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# **NCDA Board of Directors Meeting Minutes**

# **Wednesday-Thursday, October 4-5, 2017**

Present:

Paul Timmins, President-Elect

David Reile, Past President

Spencer (Skip) Niles, President-Elect

Kathy Evans, President-Elect-Elect

Brian Hutchison, Treasurer (10/5)

Sharon Givens, Trustee

Celeste Hall, Trustee

Seth Hayden, Trustee

Wendy LaBenne, Trustee

LaKeisha Mathews, Trustee

Hyung Joon Yoon, Trustee

Melissa Venable, Secretary

Deneen Pennington, Executive Director

Unable to attend: Lisa Severy, ACA Governing Council

Meeting was called to order by President Paul Timmins at 3:11pm PT

Roll Call was conducted by Melissa Venable.

**AGENDA**

**Welcome and Introductions – Paul**

Reminder: NCDA’s Board-Only page is the way to get info out in advance of the meetings. Login for more information and updates to agendas as we go.

Members of the board introduced themselves including background information about their connections with NCDA and ideas about where/how they would like to make an impact in the coming year.

Approval of the Agenda – Paul

MOTION was made by Seth Hayden, seconded by Sharon Givens to accept the agenda with additions: (David) two contracts board needs to ratify; (Seth) funding of various initiatives. Motion passes unanimously (no opposing votes, no abstentions).

**Orientation to the Board**

*Overview (Paul)*

Review of NCDA’s mission statement to ground the work of the board: The National Career Development Association (NCDA) provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals.

*Board Meetings (Paul)*

Paul shared pertinent information for board leadership and the expectations for this coming year.

*Orientation Packet (Deneen)*

Deneen shared the Orientation Packet of materials, which will be important to each board members role.

**Long and Short-Term Planning Introduction (Paul)**

*Visions 20/20, Long Term Plan Draft*

The board reviewed the Vision 2020 Long Term Plan Draft that had been shared with NCDA membership in the October Career Convergence.

***((( Pause in Meeting. Resuming Thursday morning, 10/5, 7:30 am PT )))***

Paul resumed the meeting with a review of the revised agenda provided on the board-only web page.

David suggested that we revisit all ads on Multiview currently appearing on the NCDA website. Action item: Deneen will review.

**Government Relations Committee and Advocacy Contractor via 8:00 am Conference Call**

**On the Call included Diana Bailey (committee co-Chair), Paul Kanitra and Ashley Delgado from LobbyIt.com**

Paul from LobbyIt.com provided an overview of the firm’s mission and reporting process.

Ashley described her work with NCDA over the past several years: main push with legislative activities dealing with career and technical education; exploring collaboration with other organizations and initiatives; attending annual conference to meet with committee and engage membership. CTE bill in the last year passed House moved to Senate. LobbyIT.com suggested amendments but the bill stalled after election and cabinet appointments (Education). There is currently no draft on the Senate side. Issues include: questions of DOE secretarial authority between parties, funding level same as last year. No forward movement expected again this year. Ashley encouraged NCDA members especially in states that may have influence on authorizing committee (e.g., Tennessee) to contact their Senators.

Diana described the need to get better State engagement. The next committee meeting is in October to discuss additional partnerships with school counselors association and more aspects than just CTE. We will continue post Ashley’s monthly reports and notify the membership in the monthly eBulletins to members. The Government Relations Committee will be submitting a more in-depth legislative action plan soon.

Paul Timmins (NCDA) – asked for updates to be coordinated with Deneen to make sure information goes out as appropriate and is accessible to members. Wendy is a resource for reaching State NCDA representation, and Celeste will be good contact for K-12. Lisa will be board liaison to the committee.

Wendy – can get info out to state CDAs though newsletter. Also one state chapter asked for a job description for a state level government relations people. Follow up needed.

Skip – any policy opportunities for NCDA to be more aggressively to support? Employment Workforce act, for example, in addition to CTE. CTE is just one part of a lifespan of career development.

Ashley – apprenticeships and labor programs may be one way to approach. Legislature is not focused on schools as much as how agencies connect with businesses.

Paul (LobbyIt) – will go back to see if any broader issues are out there that we should be aware of. Our current agreement limits what can be done. Focus has been on CTE.

Brian – suggested that when there’s an action that can be taken by individual members, send a blast call-to-action. Ask LobbyIt.com to identify times when members can do something specific. Target a conference or CPI in DC during a time that would be impactful, integrating government affairs, etc. as part of the program.

Action item: Paul will formally request Lobbyit to come to board meeting in person next year

Action item: Lisa to check in with Diana re: best way of communicating updated to memberships and follow up on the conversation

**Credentialing Position – contract ratification (David)**

David provided a draft of the new contract for Cynthia Marco-Scanlon’s contract as the new Director of Credentialing and Special Programs.

The board discussed and finalized the terms of the agreement. David will provide to Cynthia to sign after the meeting.

MOTION was made by Brian Hutchison to go forward with one-year contract with changes discussed and documented by David. Seconded by Kathy Evans. Motion passes unanimously (no opposing votes, no abstentions).

**CMA – contract ratification (David/Paul)**

In the past, a multi-year agreement with periodic review and renewal was established with Creative Management Alliance (CMA). This year a review is due. The previous board went through an evaluation process finding that good systems are in place.

Discussion included budget amount, contract length, renewal percentage range, language around renewal and evaluation with no expectation for bonuses, potential for conducting an RFP in the future (which has not been done recently), and need for consistency in the board’s approach to all contracts. Joon suggested developing specific, measurable, performance objectives based on what is already listed in the contract.

The board decided to offer a contract for three years, which would be renewed on an annual basis by the Board of Directors of NCDA. At the time of the contract renewal in each of the remaining two years, any increase in the contracted services price from the previous year will be determined by the Board. Any change in contract price from the previous year will be based upon an increase or decrease in duties and responsibilities as well as a performance evaluation.

Motion from David Reile to accept contract as written with modifications to reflect three-years in length, with annual evaluation, and removal of wording related to specific percentage of potential annual increase. Skip Niles seconds. Motion passes unanimously (no opposing votes, no abstentions).

**Credentialing Commission via 9:30 am Conference Call**

* **on the call: Cynthia Marco Scanlon, Connie Pritchard**

Connie expressed appreciation to the Board for support in planning and initial implementation of the new credentialing program and provided a walk through of their report.

Cynthia provided an update on commission activities. A November meeting in Chicago is scheduled to develop a business plan and plan for updating board on a periodic basis. Once launched, a revised role for commission members is possible. There are 200 people in application process currently. Identifying tweaks w/Mary Ann for application details. Case studies and grading rubrics pilot happening with new reviewers. Policies and Procedures Manual review to be in alignment with NCDA’s manual. Plan for implementing school career development advisor and employer side of the credential means lots of research ahead. Finalizing bylaws and grievance policy. Creating student guides may be a revenue generation option, as well as determining challenges and issues related to an international market.

Connie – for November meeting: potential income also through CEUs, need for marketing strategy – don’t have this expertise w/in the commission. Funding may be needed to get this expertise outsourced. Looking at February CPI in SC presents unique opportunity to marketing the new credentials to a strong career development facilitator audience.

Cynthia – info from annual conference in Orlando: there was a commission table at conference, gave out 1000 handouts, fielded lots of helpful questions to frame marketing decisions moving forward. There are more requests for presentations and webinars. Talking points from the conference will be useful in other settings. Board members should become familiar with these – help share them out as we travel.

What can the board do to help? Thanks for staffing and Deneen and Mary Ann’s support. Feedback on business plan in February. Time to talk to advisory council. Marketing support. Cynthia suggested a funded line item in budget for marketing piece, go with a firm, develop a plan with ~$10,000 so that commission knows there is support and room for them to do the work they need to do.

Wendy suggested the commission and new coordinating contract position present a proposal for marketing line item with more detail about goals of this funding and expected outcomes.

David noted that we will need to look at funding generated in first year, and after initial credentialing of membership, to see what marketing is needed - perhaps a consultant vs. a firm.

**Introduction to Budget (Brian)**

Provided an overview of year-to-year trends. Reserve and operating funds currently $920,000 as of the end of August. Projected expenses last year were $1.5 million. This year projected deficit of $74,000 will mean dipping into reserve funds to have “0” balance. We did this last year as well. This year’s deficit includes new credentialing position and $70,000 addition to budget.

**Master Budget (Brian)**

Led line-by-line review of master budget based on close of recent fiscal year. Conference revenue was lower for last year, as well as publications revenue. Expense increases expected – CDQ editor requested increase in stipend, veterans committee requested finding for related conference attendance.

NCDA operating expenses discussed, including costs related to mailing membership cards. This used to be necessary to provide members with their individual membership numbers, however, an electronic membership packet may be possible now. Deneen indicated this would reduce cost related by half.

Technology costs include professional development webinars web-conferencing software. WebEx currently used. Action item: Deneen will review current costs and options for selecting a new product.

Other line items were discussed and decisions were made as to the Board’s priorities.

The Second Century Fund expenses were discussed since the Fund will be spent out this year.

Research has been the least funded of the Funds goals. The board agreed to fund research for this next year. The Research Committee will be charged with releasing an RFP after board approval.

Advocacy costs include Lobbyit.com at their lowest tier pricing point. At the lowest pricing point, the work they can do on our behalf is limited. Also, the Lobbyit staff members noted during our phone call that little/no legislation seems likely to be passed this year. We have a strong Government Relations Committee and committed volunteers, but a discussion ensued about whether the money being spent on the Lobbyit contract would be the best use of NCDA funds. The board opted to suspend funding to LobbyIt.com, until a future time when it feels like our funding seems more likely to have a strong impact on policy. It also decided to ask the Government Relations committee for its ideas on other ways that funds might be spent to impact public policy. Deneen will deliver the message to the contract; Paul T. will communicate with the committee and new liaison, Lisa.

Action item – Seth to coordinate with Lisa to follow up on this conversation.

The School Career Development Advisor Curricula/Pilot Training – National Career Development Coalition. Is in discussion with the Governor of South Dakota to provide the training and credential in that state. Meeting on Oct 19 to find out more.

After adjustments to revenues and expenses, $42,400 deficit is anticipated, which will get pulled from reserve with agreement to review again in Charleston mid-year. Still need to think about credentialing, conference, marketing for credentialing.

Motion from David to accept budget with modifications and carry over of $42,400, with pending review mid-year at the February CPI. Kathy Evans seconds. Motion passes unanimously (no opposing votes, no abstentions)

**Long and Short-Term Planning Discussion (Paul)**

Review of the six-part, three-year plan was presented by board members who were part of the coordination last year. The Board then discussed possible ways to make progress toward one-year goals and initial identification of responsible parties for coordination.

**Goal 1 (David/Sharon) increasing membership:** Better outreach and measurable membership goals needed. Meld trustee work into regional work. Tap into local resources. Explore constituent groups by credentials. Look at expanding reach and partnerships to industries such as talent development and human resources. Getting better geographical representation within constituency groups. Strengthening partnerships with other organizations and vendors, offering affiliate memberships and benefits – organizational membership status. Look at career center models–working with employers for career fairs, interview rooms. Group memberships as another option for schools and corporations - would require a bylaw change.. Action item: Joon and Brian will continue initial discussions on this area to further develop a list of options and opportunities.

**Goal 2: Maintaining a Vibrant Task Force (Joon/Kathy):** Better engagement with committees, development of relevant projects and commitment of more people from these committees. Explore how committee expertise might compliment any existing project moving forward, delegate tasks. Closer communication needed among chairs and liaisons. Identify organizational competencies to foster within committee work. Develop a value statement. Align NCDA vision and goals. Increase visibility of board members in publications and events. Increase international presence, accessibility of what we are doing. More public facing updates from committees.

**Goal 3: Professional Development (Wendy):** More just-in-time training and CEU opportunities. Increasing number of people in work groups, committees, constituency groups etc. who are involved in webinars

**Goal 4: Research and Publications (Skip):** Continue strengthening of CDQ impact factor. Develop workshops from editors on how to publish etc. targeting grad students, new NCDA professionals. Develop more ideas for recruiting authors. Involve leadership academy projects that might be of interest to readership. Look at opportunities for research funding just included in new budget. Collect data and examples re: employer preferences for GCDF. Create a grant writing focus/track/session for future PDI – a particular agency or constituency group may have some expertise. Consider special issue of CD magazine or CDQ. Conduct research on what members need and want.

**Goal 5: Standards (Paul):** Much of this is tied to the credentialing work already in progress. Increase recognition for credentials, building awareness, getting employers to require them. Identify what providers outside NCDA are providing relevant equivalents. Develop process for resolving potential issues with ethics committee involvement. Standards committee responsibilities now folded into credentialing.

**Goal 6: Advocacy (Brian):** Clarify who we are advocating for, what we are advocating for, and what impact we want to have. Coordinate with government relations committee. Consider opportunities as the State-level. Consider establishing a process for making/issuing statements about specific populations, etc. potentially working with relevant committees. Clarify where to put time and focus – select a single issue that filters into different levels of people, services, policy etc. and work progressively in increments on that issue. Identify these topics, such as living wage, DACA and create presentations, kits, lesson plans, etc. promote through publications. Include a stopping point for initiative and reporting back. Review materials online under Advocacy on the website. Look at advocacy competencies at different organizations, like ACA.

Action item: Paul will review and refine brainstormed list and think more specifically about how we might assign tasks and goals, streamline the process.

**CONSENT AGENDA (one motion approves all)**

Updated [Policy and Procedures Manual](https://ncda.org/aws/NCDA/asset_manager/get_file/167191?ver=2) (All) (Deneen) changes recently received from Paul. Action item: Seth will coordinate an update of the Research section working with research committee with review and revision.

Tabled: Board will revisit and review next edition via phone meeting and eVote on updates.

Approval of [Minutes - Sept 2017](https://www.ncda.org/aws/NCDA/asset_manager/get_file/167376?ver=2) (Melissa)

MOTION was made by Brian and seconded by Skip to approve the minutes, with no additions or edits. Motion passes unanimously (no opposing votes, no abstentions).

**CONTINUING BUSINESS**

*National Career Development Coalition (David)*

This may move toward a state-related initiative in South Dakota in the near futures. Additional notes in the budget discussion.

*NCDA China Conference with PAC (Paul and Deneen)*

The FCD agent in Taiwan and China has adapted and translated the curriculum and provides training there via PAC (ChinaNCDA.org) and an existing contract with NCDA through 2018. We get a portion of the training fees and there have been 1200 completions so far. PAC is coordinating a conference there – Cynthia, Skip, Paul will go to Shanghai December 6-13. APCDA has been working with them to initiate credentialing. PAC is funding. NCDA meets with Ivy Liao, the NCDA China agent, annually at the NCDA Conference.

Questions were asked about the approval for this event. PAC will fully fund the involvement of 3 NCDA leaders and the use of the domain name ChinaNCDA.org was approved and purchased by NCDA as part of supporting PAC’s agreement.

The next agreement will be negotiated in 2018, to include credentialing services and will be reviewed and approved by the board. We need someone to manage contracts like this one and to nail down the role of this kind of agreement that documents and differentiates it from NCDA international affiliates.

*Facilitating Career Development Council (Sharon)*

Updated curriculum is completed and is offered in print and via e-book. NCDA has added new features to the FCD section of the website to improve the Instructor Registry and course offering information.

MOTION was made by Sharon and seconded by David to approve Kristen Garceau to join the council for two years. Motion passes unanimously (no opposing votes, no abstentions).

*Publications Development Council (Deneen and Joon)*

Two proposals put forward. Both would come out by the conference in 2019.

     a. [Gaining Cultural Competency Second Edition](http://ncda.org/aws/NCDA/asset_manager/get_file/167193?ver=2)

     b. [A Strengths Based Approach to CD Second Edition](https://ncda.org/aws/NCDA/asset_manager/get_file/167194?ver=1)

No financial concerns with (b), first edition has done well. While (a) was published elsewhere and this is an update, it fills a category/topic that will be unique within our offerings

Ebooks cost ~$400.00 to produce, via Omnipress.

The *International Practices of Career Services, Credentialing and Training* eBook (PDF) may be eligible to be posted through NCDA, but authors need to consult with Publications Development Council. **[updated]**

MOTION was made by Brian to accept both books and seconded by David. Motion passes unanimously (no opposing votes, no abstentions, one recusal).

*Research Committee and Other Funding (Seth)*

Funded through Second Century initiative. Completing usual work of CDQ review. Two proposals submitted for NCDA Phoenix. Working on ways to have research products from the committee, beyond just reviewing others’ research.

*Global Connections Committee*

*a. International Affiliate Report (Joon)* – within global connections committee this is a sub-committee; sub-committee chair recently stepped down, now looking for replacement. All communication now through the chair, Scott Fisher. Conference proposal submitted. Russia call with Scott and Deneen - applications sent.

*b. APCDA Report (Brian)* – Brian is new President. There are 28 member countries. Appointing a task force to explore global member engagement through technology. Conference takes place in China, May 15-19; David will also attend.

*State Divisions Update (Wendy)*

State leadership advisory group has grown to 11 people. Now have webinars for professional development. Three teams: development (webinars, etc.), resources (LinkedIn Group, Toolkit for fiduciary and legal, revising leadership handbook), and process (still developing, state leadership transition information, webinar). Processes for state teams - Dawn Williams leading based on her past LA project. Potential for CDA reactivation (Arizona) and a new potential charter (Iowa.)

*Awards Committee (Deneen/Celeste)*

The Awards Committee has implemented a new online process for the 2018 award nominations. Challenges related to consistency will be eliminated through this new process. The Committee will be looking at the possibility of aligning awards with constituency groups and perhaps even the credentials. Core awards committee is selection committee with representatives from other relevant committees, such as Research. Action item: Deneen will clarify new categorization/titles of awards

*Diversity and Cultural Inclusion Committee Requests (Paul/Brian)*

a. General discussion about NCDA's role in issuing policy statements addressing core values about current conditions (i.e. transgendered in the military and DACA. What type of statement can a nonprofit organization make? We have an ethical obligation to guide our members within the parameters within the context of their work. Immigration statement given as an example, three NCDA’s committees worked together, this showcased the issue within context of what NCDA is doing and the work of the committees within the organization. Discussion: not in best interest to take a political stance, however, we can share relevant resources and what we are doing for our members.

We need to develop a procedure to provide to the committee chairs to be able to articulate and develop appropriate communications with our members.

Review NCDA Code of Ethics and reference the code. The NCDA Code of Ethics also guides members on considering how to support clients, and might be appropriate to reference in any policy statement.

b. Transgendered Individuals in the Military. This one may need to have Veterans’ committee input.

c. DACA. They have asked the board for input about issuing statements on NCDA’s position on an issue. Discussion included:

* + 1. No political party mention
    2. Citing NCDA resources
    3. Citing diversity, nondiscrimination, ethics documents
    4. Consult across committees as appropriate.

Next step with the two drafts (b) and (c): provide the four points of feedback listed above and indicate that the board is wiling to look at next drafts. Potentially able to approve via eVote. Consult Veterans committee on transgender one. Action item: Brian will coordinate feedback and revisions with the committee

**2018 Conference Update (Paul)**

Phoenix promises more space than we had in Orlando. Mark Danaher will be conference chair. Constituency groups will have role in review of proposals. Keynotes due in December, planning for 1) motivational, 2) moderated panel of career theorists and application in today’s work, 3) culturally competent support for clients. So far, 294 proposals received and they are being put into ratings system. Next: will be sent out to constituencies. Mark will cover the general ones. All ratings come back to Deneen and Mary Ann.

The Society for Vocational Psychology conference immediately precedes ours in Phoenix. NCDA is coordinating to bring SVP attendees in, including an SVP session “track” sponsored by them.

CCE asking for ways to participate in the 2018 conference to promote GCDF in 20th anniversary year. Since NCDA’s credentials are brand new this year, this may have the potential to create more confusion. Deneen was directed to decline their request.

MOTION: David moved to adjourn, Kathy seconded. Motion passes.

*First draft of minutes sent to all Presidents and Deneen on 10/16/17 by Melissa Venable*