

NCDA Board of Directors

Board Conference Call

Thursday, August 2nd, 1-2:30 ET



1:02 pm (ET): Meeting Called to Order (Deb)
Roll Call (Lisa)

Attending:

- Deb Osborn, President
- Cheri Butler, Past-President
- Rich Feller, President-Elect
- Charles Lehman, Treasurer
- Lisa Severy, Secretary
- Rebecca Dedmond, Trustee-at-Large
- Paul Timmins, Midwest Region Trustee
- Michelle Beese, Western Trustee
- Ron Cathey, Southern Trustee
- Deneen Pennington, Executive Director
- Observing: Lourdes Rivera, North Atlantic Trustee-Elect

Unable to Attend:

- Pat Schwallie-Giddis, ACA Governing Rep
- David Blustein, Trustee-at-Large
- Mark Danaher, North Atlantic Trustee

Motion to approve agenda made by Cheri Butler with second from Paul Timmins. Motion carries with one addition: CDF Advisory Project Request

OLD BUSINESS

1. Membership Report (Deneen) See report in DropBox.
2. 2012-2013 Budget (Charles) Plan is still in progress. Should be completed and sent to the Executive Committee soon so that it can be sent to the full board. Any dues increase needs to be approved and noted by a September 1 deadline.
3. Atlanta Follow-up (Deneen) See the financial report in DropBox. Financial results from the Atlanta Conference look very good. Deb Osborn is continuing to review the feedback from the conference evaluation, but overall it looks very positive.
4. LA Project Recommendations (Deb) We want to make sure that all of the work that went into the Action Projects doesn't slip through the cracks. Ron Cathey is going to follow-up with participants to ask that they narrow down to 2-3 recommendations for the board. Board members who served as liaisons need to be sure that they bring any recommendations, especially with budget implications, to the board. Charles Lehman and Rich Feller are currently working on the budget, so timing is important. Recommendation was made that we synthesize the information from the projects and recommendations into an article for Career Convergence. **ACTION ITEMS: Ron Cathey will connect with Melanie Reinersman to discuss such an article. Ron Cathey is going to follow-up with participants to ask that they narrow down to 2-3 recommendations for the board. Board members who served as liaisons should double-check recommendations and decide which ones to bring to the board, especially those with budget implications.**
5. Committee Reports (Deb) Reports are being reviewed to see about budget implications. Requests from the CDF Advisory Board and some other committees have been included in the first draft of the budget already. A subgroup has been looking at marketing targets for the Supervisor Training to see if we can get some more traction there. That list of targets has been sent to Judy Hoppin to get her feedback. Once that is received, marketing targeted to each group will be developed.
6. Government Relations Contract (Rich) Continuing process for renegotiating the current contract as well as succession planning when Tom Stowell steps down after the Boston

Conference. We'll ask Stephanie Vance to present at the Boston Conference and will pay her expenses. **ACTION ITEM: Lisa Severy will add this topic to the next board meeting agenda and ask Pat Schwallie-Giddis to report.**

7. Expanding Promotional Memberships: 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. **ACTION ITEM: Lisa Severy will add this topic to the next board meeting agenda. ACTION ITEM: Deneen Pennington will provide an evaluation of the promotional memberships so that further development of the program can be discussed.**
8. Diversity Committee Update (David) **DEFERRED TO NEXT MEETING**
9. (Reminder of) airline travel procedures. (Charles) Reminder from Charles Lehman to hold down airline costs as much as possible. Reservations must be made at least 45 days in advance. Chicago plans, therefore, must be made by August 24th (Deneen Pennington put details in the DropBox and also emailed details). You can send reimbursement request immediately rather than waiting until after the trip with the rest of the expenses. Airfare reimbursement requests if submitted in advance of meetings go only to Deneen. **ACTION ITEM: Make travel plans for Chicago meeting by August 24th.**
10. Follow up on action items from Atlanta meeting
 - a. Supervisor training marketing strategy (Cheri, Rebecca, Cynthia) See Above.
 - b. Government relations contract update (Pat) See Above.
 - c. Vetting process of International affiliates/international committee (Lisa, Deb, Deneen) Still a work in progress to figure out how to manage our affiliate program. It looks like our first step may be to outline some areas of what NCDA can provide and what we can't provide to prospective affiliates.
 - d. ASCA National Model Response Letter (Mark) **Deferred to later.**
 - e. NCDA/ACA awards translation (Lisa) We were intending to tie our NCDA awards to the following call for nominations with ACA. It turns out that may not be as helpful considering many of our award winners are not ACA members. **ACTION ITEM: Lisa Severy will send out the ACA categories and ask board members people NCDA/ACA members to nominate. She will include a list from list of NCDA/ACA members so that we can peruse the list for potential nominees.**
 - f. CMA Evaluation (Deb) – save until the end of the call ...topic was referred to the Executive Committee for initial discussion.
11. Addition: CDF Advisory Project Request. The Request for Proposals for the platform is in the DropBox for our review. Until we get responses from those responding to the call for proposals, it's hard to know what we'll need to approve or budget. We'll act on the proposal once we get the bids back and know what type of investment will be needed. It was noted that this initial expense is an investment that is made with the assumption and some reassurance from the CDF Advisory Council that this will generate revenue to repay the investment in the future. Motion from Lisa Severy to approve the letting of the Request for Proposals is seconded by Charles Lehman. Motion carries unanimously.

NEW BUSINESS

1. October Retreat (Rich) Tentative agenda for the October Institute is in the DropBox. **ACTION ITEM: Please review and see where you have been included and provide feedback to Rich Feller as soon as possible.**
2. Motion to ask ACA to take a position on banning assault weapons and clips. (Charles) ACA posted excellent statements related to condolences for the movie theater shootings in Aurora, Colorado. The question is whether we would like to encourage ACA to make a more formal

statement taking a position on banning assault weapons and clips. Motion made by Charles Lehman and seconded by Michelle Beese. Discussion: How would that be articulated to ACA? It could be sent from either our president or our ACA Governing Rep. Alternatively, we could speak with other division leaders to push ACA in this direction. **ACTION ITEM: Deneen Pennington will contact Richard Yep at ACA to ask where they are with a public statement. Deb Osborn will ask other division presidents. Pat Schwallie-Giddis will ask what is happening at ACA Governing Council.** We decided to take a more informal approach until we have more information about where ACA is on the topic. Charles Lehman withdraws his motion until we have more information. **ACTION ITEM: Lisa Severy will add to agenda for next meeting for an update from those noted above.**

3. Proposal to approve Diane Farrell and Keley Smith-Keller, as new Co-Chairs of the Ethics Committee October 2012- September 2014. **ACTION ITEM: Lisa Severy will add to September agenda and will be presented with full slate of new committee chairs.**
4. Motion to add New Associate Editor for Career Developments: Courtney M. Alvarez made by Ron Cathey; seconded by Michelle Beese. Motion carries.
5. Handbook for State Leaders (Michelle) Some discussion about how to update and make the Handbook more effective. There is a current Leadership Academy Action Learning Project proposal to look at whether the handbook is the best way to facilitate information sharing with state leaders.

Motion to adjourn made by Lisa Severy at 2:24 pm ET. Seconded by Rich Feller.

Next conference call Tuesday, September 4th, at 12:00 pm ET.

***Approved unanimously by e-vote on 8/25/2012*

ACTION ITEMS FOR ALL BOARD MEMBERS:

1. Make travel plans for Chicago meeting by August 24th.
2. Please review the agenda for the Chicago Practitioner Institute and see where you have been included and provide feedback to Rich Feller as soon as possible.

ACTION ITEMS FOR INDIVIDUALS:

1. Ron Cathey will connect with Melanie Reinersman to discuss an article summarizing the Leadership Academy outcomes. Ron Cathey is going to follow-up with participants to ask that they narrow down to 2-3 recommendations for the board.
2. Board members who served as liaisons for Leadership Academy projects should double-check recommendations and decide which ones to bring to the board, especially those with budget implications.
3. Deneen Pennington will provide an evaluation of the promotional memberships so that further development of the program can be discussed.
4. Lisa Severy will send out the ACA categories and ask board members people NCDA/ACA members to nominate. She will include a list from list of NCDA/ACA members so that we can peruse the list for potential nominees.
5. In relation to ACA's position on assault weapons and clips...
 - a. Deneen Pennington will contact Richard Yep at ACA to ask where they are with a public statement.
 - b. Deb Osborn will ask other division presidents.
 - c. Pat Schwallie-Giddis will be asked to check in with ACA Governing Council.
6. Lisa Severy will update September agenda as noted.