



National Career Development Association

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National Career Development Association Leadership Academy Action Learning Project Summary

Participant(s): Catherine Allen

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Leadership Academy Class: 2017

Project Title: The Constituency Conundrum

Project Description: Study the School Career Counselor and Specialists constituency in order to engage, retain, and attract members.

Summary/Conclusion: Constituency members were surveyed regarding their awareness and use of available NCDA member benefits as well as likelihood of membership renewal. Based on responses, there is value in the resources available to the SCCS constituency and in the benefits of NCDA membership.

Results/Recommendations: Overall, respondents were satisfied with the benefits they receive from membership and are likely to renew membership. Specific resources for the constituency were suggested: curriculum aligned to Career Development Facilitator training, curriculum and webinars specific to K-12, best practices for K-12, and a monthly K-12 newsletter were only some of the suggestions provided.

It is important to note the work of the SCCS constituency in providing increased resources and webinars over the past three years. While many of these suggestions are valuable, it is important to consider man power and volunteer availability to implement and sustain these suggestions. Additionally, it is necessary to clarify aspects of the specific resource suggested. For example, "curriculum" may have different meanings for each respondent. As an example, is the request for curriculum for use with students, K-12, or for professionals to learn more about K-12 career development?

Among the responses, working with graduate programs to build student awareness of NCDA and member benefits was also a suggestion. Future projects might consider an outreach program to graduate students in order to build a student membership pipeline and/or marketing strategies to access professionals who are not currently members of NCDA. Again, this effort would be most effective and sustainable with the support of SCCS volunteers.

As with any project, there are often limitations. In this project, one of the primary limitations was low survey response rate (n=31). This is not a generalizable representation of SCCS members. It could also be said that those respondents are already invested or active in the SCCS constituency

thereby, creating a bias in responses. For a summary of survey results, please see the attached document.

Future work and/or Leadership Academy projects might include:

- Seeking clarification on open-ended responses received through this survey.
- Surveying non-NCDA members who work in SCCS related professions.
- Support the SCCS constituency by organizing volunteer members.
- Consider creating a marketing plan and/or outreach program that could be easily implemented by SCCS constituency volunteers and/or NCDA leadership.

School Career Counselors & Specialists Constituency: Survey of Needs Summary of Responses

There were **31** of respondents. As part of the Leadership Academy project, an implementation phase of at least one identified need or resource will begin. To round out this phase, I'd like to create an implementation timeline of identified and agreed upon needs and resources to guide future work. Please *do* review the summary data below and offer any implementation suggestions and priority resource needs.

Demographics

Location, Number of Respondents:

South Carolina, 6	Ohio, 2	Montana, 1
North Carolina, 5	Pennsylvania, 2	New Hampshire, 1
Michigan, 3	Connecticut, 1	New Mexico, 1
Arkansas, 2	Florida, 1	New York, 1
Illinois, 2	Louisiana, 1	Wyoming, 1

Levels, Number of Respondents:

ES, 1	MS, 6	HS, 11	MS & HS, 1	K-12, 3	Higher Ed/Adult Learning, 2	Other, 3
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How long have you been a member of NCDA?

1 year or less	24.14%
2-3 years	31.03%
4 or more years	44.83%

NCDA Offerings

What attracted you to invest, as a member, in NCDA? (Themes identified below)

1. GCDF Certified or an approved Career Development Facilitator Instructor.
2. To learn about Career Counseling and/or Career Development.
3. Helpful resources, professional development, and best practices to use in my work.
4. Affiliation with professional association.

NCDA resources of which you are aware:

Career Development Quarterly (journal)	81.48%
Career Developments (magazine)	66.67%
Career Convergence (web-magazine)	77.78%
Career Resource Store	77.78%
Global Career Development Conference	74.07%
Career Practitioner Institutes	55.56%
Webinars	81.48%
Leadership Academy	40.74%
Networking (member directory)	40.74%
Liability Insurance	25.93%
Multicultural Career Resource List	29.63%
ACTE Partnership	44.44%
ERIC Database Access	3.70%
K-12 specific websites, videos, and articles (specific to constituency)	40.74%

NCDA resources accessed most often:

Career Development Quarterly (journal)	58.33%
Career Developments (magazine)	54.17%
Career Convergence (web-magazine)	45.83%
Career Resource Store	25.00%
Global Career Development Conference	20.83%
Career Practitioner Institutes	12.50%
Webinars	16.67%
Leadership Academy	12.50%
Networking (member directory)	12.50%
Liability Insurance	8.33%
Multicultural Career Resource List	8.33%
ACTE Partnership	12.50%
ERIC Database Access	4.17%
K-12 specific websites, videos, and articles (specific to constituency)	41.67%

Professional Development opportunities which would be most helpful

Advocacy	22.22%
Best Practices in K-12	77.78%
Best Practices with Diverse Populations	48.15%
Community Partnerships	44.44%
Engaging Parents	48.15%
School-to-work	62.96%
Job Search	37.04%
Resume Writing	33.33%
Collaboration with K-12 Faculty/Staff	59.26%
Other(s):	29.63%

Likelihood NCDA membership will be renewed:

Not likely	0.00%
Somewhat likely	25.93%
Very likely	74.07%

What made you a renewing member? (Themes identified below)

1. GCDF Certified or an approved Career Development Facilitator Instructor.
2. Helpful resources, professional development, and best practices to use in my work.
3. Quality, well researched resources, professional development and best practices to stay on trend in my work.

What made you a non-renewing member? No responses to this question.

What is the one resource NCDA could offer to support your work? (Themes identified below)

1. Curriculum aligned to Career Development Facilitator training.
2. Curriculum/Lessons, workshops, effective and innovative Counseling techniques for K-12.
3. Monthly newsletter specific to K-12 (balanced focus across levels).
4. Free webinars/More webinars.
5. Best practices for K-12 career development.
6. Advocacy
7. Marking to graduate programs to increase awareness of NCDA.
8. Career interest assessments.
9. Student materials on different careers.