

## ***NCDA Board of Directors***

### ***Board Meeting***

*Wednesday, June 20<sup>th</sup>, 2012*

8:00 am – 12:00 pm Eastern



**8:00 am:** Meeting Called to Order by Deb Osborn  
Roll Call by Lisa Severy (Lisa)

Attending:

- Deb Osborn, President
- Cheri Butler, Past-President
- Rich Feller, President-Elect
- Pat Schwallie-Giddis, ACA Governing Rep
- Charles Lehman, Treasurer
- Lisa Severy, Secretary
- Rebecca Dedmond, Trustee-at-Large
- Paul Timmins, Midwest Region Trustee
- Michelle Beese, Western Trustee
- David Blustein, Trustee-at-large
- Mark Danaher, North Atlantic Trustee
- Ron Cathey, Southern Trustee
- Deneen Pennington, Executive Director
- Observing: Cynthia Marco Scanlon, Secretary-Elect
- Observing: Lourdes Rivera, North Atlantic Trustee

Move to Accept Agenda with correction of day to TUESDAY made by Pat Schwallie-Giddis; seconded by Mark Danaher. Add: CMA Evaluation; State Leader Survey Results from Leadership Academy

Membership Report from Deneen Pennington

Treasurer's Report from Charles Lehman

- Judy Hoppin is working on a marketing plan for the Supervisor's Training. There is concern that the great content will go to waste if it isn't appropriately marketed. There is confusion about the difference between the Supervisor's Training and the CDF Instructor's Training. **ACTION ITEM: Cynthia Marco Scanlon, Rebecca Dedmond, and Cheri Butler will form a task force to look a marketing strategy for the Supervisor's Training.**
- Monograph on Veteran's Career Issues should be ready by November and we'll coincide with a webinar around Veteran's Day.
- We will continue to maximize our board travel by pairing it with institutes and regional conferences. In addition, board members are encouraged to propose and present about NCDA and NCDA products at regional meetings to further develop our brand.

### **CONSENT AGENDA**

Lisa Severy moves to accept and approve the following; seconded by Ron Cathey. Motion carries unanimously.

1. Jerry Trusty, CDQ Editor, submits the following members for the CDQ Editorial Board members; Ellen McWhirter, University of Oregon; Mei Tang, University of Cincinnati; Shelly Tien, Taiwan National Normal University; Melinda Gibbons, University of Tennessee; Tina Anctil, Portland State University; Kevin Stoltz, University of Mississippi, and, Emily Bullock-Yowell, University of Southern Mississippi.

### **OLD BUSINESS**

1. ATLANTA 2012, Annual Membership Meeting: Charles reviewed the narrative he will be sharing at the meeting.
2. Government Relations Strategy: Discussion focused on our long-term government relations strategies. We invested this past year in a professional advocacy firm and need to decide soon about renewing that contract. One idea is to re-negotiate our contract to be much more specific about our outcome goals. Government Relations is really a two-sided coin; information for members to act upon and advocacy on our behalf. We need to decide what we can do ourselves (as we do with most every aspect of our strategic goals), and what we should outsource. In addition, we need to do some succession planning for the time when Tom Stowell (current Government Relations chair) moves on as he has been an amazing asset and has dedicated an invaluable amount of time, energy, and passion on behalf of NCDA. He is enthusiastic about helping to orient a new person, but knows his current commitment isn't sustainable. Deb also consulted with Janet Wall, who floated the idea about a symposium bringing together principle administrators and organizations for a meeting in DC. We need to grow our influence capacity by partnering with other organizations. We need to clarify our message, put together a standard package that can be shared with others, and put together concrete strategies for moving forward. We need to also make sure that this type of work is being done at the state level through the state CDAs, perhaps by including this

information in the annual State Leader Orientation. Rich Feeler moves that the NCDA Executive Committee meet with the Government Relations Chair to identify specific strategies to advance NCDA advocacy outcomes. This will include negotiating a reduced contract with Advocacy Associates. Motion seconded by Pat Schwallie-Giddis. Motion carries unanimously. **ACTION ITEM: Pat Schwallie-Giddis will direct the Government Relations Committee Chair to contact the current provider of our government relations advocacy efforts to propose a revised contract.**

3. NCDA Legacy Society

- a. Lisa Severy moves to discontinue the Super Fund for the Advancement of Career Development and move its funds into the newly formed Legacy Society. The original donors from the Super Fund have been contacted and are in agreement with this change. This will allow broader uses of the funds to better address the future needs of the association. Seconded by Cheri Butler. Motion carries unanimously.
- b. Discussed the initial strategy for the inaugural year of the NCDA Legacy Society and then the more regular patterns for subsequent years (including, perhaps, categories at smaller donor amounts, etc.). **ACTION ITEM: In concert with your annual philanthropic goals, please consider joining the inaugural NCDA Leadership Society.**

4. International Strategies: Discussed long-term strategies for 1) charging outcome goals to the International Committee chaired by Jane Goodman, and 2) how do we support other countries in their desires to collaborate without overtaxing headquarters. International development work often does lead to new revenue streams, while other times a great deal of time and effort is invested and we get little in return. Seems to be more successful when there is a person very familiar with NCDA who can serve as the lead contact. What about a paying someone on a percentage basis to represent NCDA? What about setting a time frame to limit the number of start-ups per year? We need to find a way to balance the world needs related to our organization with member needs. Are there certain pieces of the process that could help in the vetting process? We will charge the International Committee with responding to, researching and vetting the international organizations that approach NCDA. **ACTION ITEM: Lisa Severy, board liaison with the International Committee, will consult with Deb Osborn, Deneen Pennington, and Rich Feller to outline specifics on the vetting of potential international affiliates to be charged to the International Committee.**
5. ASCA National Model response letter crafted by Mark Danaher. (*Draft in DropBox for Board Reference*). Recommended that we endorse the ASCA National Model with the understanding that they link to resources that NCDA provides. Mark Danaher moves that NCDA endorse the ASCA National Model. Seconded by Pat Schwallie-Giddis. Motion carries unanimously. **ACTION ITEM: Mark Danaher will revise the letter and share the next draft.**
6. New Structure Proposal for ACA Awards Submissions: General support for the idea of tying ACA Awards nominations to our NCDA Award recipients. Nominees will need to be ACA members. **ACTION ITEM: Lisa Severy will send out the chart with translation of NCDA to ACA awards for feedback.**
7. Promotional Membership Program: Deneen Pennington did an analysis of the three promotional membership programs we've offered in the past and a cost/benefit analysis. What about a six-month promotional period (rather than three months or a year)? What about current students in career development classes? Revisited the idea of doing a video focused on "every counselor is a career counselor." Motion to continue the free year CDF promotional membership into the new fiscal year made by Rich Feller and seconded by Ron Cathey. Motion carries unanimously. **ACTION ITEM: Add to future agenda: Are there other groups that we should consider for promotional membership? Ideas may include Counselor Ed Faculty & Graduate Students in Academy pilot, State Association Members, Host State CDA members/graduate students/career centers, NCDA Contact List Non-Members; or Facebook.**

## NEW BUSINESS

1. Technology Committee & Social Media Needs: Discussed the progress of the Technology Committee. The new committee seemed to start with a bunch of great ideas yet had a hard time launching into specifics. There is also a ton of overlap between that committee and other committees that are developing content. Perhaps we should make sure there are technology-comfortable people on each of the other committees rather than having a separate committee? Decided to give the committee a specific charge during the NCDA Committee Meeting session during the conference. Update: Rich Feller met with Paul Timmins to discuss how to lead the Technology Committee (Chair, Tristana Harvey could not attend) and to present the following charge: Complete as much of the Technology Committee's work as possible by the end of the NCDA fiscal year in September. The Board would then use the work, especially the strategic plan proposed for social networking (project #1), and input from all 5 of the projects, during the Board's fall retreat during the first week in October. At the retreat, the Board will discuss technology and evaluating what we need the Tech Committee to continue working on, as well as discuss whether there are new needs that would necessitate the creation of other committees or task forces. **ACTION ITEM: Lisa will add Technology Committee Recommendations to the agenda for the Fall NCDA Board Retreat.**

2. "Presidential" Task Force Model (Rich & Lisa) Presidential Task Force(s) are appointed to serve the term of the appointing President (the next President may re-appoint). A Board appointed Liaison provides oversight. The Committee is not to use or call upon HQ staff resources, and communicates directly with the President.
  - Purpose: to provide human resources to help solve a problem, maximize an opportunity, or provide data to the President to help inform Board decisions in a timely manner.
  - Outcomes: Recommend strategies tied to outcomes that will increase membership and retention, conference attendance, contributions to NCDA resources and training, and a greater professional knowledge of and identity with NCDA.
- a. Lisa Severy moves to create a Task Force on Career Services for International College Students in the US, seconded by David Blustein. Motion carries unanimously.
  - Chair: Shawn Utecht; Board Liaison: Paul Timmins.
3. Add: CMA Evaluation [*Deneen Pennington stepped out for this conversation*] The board reviewed the president's draft of the AMA Annual Review. **ACTION ITEM: Deb Osborn will revise and send to the board for further review before the evaluation is presented prior to the start of the new fiscal year.**
4. Add: State Leader Survey Results from Leadership Academy. Given the proposed changes to the board structure to be presented at the Annual Member meeting, the feedback from this Leadership Academy Action Learning Project may just further support the changes rather than giving us more to discuss. If needed, we'll consider this for inclusion in the 2012 NCDA Board Retreat agenda.

**GUEST** Joined at 11:15 am

John Wilgeroth (Bylaws) We reviewed the bylaws changes to be presented and proposed to the membership at the Annual Meeting tomorrow.

Motion to adjourn made by Lisa Severy and seconded by Mark Danaher. Motion carries unanimously.

*Special thanks to the board members who will be transitioning off the board at the end of September, Mark Danaher and Cheri Butler. You will be missed!!*

#### ACTION ITEMS SUMMARY:

- **ACTION ITEM:** Cynthia Marco Scanlon, Rebecca Dedmond, and Cheri Butler will form a task force to look a marketing strategy for the Supervisor's Training.
- **ACTION ITEM:** Pat Schwallie-Giddis will direct the Government Relations Committee Chair to contact the current provider of our government relations advocacy efforts to propose a revised contract.
- **ACTION ITEM:** In concert with your annual philanthropic goals, please consider joining the inaugural NCDA Leadership Society.
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*\*Minutes approved via e-vote concluding on July 12, 2012 by NCDA Board.*