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***NCDA Board of Directors Meeting Minutes***

**Tuesday, June 28 and Wednesday June 29, 2016 \* Grand Suite 5 – Gold Level**

**Chicago, Illinois**

Present:

Cynthia Marco-Scanlon, President Brian Montalvo, Trustee

David Reile, President-Elect Wendy LaBenne, Trustee

Paul Timmins, President Elect-Elect Ray Davis, Trustee

Mark Danaher, Past President Hyung Joon Yoon, Trustee

Ellen Weaver-Paquette, Secretary Kathy Evans, Trustee

Marilyn Maze, Treasurer Deb Osborn, ACA rep

Deneen Pennington, Executive Director

Guests: Bill Symonds, Jan Bray, Charles Lehman, Luke Wallwork, Leo Reddy (by telephone) Sungsik Ahn, Melanie Reinersman

**Meeting called to order by Cynthia Marco-Scanlon** at 8:00 am, Tuesday, June 28, 2016

**Roll Call (Ellen Weaver Paquette)**

**Approval of the Agenda**

**MOTION:** to approve agenda for June 28-29, 2016. Moved by Deb Osborn, seconded by David Reile. Unanimous.

**Consent agenda (one motion will approve all reports)**

**Approval of the Minutes (Ellen) May and June 2016**

**Treasurer’s Report and Audit Report (Marilyn Maze)**

We are 67% of the way through the year and income is at 77% while expenses are at 60%. This is a very positive situation and due primarily to a strong conference registration. There are no expenses that are out of line, although conference expenses are likely to be above budget due to the high cost of labor in Chicago. Given that registration is well above budget, these higher-than-expected expenses may cut into the net income from the conference, but I expect the net income to be positive.

**Second Century report (Deneen Pennington**)

Located on page 78 of the Conference brochure. In order to facilitate receiving charitable donations, we need to be vetted by Guidestar, an organization that vets charities and assures that we are using the donations for charitable purposes. Deneen will register us with Guidestar.

**Eminent Career Award Criteria (Deneen)**

The Eminent Career Award Committee recommended changes to the award’s criteria, and the Board approved the Committee’s recommendations. After discussing the new criteria, the Board discussed wanting to ensure that top career practitioners, who might not be in positions where they are developing theories or publishing career scholarship, could be recognized for their work. The Awards committee has already created a new award, the Outstanding Career Practitioner Award (for those with at least 8 years of experience) to be given starting in 2017. The Board suggested naming this the “Eminent Career Practitioner Award” to highlight the contributions of practitioners who have delivered the highest level of service throughout their careers.

**Membership Report**

ACTION ITEM #1 Need to review constituency-based Board assignments related to workload/number of members and balance with committee work

ACTION ITEM #2 Asked Deneen to rename Professional category to ACA Members.

Deneen noted that the categories of “Other, business and Industry, Agencies and Private practice” are a catch all, now representing 34% of our membership, as of June 16, 2016. At present those not requesting designations are at 2, 591 or 50% and most are students. We anticipate a two-year phase out of designations after the new certifications have been implemented. For now, they are still useful for conference planning. Could members select a primary group and a secondary constituency group? We have met our goal of over 5,000 members.

**Career Convergence (Deneen)**

Melanie Reinersman, Editor, submitted her annual report including a request for approval of new editors.

**Career Development Quarterly (Deneen)**

Paul Hartung, Editor, submitted his annual report including a request for approval of new editorial board members.

**Motion:** to approve the Consent Agenda by Marilyn, seconded by Mark Danaher, all approved.

**CONTINUING BUSINESS**

1. **Conference review**
2. **Status of Attendance and Stats (Deneen)**

1300 registered for conference, small number of school staff registered, likely due to cost and restrictions on out-of-state travel. We could offer webinars to reach school counselors, but firewalls in schools can hinder access to webinars. Periscope could be an option instead of webinars, as it offers private channels. Perhaps sponsors can help defray costs for school counselors to attend webinars.

ACTION ITEM #3 Revisit policies and procedures manual for rules on sponsorships

1. **Board schedule (Cynthia)**

Reviewed all Board members responsibilities at the conference using the new format designed by Deneen this year.

1. **Annual Membership Meeting (Cynthia)**

This year, the membership meeting agenda and info, minutes from last year, elections and nominations information along with the candidate bio’s is all in the conference book. Or meeting, may be 15 minutes longer due to balloting. Election run-off results will be announced during the second general session this year.

1. **Credentialing Organizing Committee Report (Marilyn)**

Meetings have been going forward and hopes to begin offering the CCSP in October. A lawyer reviewed the new credential titles and all have been trademarked. The committee reached out to the expert previously identified (Mickie S. Rops & Associates, Inc.) and she is busy until fall. The committee has begun to review software to manage the online portfolios. The portfolio will include contact info; documents such as letters of recommendation, transcripts, certification of completion of training, materials developed during training, etc.; essay-type responses to case studies; and possibly videos and other types of media that demonstration competence. It is possible we might want to use rotating case studies to make it more difficult for applicants to copy the answers of their friends.

The Board discussed the level of quality desired for the portfolio review process and the need to pay reviewers. HQ staff would perform the first review and not submit the portfolio to outside review until it is complete and looks reasonable. The Board stressed the need for all costs (staffing, software, review process, etc.) to be covered by the fees collected. Some credentials will have very low numbers - only 900 people applied for the NCCC over at least 10 years. It is important to validate the review process with research. We also need to find a way to convince career centers to build the credentials into their hiring practices. We need to be prepared to review career centers.

The new CSCAB will have a Board representative who will likely be the Past President. It must be a well-rounded group and each member must have a three-year commitment. Information about the initiative was presented to ACA Executive Director Richard Yep in a conference call and he stated that they were supportive.

1. **Ancillary Programs (All)**

**Career Pathways with Leo Reddy**

Currently plan is for Career Pathways to hire, in October, a state level cd coordinator ($75,000 for one year) who is trained to coordinate activities in 3-5 designated receptive states with Chambers of Commerce. NCDA offer certification for teachers after 1-2 hour training in career development and certification for a school career advisor. School career advisor will be paid $60,000 for one year and placed in the schools selected. Salaries for these positions will be paid by business and industry, Chamber of Commerce, private, state and local funding. After this one-year pilot, this structure will be rolled out across the US.

NCDA has been asked to provide curriculum development and training, as well as credentialing for school career advisors and career teachers.

ACTION ITEM #4: NCDA will issue an RFP for $10,000 to develop the school career advisor curriculum, which should take 2-3 months. The people trained could be a master’s level counselor or a CDF with 5-years experience in curriculum development. Leo will contribute to the curriculum to include practical tips on “How to do outreach.” Brian Montalvo will connect with state coordinators (Ex. AZ, CO, urban, suburban and rural) and with Rebecca Dedmond in VA. Jan will assist with communication channels with Leo. Brian Montvalvo and David Reile will develop the RFP draft.

**Timeline:**

* + August/September 2016 we award monies to
    - write curriculum
    - application process for states to apply for training possibly include criteria for site selection,
    - train 25 people
  + January/February 2017
    - training completed, trained people meet as whole group
  + June/July 2017
    - implementation in schools,
    - report to funding sources on curriculum, credentialing and training.

Individual states laws and regulations need to be observed because they differ. This training could be an “add on” for a school counselor. NCDA could market the curriculum to other employment specialists, but different than CSP (previously CDF) training. Many pieces already exist in draft mode.

ACTION ITEM #5: The Board will continue he discussion with HQ’s to review the workload related to credentialing plus Career Pathways, including budget and responsibilities. We may need an additional HQ staff to coordinate the Career Pathways work because it takes so much time.

1. **Overview of Visitors to see the Board**

Wednesday, June 29th in morning, telephone call with Leo Reddy and Board designees at 1:00pm

1. **Committee Updates (All)**

Changes in chairs, discussion of succession flow

**Research Committee Proposal (Deb Osborn)**

The RFP for use of the 2nd Century Funds is in our packets (orange). They also are asked to vet the many requests for access to NCDA members for research purposes.

**NCDA-ACES Commission (Kathy Evans)**

ACES rejected the concept of a “Commission.” They want to write a letter to ACES explaining this need. We asked them to send the letter to the Board for review. The Credentialing Initiative would also like their help with criteria for the CCCE

**Global Connections Committee requests (Marilyn)**

The Global Connections Committee would like to have a logo for internal marketing purposes. The Board asked that this be put on hold.

**International Credentialing Task Force (Marilyn)**

At the last meeting, the Board authorized the development of an International Credentialing Taskforce to support the Credentialing Initiative by identifying best practices around the world and NCDA’s potential role ~~in~~ as a credentialing body in the world. This product could be called a “book” but not a monograph. The results could be a PDI next year.

**Professional Standards Committee (Paul Timmins)**

Any standards on our website with dates in the 1990’s need to be reviewed and updated, such as career software standards, career counseling standards, multicultural standards, National Career Development Guidelines, etc.

**Leadership Academy (Wendy LaBenne)**

Maggie McCormick and Laura Lane are co-chairs. They are seeking 3 LA alums to join the committee.

**Awards Committee –**

See discussion above about the Eminent Career Award.

ACTION ITEM #6: Need to do a Committees audit because

their output and their view of their role is uneven.

Action Item #7: Eminent Career Practitioner Award Subcommittee will include Wendy, Paul, Ray Davis, Deb and Cynthia to be coordinated with the Awards following existing procedures.

**Nominations and Elections (Mark)**

Our Board positions do not have requirements or preferred experience. The Committee is required to shorten the list to no more than 3 candidates, but it is difficult to select appropriate people when many candidates apply. Mark and the Nominations Committee will prepare suggested criteria and firm deadline for the application process in the future. We currently allow nominations from the floor, but that bypasses the vetting process. Removing nominations from the floor would require a bylaws change, which we could present to the membership for next year.

ACTION ITEM #8: Nominations and Elections Committee to develop suggested criteria for each position, a firm deadline for the application process, a rating process to use in selecting candidates for elections and to develop the wording of the bylaws change. Include on September 13th conference call

1. **20/20 Goals Update (Cynthia)**

Review of status of one-year goals. Those, which will be completed by September 2016, include:

* increase in membership to 5,000
* two new CDA’s (achieved 1, representing 2 states)
* increased involvement in LA and constituency groups
* review of NCDA bylaws
* increased number of webinars
* 2nd offering of counselor educators academy and supervisory training
* Representation of NCDA at Global Pathways convening, ACTE, and CANNEXUS
* extensive work on credentialing and professional standards

Need continue to clarify who does what on social media, increase enrollment in CPI’s, and improve use of NCDA-provided software for webinars and meetings.

Travel has increased dramatically this year. In the past only the President traveled, and President-Elect traveled if the President could not. This year we funded travel budgets for both the President and President-Elect. Coming year:

* We need to continue to support the state divisions with attendance by the president, or other Board member.
* The Global Pathways is likely to continue to demand a lot of travel (Treasurer urged caution on this travel expense). Brian and one other person will attend Global Pathways.
* IAEVG will meet in Spain in November and David plans to attend.
* Cannexus: Ellen will attend and asked about a topic she could be assigned on behalf of NCDA.
* IAEVG/CDA Australia will meet in Brisbane in May 2017 and Marilyn plans to attend and asked to represent NCDA.
* ACTE:Cynthia, Wendy and Ray to attend.
* PAC has asked NCDA to hold a conference in China (Shanghai).
* National Policy Seminar: Ray Davis will attend

Deneen will consider these needs when she creates a budget.

1. **ACA Conference Presentations for 2017 (Cynthia)**

ACA will be held in San Francisco, March 16-19, 2017. NCDA has been given one 60-minute slot and 2 30-minute poster sessions. The deadline for sending the proposal to Cynthia is August 1st (which does not include any funding). The submission of the topic will be considered the responsibility of the ACA Rep, who could ask the NCDA/ACES Commission to present. We decided to offer the poster sessions to two California graduate students. We could offer travel funds to our ACA rep.

ACTION ITEM #9: Marilyn will ask Lisa Raufmann (CCDA President) and Yamonte Cooper (CCDA President-Elect) to find 2 graduate students to attend ACA and use the 2 poster slots, Deb Osborn will select the 60 minute session presenter. NCDA/ACES has the 90-minute slot.

**Wednesday June 29, 2017**

**Visitors:**

1. **Government Relations (Lobbyit represented by Luke Wallwork and Charles Lehman)**

Have achieved recognition by adding important career development language in various legislation. The progress has been slow due to overriding issues facing Congress.LobbyIt would love to host an NCDA for a Hill Day for us. This would require a 3-month commitment from LobbyIt and could be coordinated with CTE’s Hill Day. Luke puts out a monthly newsletter and offered to share it with any of us who provide an email.

1. **Leadership Academy Action Learning Project on NCDA International Affiliates: Needs Assessment and Future Directions Presentation (Hyung Joon Yoon and Sungsik Ahn)**

Sungsik Ahn surveyed NCDA Leadership and International Affiliates as his Leadership Academy project. The first survey was sent to the Board of Directors, HQ and the Global Connections Committee. The second survey was sent to all five affiliates, four responded. The relationship between NCDA and the International Affiliates is weak after they are accepted by NCDA. A recommendation was made to ask the Global Connections Committee to reach out annually to the International Affiliates – to add a personal touch. Other concerns were expressed. The Board agreed to assign the Global Connections Committee the responsibility of reviewing this report and making recommendations to the Board on how to revise the International Affiliates program in the future.

ACTION ITEM #10: Marilyn and Joon will share this report with the Global Connections Committee and ask for them to make recommendations to the Board.

**3. Career Convergence and NCDA website review (Melanie Reinersman)**

Announcement made of APEX award for the new NCDA website. Board members are encouraged to contribute to the Q&A topics in the Members section.

**4. Global Pathways Collaboration (Bill Symonds and Jan Bray)**

Bill reviewed the program Global Pathways has made in the past year and the issues remaining to be resolved. He believes we need a high quality program to rollout this concept. We need to stack the deck and get the most talented people for the demonstration project so that it will be successful. Jan urged NCDA to move forward on its own regardless of what the coalition does. There was agreement that NCDA should have a dedicated person to work with the CEOs in business and industry to move this project forward.

A telephone call to Leo Reddy was held after the Board adjourned with selected Board members**.**

A motion to adjourn the meeting was made by Deb and seconded by David. The meeting was adjourned at 11:30.

Not covered: **NEW BUSINESS**

1. Planning for next year
2. Planning Calendar for 2016-2017 (David Reile)
3. Reorganization of the Board, Ethics/Parliamentarian (David)
4. Board travel (David) - Covered under 20/20 Goals

**Planning Ahead**

* October 19-21, 2016 NCDA Board meeting and Career Practitioners Institute in Mystic CT Travel on Wednesday, October 19th as early as possible, meeting at 3:00pm.
* Fly into Hartford, Providence, NYC or Boston. If flying onto PVD or Boston, you may take AMTRAK to Mystic, CT. Depart after 4:00pm on Friday, October 21, 2016 (Plan on heavy traffic to Boston and NYC), This is also foliage-viewing season, if you plan to travel in New England, rent a car and make hotel reservations NOW. (Suggestions from EWP)
* If you need to stay over due to travel schedule, NCDA will pay for the extra night.
* February 22-24, 2017 NCDA Board meeting and Career Practitioners Institute in Memphis, TN
* June 30-July 2, 2017 NCDA Global Career Development Conference in Orlando, FL