



National Career
Development
Association

FY 2014-15 Annual Report

NATIONAL CAREER DEVELOPMENT ASSOCIATION

A Division of the American Counseling Association

www.ncda.org

The National Career Development Association (NCDA) provides professional development, connection, publications, standards, and advocacy to career development professionals who inspire and empower individuals to achieve their career and life goals.

PRESIDENT'S WELCOME MESSAGE

Reimagining Life's Possibilities: "Celebrating First Jobs through Encore Careers"



Mark Danaher, NCDCA President

The past year has been another successful one for NCDCA! As President of our great organization, I have been overwhelmed by the hundreds of thousands of hours that members of NCDCA's Board of Directors, committees, councils, and commissions have devoted to making our association even better. It is with sincere gratitude to all who have contributed to NCDCA's success that we share with you this annual report.

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Minutes of the Board of Directors meetings are posted on the NCDA website:

http://ncda.org/aws/NCDA/pt/sp/about_board

In addition, Annual Reports from each committee/council are also listed on the website:

http://ncda.org/aws/NCDA/pt/sp/about_committees

PRESIDENTIAL OVERVIEW OF THE YEAR

Long Term Plan: Talked with Marketing Consultant and President-Elect-Elect on redoing and making long term plan an action oriented item that carries out the future role of NCDA

- Shared this message at each keynote, PDI and national conference in Denver
- Communicated long term marketing plan with all memberships and committees during the fall
- Approved new mission statement to update our vision for the association

Committee Work: Communicated Long Term Plan with Committee Chairs

- Spoke with each committee chair to make sure how they tied into long term plan:
- Made sure their goals matched NCDA goals and projects moved association along

Designations: designations were moved forward to help the association provide member benefits.

- Implemented in October
- Addressed issues throughout the first six months
- Clarified designations with board vote in February 2015

Membership Benefits Board: Begin discussions to move a discussion of a membership benefits board.

- This lead to research and review by various members of the Presidents and President-elects and Executive Director.
- Discussions held in New Mexico and Denver

Minnesota CPI and New Mexico CPI: Helped organize speakers and meeting

Denver Conference: Ran meetings and addressed members.

- Meet with different constituency groups
- Reviewed program and speakers
- Secured three keynote speakers
- Offered first ever Counselor Education Academy

State Meetings and Keynotes: Attended several state meetings

- Keynoted Arkansas, Maine, Ohio, Maryland and New Mexico
- Meet with state associations to talk about connections with NCDA
- Assisted Washington CDA with new charter

White House Meeting: Attended meeting with Eric Waldo, Policy Advisor to the First lady

- Had meeting about NCDA's ability to address the career needs of student K – 20 along with potential resources that we could share

New Publications/Resources:

- Published and released new Career Knowledge Series

- Enhanced and offered new Career Practitioner Supervision Program
- Launched a new NCDA Website and enhanced Career Convergence and the membership database
- Started implementation of a new Total Quality Training Program/Evaluation System
- Published new Group Career Counseling, Second Edition

New/Continuing Collaborations:

- Began discussions with Life Reimagined (AARP) to assist with their new resources
- Began discussions with ACTE to prepare a MOU for future collaborations
- Planned a FY 15-16 Career Literacy Meeting with Global Pathways
- Finalized a position paper with the Automation Federation

ANNUAL MEMBERSHIP MEETING AGENDA

July 1, 2015

Denver, CO

Call to Order	Mark Danaher, President
Introduction of the NCDA Board of Directors	Mark Danaher, President
Introduction of Parliamentarian	Mark Danaher, President
Parliamentarian Procedures	Mark Pope, Parliamentarian
Approval of Agenda	Mark Danaher, President
Approval of 2014 Annual Meeting Minutes	Mark Danaher, President
Membership Report	Mark Danaher, President
Treasurer's Report	Marilyn Maze, Treasurer
Business Meeting	
• Nominations and Elections	Lisa Severy, Past President
• Second Century Fund Report	Rich Feller, 2012-13 President
• Washington Career Development Association	Ron Cathey, Trustee: State Divisions
Announcements	
• Finalized Slate of Officers	Lisa Severy, Past President
Adjourn	Mark Danaher, President

MINUTES FROM 2014 ANNUAL MEMBERSHIP MEETING

Friday, June 20, 2014

4:00 p.m. – 5:15p.m.

Long Beach, CA

Meeting called to order by Lisa Severy, President, at 4:10pm.

Introductions and recognitions by Lisa Severy:

- NCDA Board of Directors
- Outgoing Board of Directors members each presented with “Outstanding Service Through Board Leadership” awards
- Presented past-president award to Rich Feller
- New incoming Board members -they will start tenure October 1, 2014
- All editors, chairs and members of all NCDA committees, councils and task forces

RS Foundation Award: presented by David Reile and Barbara Suddarth to representative of the Choctaw Nation, Dr. Ken English. This award also comes with a \$350 stipend.

Introduction of Parliamentarian, Mark Pope, by Lisa Severy.

Approval of the Agenda: Motion to approve agenda made by Ron Cathey, of Louisiana; seconded by Janet Wall of Virginia. Add to the agenda the consideration of a new State Division Charter to New Business. Motion carries.

Approval of Minutes: Motion to approve the minutes from the 2013 Annual Membership Meeting made by Marsha Boettger, Michigan and seconded by Sharon Wilson, Virginia. A change of state to Michigan was requested by Marsha Boettger from the 2013 minutes reflected in the motion to adjourn. Motion carries.

Membership Report was introduced and acknowledged by Lisa Severy.

Treasurer's Report by Marilyn Maze, NCDA Treasurer

Marilyn reviewed the audited statements and discussed the Revenues and Expenses as well as the Assets and Liabilities from the previous fiscal year. Marilyn stated that we are in a good financially stable position at this time. There were no questions from the floor.

Approval of Treasurer's Report: Motion to approve the treasurer's report made by Doug Cullen, New Hampshire and seconded by Barbara Suddarth, Maryland. Motion carries.

Old Business: None

New Business:

1. New State Division Charter:

Ron Cathey, Trustee for State Divisions, moves to accept the establishment of a state charter for the Utah Career Development Association (UCDA), seconded by Marsha Boettger, Michigan. Motion carries unanimously. Plaque is presented to

Kathy Leslie, President of UCDA, along with the other officers Mike Brammer, Sam Prestwich and Heidi Vogeler, in recognition of this new state charter.

2. Elections Timing Revision and Process Update:

Mark Danaher discussed the old cycle for elections and reason for the establishment of a new cycle for the elections process. Elections will now occur in June/July (starting at the annual conference). In the spring, the Nominations and Elections Committee will establish a slate of candidates. At the 2015 Annual Meeting (and beyond) members will vote to narrow the slate to two candidates per office. Elections will begin at the Conference and online as well, open for a minimum period of four weeks. Online election information will also be sent to the full membership. In August, the election results will be announced. Officers will begin their term in October. There will only be one exception to this new structure and that is for the "NCDA Representative to the ACA Governing Council" position. ACA requires membership in both ACA and NCDA to be able to run for this position, and will follow the ACA fiscal year (July 1- June 30) for the elections process. Mark stated that with this new structure/timing, NCDA will not have elections this year.

3. Nominations and Elections Committee for 2015-16:

Two volunteer NCDA members are needed to serve on the 2014-2015 to be chaired by three presidents, with immediate past-president as Chair – Lisa Severy. The two members are:

- Stephanie Burns, Michigan
- Pamela Payne, Illinois

4. Membership Designations:

Lisa Severy introduced and explained the new membership categories (see page 11 in 2013-14 Annual Meeting booklet). The Board cleared up confusion that has been a reoccurring problem in the past from the members. The board elected to combine our membership categories and special designations to address the confusion. These new designations would start in 2014 with renewals and new memberships, along with continuing education requirements for those selecting master's designations. Lisa explained that the new designations incorporate two large, overarching membership designations: career counselors and career specialists. Questions were taken from the floor such as: will we see the new categories when we renew, what are the continuing education requirements, who will decide on what is "enough" career experience for the categories, will the categories impact voting and running for office, where do members declare years of experience, etc... Lisa and Mark answered the questions asked by all members, and stated that the new categories will be in the upcoming Career Developments Magazine.

Motion to adjourn made at 5:15p.m. by Don Schutt, Wisconsin and seconded by Ray Davis, South Carolina. Motion carries.

MEMBERSHIP REPORT

NCDA Membership Report May-15

Membership by Type

ACA Professional Members	532	11%
Regular Members	2,522	54%
Student/New Professionals	1,232	26%
Retired/Emeritus	167	4%
Life	31	1%
Promotional	224	5%
Total	4,708	100%

By Ethnicity

African-American	455	12%
Asian	194	5%
Caucasian	2,841	75%
Hispanic/Latino	150	4%
Native American	25	1%
Other	114	3%
Total	3,779	100%

Method of Joining (NCDA vs. ACA)

ACA Processed Members	936	20%
NCDA Processed Members	3,772	80%
Total	4,708	100%

By Region

North Atlantic	896	19%
Southern	1,493	32%
Midwest	1,028	22%
Western	1,049	22%
International	242	5%
Total	4,708	100%

By Constituency Groups

Counselor Ed/Researcher	383	12%
Higher Ed Career Services	1,699	51%
K-12	308	9%
Business/Agency/Private Practice	918	28%
Total	3,308	100%

By Gender

Male	807	20%
Female	3,170	80%
Total	3,977	100%

By Designations

Career Counselor	334	7%
Career Specialist	273	6%
MCC	591	13%
MCS	325	7%
Scholars	277	6%
Those requesting designations	1,800	38%

By Degree

Associate/Certificate	138	5%
Bachelor's	212	7%
Master's	2,155	72%
Doctorate	427	14%
Ed Specialist	59	2%
Other	9	0%
Total	3,000	100%

TREASURER'S REPORT

<u>REVENUES</u>	<u>FY 2013-14</u>	<u>FY 2012-13</u>	<u>FY 2011-12</u>
Conferences/Institutes	616,955	601,829	425,588
Membership Dues	308,395	264,052	232,353
Publication Sales	66,312	77,597	88,459
Non-Member CDQ Subscriptions	69,411	51,100	37,689
Other Income	24,151	41,209	25,039
CDF	168,805	187,688	175,075
Investment/Interest Income	19,461	19,263	17,516
Net Assets Released from Second Century	5,348		
Non-Restricted Revenues	1,278,838	1,242,738	1,001,719
Restricted Revenues			
Second Century Donor Fund	5075	66,060	
Second Century Net Assets Released	(5348)		
NIC Cooperative Agreement	276,531	313,373	282,578
TOTAL	1,555,096	1,622,171	1,284,297
<u>EXPENSES</u>			
Program Services			
Conference /Institutes	376,290	397,571	248,291
Journal	28,773	29,111	22,872
Marketing/Member Services	20,342	19,795	14,247
Magazine	49,736	61,030	58,295
Publications	51,468	63,012	39,716
Leadership Academy	8,476	75,00	6,500
Research Grants	618	1,233	1,077
CDF	35,269	44,516	79,031
Prof Dev/Misc/Intl	8,764	24,016	3,847
Support Services			
General/Administrative	405,094	351,866	345,716
Governance	77,794	74,335	80,565
Non-Restricted Expenses	1,062,624	1,065,701	900,157
Restricted Expenses			
NIC Cooperative Agreement	276,732	312,414	281,786
TOTAL	1,339,356	1,378,115	1,181,943
Change in Net Assets	215,740	244,056	102,354

ASSETS AND LIABILITIES

ASSETS	FY 2013-14	FY 2012-13	FY 2011-12
Cash	684,257	591,718	440,644
Marketable Securities	148,683	130,699	114,529
Acct Receivable	20,341	24,480	14,220
Inventory	82,064	93,076	43,301
Cash restricted*	87,268		
TOTAL	1,022,613	839,973	612,694
LIABILITIES			
Payables and Accrued Expenses	10,998	13,460	12,278
Deferred Revenues	157,018	187,656	205,615
TOTAL	168,016	201,116	217,893
NET ASSETS			
Unrestricted Net Assets	767,329	551,316	373,320
Temporarily Restricted Net Assets*	87,268	87,541	21,481
TOTAL	854,597	638,857	394,801
TOTAL LIABILITIES AND NET ASSETS	1,022,613	839,973	612,694

*donor funds for Second Century Initiative

NCDA's Second Century Fund

In 2013, NCDA's Second Century Initiative was started to help strengthen the foundation which bridges NCDA's 2013 Centennial Celebration to its Second Century. This Fund has three main areas:

1. Expand Leadership Academy to strengthen NCDA current and future leaders.
2. Create A targeted research program to build public awareness of career development interventions/effectiveness. NCDA Research Committee will identify high-return small grant proposals and an annual NCDA Occupational Trend Report will be developed and released nationally to brand NCDA to create public awareness.
3. Create Next Generation NCDA Website as "the face of NCDA" utilizing latest technology and social media strategies.

Over the past two years, the fundraising goal was set at \$200,000. As of May 4, 2015, the following chart outlines NCDA's efforts:

Private Donations from Members:	\$ 92,694.00
Interest from the Super Fund:	\$ 65,344.49
Second Century Fund to date:	\$158,038.49

Project expenditures are slated to begin next fiscal year. Members may make donations at the Registration Desk throughout the conference. All donations are tax deductible.