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# **NCDA Board of Directors Meeting**

# **Tuesday, June 27, 2017**

*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

Brian Hutchison, Treasurer Sharon Givens, Trustee

Deb Osborn, ACA representative Kathy Evans, Trustee

Deneen Pennington, Executive Director

Unable to attend: Ellen Weaver Paquette, Secretary

Meeting Called to Order – President David Reile at 8:00am

Roll Call was taken by Cynthia Marco-Scanlon.

Approval of the Agenda (David)

Motion was made by Deb Osborn, seconded by Ray Davis to accept the agenda with several additions. Motion passes unanimously.

**CONSENT AGENDA**

1. Approval of the Minutes from last Meeting (Cynthia)
   1. A few minor edits will be made to that May minutes.
2. Treasurer’s Report (Brian H)
   1. The May financial statements represent 66% of the year and you will notice that revenues are at 61% of budget projections. Publications are still lagging as is conference revenue. Expenses are only at 47% of the budgeted amount. Operating Expenses and Management Services are the two larger ticket items that are well beyond the projected budget but this may be a timing issue. This is a dynamic time of the fiscal year therefore I am going to look to Deneen to provide any insight based on her historical knowledge. Deneen added that there are cost escalations in conference expenses that we might expect moving forward (and therefore should budget for); these include wifi costs, a/v and tech, and the like.
3. Second Century Report (Deneen)
   1. Deneen reported the status of the Second Century Fund. This report in included in the 2017 Annual Meeting Report which is posted on the NCDA Website.
4. Publications Report (Deneen)
   1. Since our publishing costs are down due to e-publishing, we need to re-think and research what we have and used – are we meeting the needs of members? Idea -should we conduct “outcome measures” for Career Centers? Ray asked if we should look at the needs of K-12. David discussed doing member surveys about topics they suggest for publications -suggested surveying them at CPI’s or PDI’s. Ask attendees “what are you doing /using? How can we assist?” David asked for 2-3 board members to look into this: Brian H and Brian M volunteered.

ACTION ITEM: Brian H and Brian M will discuss how to approach the membership re what their needs are for NCDA publications, and how to reach out to them (PDI’s, SPI’s?) or?

* 1. Deneen shared the new Publications Report for May 2017 which shows revenues, print vs. e-books vs. other media. This new report will be updated with the Membership Report for future board meetings.

1. Membership Report (Deneen)
   1. At this time last year we had 70 more members
   2. Added “non-binary” to the selection of gender - 6 have selected it thus far
   3. We hope that the new credentials will bring more members in
2. CDQ Editorial Board for FY 17-18 (Deneen)
   1. Paul Hartung, CDQ Editor, asked for Board approval of the following persons nominated as new members of the CDQ Ed. Board -2 year term (Bios were furnished):

Eric D. Deemer, Purdue University

Nathaniel Ivers, Wake Forest University

Christopher D. Schmidt, Villanova University

Hsiu-Lan Shelley Tien, National Taiwan Normal University

* 1. Paul asked for the following individuals for re-appointment:

Hande Sensoy-Briddick, South Dakota State University

W. Chris Briddick, South Dakota State University

David K. Duys, University of Iowa

Ronald C. Feldt, Mount Mercy University

Michael E. Hall, Independent Practice

Andreas Hirschi, University of Bern, Switzerland

Brian Hutchison, University of Missouri -St. Louis

J. G. (Kobus) Maree, University of Pretoria

Delila Owens, University of Akron

Jeffrey P. Prince, University of California, Berkeley

Patrick J. Rottinghaus, University of Missouri-Columbia

William R. Sterner, Marymount University

Mindi Thompson, University of Wisconsin-Madison

Beverly J. Vandiver, Western Michigan University

Chris Wood, University of Nevada Las Vegas

* 1. Paul also asked for extending much gratitude to the following individuals leaving the Editorial Board:

Lynnette H. Bikos, Seattle Pacific University

Susan C. Whiston, Indiana University

Discussion followed that all were counselor educators, and only one was from our largest membership region southern). Deneen will ask Paul for reflection on these issues and the impact factor of the journal.

ACTION ITEM: Deneen will ask Paul re impact factor and possibly having a more diverse group of career professionals and increased representation from the southern region, on the editorial board.

1. PDC New Members for Fiscal year 2017-18 (Deneen)

Deneen asked for approval of the following individuals for the PDC:

* 1. William Briddick Vita
  2. Jenn Long Vita

MOTION was made by Paul Timmins and seconded by Ray Davis to accept the Consent Agenda. Motion passed.

**TOPICS**

1. Conference Review
   1. Status of Attendance and Stats (Deneen)
      1. 1153 are registered thus far for the conference
      2. 72 international members from 22 countries are coming
      3. 431 are first timers which is 37% of attendees
   2. Board Schedule (David)
      1. David and Deneen reviewed the responsibilities of all board members for the duration of the conference.
   3. Annual Membership Meeting (David)
      1. Mark Pope will be the Parliamentarian, Cynthia will take the minutes and all board members are asked to sit in the front. Nominated individuals will be presented, and voting will take place to narrow the ballots from 3 to 2 individuals for Secretary and Higher Ed Trustee.
   4. Ancillary Programs (All) – Trustees and Board liaisons for the other conference activities were briefly discussed including constituency meetings, State Leadership Training, Leadership Academy, the International Reception, etc.
2. Presidential Update (David)
   1. Update on International Affiliates (David and Joon)
      1. APCDA (David)

David attended the APCDA conference in Manilla, PH and was very impressed with the conference, presentations and attendees (about 100). 27 countries were represented. Membership is $40 for economically developed countries, and $20 for non-economically dev. Countries. Narender Chandra is the current President, Brian H is incoming President. The next conference will be held in Beijing, China in 2018, Vietnam, 2019, India, 2020.

* + 1. LACDA/Costa Rica (David and Paul)

The Latin America Career Development Association formation concept grew out of the interest of members in Peru and other countries. Alberto Puertas and this colleagues are leading this effort.

* + - * 1. Paul attended the Argentina Conference where ten countries were represented. Those in attendance were from the High School setting and faculty members. Paul talked with Alberto re International Affiliate status, maybe by August? Many expressed interest in attending the Phoenix conference next summer.
        2. Discussion revolved around “Outcomes” – we need to be clear on what do we offer them, and also –what does NCDA gain from their affiliate status. Cynthia addressed money going toward international work, and asked if we can spend money for our Credentialing Commission AND international travel as well?
    1. International Affiliate question (David)
       1. There seems to be interest from China, South Korea, and Taiwan of becoming NCDA International Affiliates – as these countries are scaling up with international career work. Brian H asked about our (NCDA) tangible things we give to our international affiliates (IA)? This then led into a discussion about a letter that David created to send to those interested in IA status regarding concerns about the requirements that NCDA has in place for IA status (S. Korea, Egypt and one other country).
          1. David discussed having several levels for IA:

Associate Level – for-profits and some others, less stringent rules

Affiliate Level – for all others, but not for-profit orgs.

* + - * 1. Board members discussed several questions: what’s in it for each (NCDA and IA); what conditions are there for for-profit entities; entry level status for new groups for IA?

MOTION made by Ray, seconded by Skip to create a task force to study how IA and varying levels, fits into our Vision 2020 and Goals – to work with the Global Connections Committee also. Motion passed.

ACTION ITEM: Joon and Brian H to create this task force with several GCC members to study how IA and levels fit into our Vision 2020/Goals.

* 1. ASVAB (David)
     1. David has been working with ASVAB for the past several months on their Research Committee, and they have asked for another year. David mentioned this for transparency for others on the board.
     2. ASVAB inquired about our credentialing for their trainers. David talked about our new CSP curriculum and School Career Dev. Advisor (SCDA) credentials and SCDA training that has been developed by NCDA. They would like to use this for their internal training –and will talk with their 5 person committee about these.

ACTION ITEM: David will follow-up with ASVAB re using our training and credentials.

* 1. NCDA Position request (David)
     1. Following up on the board discussion from last October, NCDA has ventured in to many new connections, relationships, credentialing arena, etc. The CMA staff that work with NCDA is an awesome group operationally but does not have a content expert who can handle many of these new collaborations. David stated that a “content expert” is needed to assist with all of the new ventures. If we want credentials to grow – a marketing professional is needed, also. If we want relationships and connections to work, we need a content expert (volunteers can only do so much). We cannot continue to grow as an association and increase value to members if we do not have an advocate on staff that knows the career development arena. David asked the Board to affirm the “P’s” (past-pres., president, pres-elect, and pres-elect-elect) and Deneen, as a working group to look at creating a position proposal, with duties, responsibilities, scope of job, and funding source. David’s thoughts that the first year of this position would generate enough from relationship building and connections that this would help with funding a portion of the position salary - 75% of the third year and 100% of the fifth year of funding for salary.
     2. David is asking the board for approval for investigating a Program Manager position (ideas/opinions) and a vote to develop a position.
     3. Also – Global Pathways -any money put aside for this -we would have to take the whole venture on and the new staff person would be needed.
     4. Also discussed was the marketing position for the Credentialing initiative – contract person needed. It was discussed how this position would relate to the board, Deneen, etc.?
     5. David proposed that the 4 P’s and Deneen take on designing a position description with a salary range and request for funding for these two positions.

MOTION was made by Ray, seconded by Deb to create an exploration of new positions (marketing and content expert) with the 4 P’s and Deneen. Motion passed.

ACTION ITEM: 4 P’s and Deneen will meet and discuss the positions that are needed.

1. Committee Updates (All)
   1. Wendy –State Trustee – LADC (Leadership Academy Dev. Committee) consists of Maggie McCormick and Laura Lane. Laura will be stepping down and Christy Dunston will be filling her role. Also – 2 webinars have been completed for state leaders: succession planning and goal setting. This year the State Leadership training will be 4 hours so that more can be accomplished rather than the 2 hours in the past.
   2. Paul – selecting the new chairs for each committee is almost complete! There will be 2 chairs for each committee (co-chairs) with one rotating off after their 2 year term. The calls Paul has had with the Committee Chairs/Co-Chairs have gone well. Ray discussed that the constituency groups might benefit from committee updates and give out the committee chairs contact info for them to send out.
   3. Kathy – Diversity Committee asked for funding and stated that not everyone feels welcome into NCDA (Sharon is looking in to this). Kathy created the “Frank Parson’s Social Justice Grant” – based on the idea of a social justice initiative. Kathy sent an email outlining this award, which we will review and hopefully start this next year (2018). After reworking the justification for the award and explanation, this award will be presented at the conference. It was suggested that the Diversity Committee (Joon is board liaison) be the grant holders. It was also suggested that the funding come from a private donor, not NCDA as other committees may feel slighted. Before finalizing this, Joon and Kathy will present this to the Diversity Committee and get their feedback.

MOTION made by David, seconded by Brian M, for Kathy and Joon to take her proposal to the Diversity Committee for re-work, and move forward with the Grant. Motion passed.

ACTION ITEM: Deneen will check on the State Division listserve –are the international affiliates on this?

ACTION ITEM: Joon and Kathy to work on the grant with the Diversity Committee

1. President-Elect Updates
   1. ACA Conference Presentations for 2018 (Paul)
      1. Lisa will be the point person as the ACA Rep to fill the 3 conference sessions that are awarded to NCDA as a division of ACA (ACA Conference in March 2018 in Atlanta). The standard plan will be (or has been):

* 1 - 90 min. session for the NCDA Commission (was NCDA/ACES Comm.)
* 1 - 60 minute session – NCDA Credentialing Commission
* Poster session(s) –graduate student research award winner(s)
  1. Planning for Next Year (Paul)
     1. Planning Calendar has been set and will be sent to all board members for 2017-18.
     2. Logistics for Long Beach CPI have been set, and will be sent to all.
  2. Complete College America –CCA (Paul)

Complete College America –CCA (Paul)

i. Paul talked of attending this interesting consortium meeting funded by the Gates Foundation​ and others​. Their goal is to increase college graduation rates​, especially among underserved students​. ​One of their large projects, "Purpose First," is focused on helping college students develop a sense of purpose. ​They have 5 pilot ​states, and ​have enlisted the support of professional organizations (NCDA, NACE, NACA​D​A, ​AACRAO​) to assist.​ ​The leadership doing the planning in each of the 5 states includes many academic advisors, not many career professionals. Paul was funded to attend this meeting by CCA.

ii. They asked all attendees to develop a set of “principles for best practices” for the pilot sites.

ACTION ITEM: Paul will update the Board on the set of principles ​once they are developed​ and ask for the Board's feedback before they are finalized

* 1. Conflict of Interest (Deb and Cynthia)
     1. Cynthia and Deb discussed the proposed revision of the “Conflict of Interest Statement” and the document titled “Potential Conflict of Interest/Disclosure of Other Interests” for members to review and sign as they come on the board. These docs were developed using the ACA model. Brian H suggested a “consultation model option” as well be added (consulting with the board re what the question entails).

ACTION ITEM: Deb and Cynthia will review this and bring it back to the Board with revisions/edits.

1. NCDA Credentialing Commission Update (Cynthia and Connie)
   1. Going forward we can refer to the Credentialing Commission as the NCDA CC, not NCC (confusion with NBCC term).
   2. Connie supplied the Board with a report of the NCDA CC – very good overview of all that has been accomplished. She reported that there has been at least one pilot for each credential, and some have had 2 pilots for testing/training! The credentials will go live Aug. 1st with updated FAQ’s, and web info up-to-date. Very confident that all will go well.
   3. Connie also stated that this has been more “staff intensive” than they first thought – the user interface on the “back-end” is taking up a lot of Mary Ann’s time right now. Connie recognized how helpful Marilyn Maze (past chair) has been with the Fluid Review work.
   4. Ray stated that he would be happy to send the new credentials info out to his K-12 Constituency group, and Sharon G asked how the CSP AC can help/assist and what is needed from them?
   5. Joon talked about the NCDA Advertising Policy with regards to Professional Development providers – he suggested that the NCDA CC handle this as was discussed in the past. The NCDA CC would be authorizing and approving providers and collect money for this. We all agreed – great idea.
   6. Deb O brought up the CCCE credential –maybe those in attendance for the CEA get the CCCE as a reward? Or a “fast track” to it? Idea to be discussed.
   7. International Applicants – would international apps be able to sit for the CCC? We need to discuss this as well.
   8. It was also suggested that the competencies be reviewed every several years –case studies are based on the competencies set by NCDA CC.

ACTION ITEMS: Connie and Cynthia will take the questions above back to the NCDA CC for answers/discussion.

1. CDQ and CC Editors’ Stipend Request (Deneen for Paul Hartung and Melanie)
   1. Tabled until the September board meeting conference call
2. Global Pathways Update (Brian M.)
   1. Brian stated that there is no activity to report at this time.
3. 20/20 Goals Update (Paul)
   1. Because of time constraint, we could not have a full discussion on the Vision 2020 document at this meeting. Paul is asking everyone to prioritize, with their group, the far left hand column of the area they worked on before. Paul will send out an email outlining the next steps, and how we are to “re-look” at our area.

ACTION ITEM: Paul will send a Doodle poll to set up a board conference call to discuss the Vision 2020 doc and our team work. Paul will send out an email asking us to complete the next steps in the prioritization of the goals.

The NCDA Board concluded the meeting to have lunch with the Leadership Academy participants.

MOTION to adjourn the meeting at 12:00pm is made by Kathy Evans, seconded by Deb, and the motion passes.

Draft of minutes sent to Deneen and David 7/18/17 for review. Deneen edits 7/19/17.