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***NCDA Board of Directors Conference call Minutes***

**May 9, 2017 3:00pm EDT**

*Present:*

David Reile, President Wendy LaBenne, Trustee

Paul Timmins, President Elect Brian Montalvo, Trustee

Spencer Niles, President Elect-Elect Ray Davis, Trustee

Cynthia Marco-Scanlon, Past President Hyung Joon Yoon, Trustee

Ellen Weaver Paquette, Secretary Sharon Givens, Trustee

Brian Hutchison, Treasurer Deb Osborn, ACA representative

Deneen Pennington, Executive Director Kathy Evans, Trustee

Meeting Called to Order – President David Reile at 3:00pm

Roll Call was taken by Cynthia Marco-Scanlon.

Approval of the Agenda – added Social Justice Award (Kathy) Agenda approved.

Approval of the Minutes from February, 2017 Board meeting in Memphis, TN

MOTION: Deb Osborn made motion to accept with small changes; Kathy Evans seconded, motion passes.

Treasurers Report-Brian Hutchinson

Revenues: At the close of April 2017, conference revenues are falling short of last year. Sponsor and exhibit income is down as well as the PDI registration. One factor that may be contributing is that the PDIs are split (5 pre conference and 5 post) this time. Registration is strong and the room block at the hotel is on track. Some cost cutting measures were put in place to ensure the financial viability of the conference. Publications revenues are flat, in spite of offering e-books. Non-member CDQ subscription revenue is strong and Facilitating Career Development curriculum sales are on track to meet the revenue budget. Revenue is at $768, 857 which is 51% of the budget

Expenses: Currently at $588,550 or 39% of the budget for the year. Although Board Travel was added to the expense budget to support state division and other industry events, it is under the anticipated expense. Publication expenses are high due to the start-up costs with the e-vendor. This expense was anticipated.

Membership report-Deneen Pennington

5002 members. Western region membership lower, may rise with CPI in Long Beach, October 2017

Action Item #1- (Deneen, Fall, 2017) Ask state divisions for list of members for recruitment purposes. NCDA should consider providing membership services for state divisions. Put on the agenda for the Fall Retreat.

**Consent Agenda**

1. Approval of new members of Career Services Provider (CSP) Advisory Council (Alease Copeland, Bret Anderson, Malka Edelman)
2. Approval of new members of the NCDA Credentialing Commission (NCC) (Tina Anctil, Jim Westhoff)
3. Approval of the Working Group definitions
4. Fellow Recommendation for 2017 (Rottinghaus)

MOTION: Cynthia made motion to approve consent agenda, Deb seconded, all approved

**Continuing Business**

Continuing

1. National Awards
   1. NCDA Merit Awards Criteria change –Brian M:

The Awards Committee has recommended changes to this award. It seems to have some overlap with other national awards.

Action Item #2 Brian M. will return to the awards committee for clarification and fine tuning

Action Item #3 Deneen will connect with Brian regarding the process, proposal to Task Force by October

* 1. New Eminent Career Practitioner Award- Presidents and Deneen

Questions were raised about the function of each selection committee; this needs clarification

Action Item # 4 Brian is advised to talk with the Awards Committee to reorganize, simplify, and present the board with a recommendation this fall.

1. New Policy Statements
2. Board Conflict of Interest -Cynthia Marco-Scanlon, Deb Osborn Review of current policy statement, concern of perception that some have prior knowledge of NCDA events, vote scheduled for next Board meeting at conference in Orlando

Action Item #5 Cynthia and Deb will develop a disclosure statement for all Board members to sign and will design a procedure for non-compliance similar to ACA. They will also solicit feedback from the current Board.

b. New LinkedIn/Social Media Policy - Hyung Joon Yoon

The current policy statement was reviewed and an addendum was suggested to the policy:

**Suggested Addendum to the Policy**

Advertisement via NCDA’s official social media channels is prohibited unless the product that is to be advertised is entirely an NCDA product, which means that 100% of revenue from the sale of the product being advertised will go directly to NCDA. However, in order to benefit NCDA members to receive information about professional development and to promote the market with integrity, advertisements related to professional development programs no matter which channel (e.g., social media and email) is used, need to be entered to a dedicated new NCDA Professional Development Program List (PDPL) webpage\*. For quality assurance, only NCDA Approved Training Providers\*\* will have access to enter information to PDPL.

It was suggested that NCDA headquarter staff will post on NCDA’s LinkedIn page a summary of monthly advertisements featured on the newly created PDPL and send out the same summary to NCDA members via email.

\*NCDA Professional Development Program List (PDPL) would be developed for reference. PDPL will integrate the current CDF course offerings.

ACTION ITEM 6a: NCC and HQ to develop list

\*\*NCDA Approved Training Provider program including its criteria and the process will be developed in consultation with the NCDA Credentialing Commission. ACTION ITEM 6b: HQ Develop a PDPL web page

The providers apply, pay a fee for 3-5 years, and may be similar to current CCE policy.

Summary: 1.No advert on LI, except for conference, CPI’s and credentialing

2. Development of unique webpage, vet providers

3. NCDA shares via email what is on provider webpage on monthly basis

4. Monitoring of LI postings by LI manager, same for Twitter

ACTION ITEM #6c : Joon volunteered to be the board liaison working with the NCC - in Orlando and will ask the NCDA Credentialing Commission (NCC) to propose an approved CE provider program in order to meet the needs of CE providers as well as our members. The form of advertisement of approved CE programs will be determined in the future.

7. Credentialing Update - Cynthia

Connie Pritchard is doing great job as chairperson. Pilot #1 is done with 10 applicants being the first CCSP’s. Credentials will be live August 1, 2017. All credentials are completing (or will have completed) their pilots before going live. Pilots included: recruitment of applicants, recruitment and training of reviewers, testing of software, testing of grading rubrics and testing of case studies or other assessment tools. The 2 new commission members will attend the conference meetings.

As Credentialing Commission board rep, Cynthia asked for the board to strongly consider setting aside budget monies for a face-to-face meeting for the Commission in the Fall. With 2 new members, and the credentials going live in Aug., the meeting will be extremely helpful. Connie and Mary Ann will work on a meeting site for as little expense as possible.

ACTION ITEM #6 –Board to budget in face-to-face meeting for Commission Fall meeting –place to be determined but easily accessible for all. Mary Ann will locate a place.

1. Pathways Update - Brian and Skip Niles

First draft of new curriculum shared with the Global Pathways Steering Committee from VAAS group. May 15 is the deadline for feedback from Steering Committee. More information to follow in future board meeting.

1. ACTE Update Ray Davis and Cynthia

A conference call was hosted to evaluate the current MOU including joint membership promotion, attendance at ACTE and NCDA conferences, etc. The MOU ending date is December, 2017. It was agreed by both parties that membership promotion is not successful thus far and the future MOU should focus on joint professional development opportunities (i.e. webinars, joint publications, etc.) and have a renewable time limit of 1 year.

ACTION ITEM #7: Deneen has several ideas to share with ACTE Steve DeWitt and group re professional development -future conference call after conference to occur.

1. Strategic Plan Update - Joon and Paul Timmins

Subcommittees of board members were formed for each goal in Vision 20/20 plan.

Action Item #8: Using the 20/20 Strategic Plan document on Google Docs, enter progress toward September 2017 goals by June 15, 2017. Discussion will continue at the next board meeting.

1. Conference update - All

Deneen reminded board members of their responsibilities. A master schedule will be distributed in June.

**New Business**

1. Update on trip to Argentina – Paul

Ten Latin American countries wish to support each other in career development, and may consider forming a Latin America Career Development Association.

13. Update on E-Publishing Vendor – Deneen

ACTION ITEM #9 Deneen will send out information on this to the board.

1. Professional Standards Committee - Paul

Many of this committee’s function now being done by NCDA Credentialing Commission (NCC). After consulting with the committee a recommendation was made to discontinue the Professional Standards Committee, and officially charge the NCC to handle this work in the future. It was noted that the work of the Professional Standards Committee has been excellent and will be communicated to its members.

MOTION: Paul motioned to eliminate Professional Standards Committee, Cynthia seconded, all approved

1. New Facilitating Career Development Curriculum Enhancement - Sharon

Curriculum now in final stages of release and should be ready for sale after conference. Instructors on Registry get free e-version; this new curriculum will have 5 additional chapters, which can be sold separately.

Action Item #10 Sharon will investigate the possibility of a partnership with E-therapy, to be discussed at next Board meeting in June in Orlando

New item 16. Social Justice Grant/Award-Kathy Evans

A suggestion was made to start a Social Justice Grant/Award for research and actions for marginalized populations.

Action Item #11 Kathy will send email with additional information to the Board

Motion: Skip motioned to end conference call, Cynthia and Ray seconded, all in favor, meeting concluded at (est) 5:30pm EDT