**NCDA Board Conference Call**

**August 17, 2017**

**Meeting called to order at 3:00 pm Eastern**

This call was to address the need for staff support for the Credentialing program which launched on August 1st and to discuss NCDA’s Long Term Plan.

*Present:*

David Reile, President Wendy LaBenne, Trustee

Paul Timmins, President Elect Lisa Severy, ACA representative

Spencer Niles, President Elect-Elect Ray Davis, Trustee

Cynthia Marco-Scanlon, Past President Hyung Joon Yoon, Trustee

Ellen Weaver Paquette, Secretary Sharon Givens, Trustee

Absent: Kathy Evans, Brian Montalvo, Brian Hutchison

MOTION: Paul Timmins made a motion to approve new part time position at HQ to assist with credentialing workload, Lisa Severy seconded. All approved, none opposed, 1 abstention. Motion passed.

Board members discussed their ideas about the 6 portions of the Vision 2020 document, focusing on capturing ideas about what NCDA's three-year goals should be. When the 2017-2018 Board convenes after the new fiscal year begins in October, they will take these initial ideas about three-year goals, refine them, and then create one-year goals to be accomplished by September, 2018.  
  
Goal 1: Increased Value of Membership (Discussion led by David Reile and Sharon Givens)

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1. ​Increase membership by 10% each year.

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2. ​Highlight and increase outreach to undergraduate and graduate counseling and psychology programs highlighting career counseling as a mental health profession

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3. ​Sharpen our division/constituency model to be more like APA/ACA where the conference, the website, and other programming and media (i.e., publications) focus on “my needs” as a counselor educator, private practitioner, school career counselor, etc.

     ​a. ​Following #3 above, work on reconnecting regions so that counselor educators in the south have opportunities to connect in their region and private practitioners in the west have opportunities to connect, etc.;

     ​b. ​Following #s 3 & 4 above, explore constituent groups by credentials – having CSPs and CMCs, etc. connected to each other by region, by constituent groups, and by their credentials;

​     c. ​Following #s 3-5 above, focus more on grouping programs at the conference so that smaller groups can facilitate connections with each other;

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4. Focus on more specific collaborations with NACE and ACTE around our credentials, with joint CPIs and even at our (and their) conference;

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5. ​Strengthen vendor relationships

     ​a. ​Design an “associate” membership status specifically for organizations/Vendors (like AARP, Kuder, CPP, PAR, local and international training groups, etc.,);

​     b. ​Spend more time highlighting conference vendors DURING the conference; and

​     c. ​Send out email blasts to members before and after the conference highlighting vendors and their websites to inform members of those vendors who are supporting NCDA and who are connected to the needs/interests of members.  
  
Goal 2: Maintain and Strengthen a Vibrant Organization (Ideas contributed by Kathy Evans and Hyung Joon Yoon)

​1. ​Effective empowerment of Committees / TFs, Counselor Educator Academy, Leadership Academy, HQs, Board, and Constituency groups

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2. ​Develop organizational competencies (including technology)

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3. ​Develop a values statement

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4. ​Alignment with NCDA vision and goals

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5. ​Leaders are visible, known to members, accessible -- leadership is personalized.

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6. ​Establish NCDA’s presence internationally

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7. ​(addition suggested during the call: Strengthen reporting requirements for all groups. Committees submit these now, but also could request constituency trustees and all others to submit reports to share their work with others)  
  
  
Goal 3: Professional Development (Discussion led by Cynthia Marco-Scanlon, Brian Montalvo, and Wendy LaBenne)

​1. ​Increase participation in NCDA credentialing initiative and training programs (e.g. CSP, PDI, supervision training, etc.), through offering professional development CEU’s (or credential) for attendees.

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2. ​Increase the number of participants for CPI’s and the Annual Conference for professional development opportunities

     ​a. ​Tactics would encompass this (offering CEU’s for credential holders, etc.)

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3. ​Just-in-time professional development for continuing education opportunities for maintenance of credentials

​     a. ​We think more than just webinars needs to be added to this to increase members CEU opportunities

          ​​i. ​ Self-paced learning opportunities

          ​​ii. Webinars

          ​​iii. On-line learning modules

          ​​iv. Web-based tools

          ​v. ​Read CDQ article, or another NCDA  publication, take a test –earn CEU’s (like ACA’s toolkit)

     ​b. ​Idea: Trustees should be responsible for this in their “job description” – offering professional development opportunities for their constituents (like webinars, etc.).

Goal 4: Advocacy (Discussion led by Brian Hutchison and Ray Davis)  
  
(A question: How are we defining advocacy? Can include both self-advocacy (for NCDA and its initiatives/ members) and external advocacy (advocacy around issues related to labor and work).

1. Purposeful and consistent collaborations: What types are important to us? To what end? How many organizations should we collaborate with? Suggesting 5 self-advocating (that support NCDA initiatives/ members; this includes SCDA) and 5 external (that support client justice issues).

2. Voice on Capitol Hill: Yes. This can be through lobbying, member drives around issues and legislation, etc. Again, can include self and external advocacy. Needs to be timely.

3. Educate: This aligns really well with several of the categories I suggest above. Again, I would want an equal portion to be external efforts as well.

4. Purposeful and consistent marketing/ having a marketing arm: This especially helps with our self-advocacy. External advocacy would be things like Public Communications and Voter Efforts.  
  
  
Goal 5: Research/Publications (Discussion led by by Skip Niles and Ellen Weaver Paquette)

1. ​Strengthen Career Development Quarterly
2. ​​Help members secure external funding for research. Perhaps host workshops or PDIs about grant writing.
3. ​​Be intentional about recruiting authors -- for all our publications -- at the conference and throughout the year.
4. ​​Strategically and intentionally collect information on what practitioners need so that NCDA can be more responsive in its publications.
5. ​​Provide seed money for researchers, but provide direction on what research would be useful, milestones to assure accountability, and promote use of the research

Goal 6: Standards (Discussion led by Lisa Severy and Paul Timmins)  
  
1. Continue to develop and build the Credentialing Initiative and Commission

2. Provide credentials recognized by practitioners, employers, educators, and the general public.

3. Provide multiple avenues for credentialed individuals to attain continuing professional development.

4. Recognize professional development providers who meet NCDA standards for CEU provision.

5. Establish mechanisms for individuals to express concerns related to credentialed individuals and a process for investigating and resolving any potential issues.

Meeting Adjorned at 4:00 pm Eastern