. We also requested that the “Find Help” feature ask the user to choose a counselor or specialist, and then search on the appropriate list.

ACTION ITEM #17 Melanie will develop a President’s message to welcome graduate students

ACTION ITEM #18 email blast to go to CDF Registry members regarding the use of the new logo and retirement of the old logo.

5. Long term Plan/Goal Sheet (Cynthia)

Through a brainstorming process, we developed a revised set of long-term goals (for the year 2020) and adopted short-term goals for the coming year.

ACTION ITEM# 19The Presidents will prioritize these goals by November 6 and share them with the Board, committees, and the state CDAs.

6. Constituency Groups (Joon and Mark)

Joon summarized the survey he had conducted related to the role and structure of constituency groups. Please see his attached notes. We agreed that brainstorming about topics of interest to the constituency groups would be part of each meeting at the conference. This list of topics would then be turned into a survey to identify the level of interest among members in that constituency group. This list of topics would then be released in September so that these topics could be highlighted by those proposing to present at the conference.

We discussed the need for communication within constituency groups. There are several options which might be adopted. In the past, we have used LinkedIn. We asked if NCDA could purchase Premium Level LinkedIn membership for those responsible for leading discussion groups if they run into limitations with the fee level of membership.

ACTION ITEM #20 Joon will place his survey analysis into a word doc

ACTION ITEM #21: Investigate Google Groups, Yahoo Groups, etc. as ways of linking with our membership database to facilitate discussion among members.

8. ICF Collaboration: CEU provider

International Coaching Federation has 7500 US members. As part of their Career Coach program, we could collaborate to provide a tailored curriculum for joint certification. Connie did a crosswalk between their competencies and ours and found that there are some common elements and some unique elements. Elizabeth Craig is interested in this collaboration. We could initiate a conversation and see if we can have a win-win situation.

ACTION ITEM #22: Joon will move forward to create a Task Force within the CDF Advisory Council to discuss with ICDF the possibility of a joint training/certification for ICF members

9. Executive Director/Management Contract Review (Mark)

Mark shared a letter he has written with us related to his review of the Creative Management Association (headed by Deneen) and his recommendation of a $5000 bonus for CMA.

MOTION: to give a positive evaluation and $ 5,000 bonus to CMA. David moved, Marilyn seconded, passed unanimously.

ACTION ITEM # 23 The Presidents will develop reasonable goals and outcomes for the management team by November 10, 2015. Feedback will be given to Deneen from the Past President.

10. Treasurer’s Report (Marilyn)

Marilyn reviewed the final financial statement for the 2014-15 year. The conference earned $223,000 after expenses. This contributed to our assets, which are currently at $991,000. Revenues exceeded the budget at 109% while expenses were slightly lower than expected at 98%. This means we did not use carry-over funds last year and we had $141,000 in net revenue. Some of this could be used as carry-over funds to balance the 2015-16 budget and fund special projects, such as the PSB.

ACTION ITEM: # 24 Deneen will investigate the expenses of adding a new staff person.

11. Approval of the 2015-16 Budget

In the long-term planning, we had agreed to implement the PSB and to hire a new person to facilitate relationships with other associations, work with the Government Relations Committee, and advance our marketing goals. However, the budget required $35,000 in carry-over funds to bring it into balance, and we previously estimated that the new PSB should be funded at $50,000. This means that $85,000 in carry-over funding would be needed. The Board decided not to include a new staff person in the budget at this time.

MOTION: To approve the budget as emailed to us by Deneen (during the meeting) which uses $85,000 of carryover funds. Moved by Marilyn, seconded by Kathy Evans. Nine in favor, one opposed. Motion passed.

MOTION: To adjourn the meeting. Moved by David, seconded by Cynthia.

Meeting adjourned at 5:22pm

Submitted by: Ellen Weaver Paquette, MA, CAGS Secretary October 28, 2015