# **NCDA Board of Directors Meeting Minutes**

# **Wednesday, February 7-8, 2018**

**CPI – Charleston, SC**

**Present:**

Paul Timmins, President-Elect

David Reile, Past President

Spencer (Skip) Niles, President-Elect

Kathy Evans, President-Elect-Elect

Brian Hutchison, Treasurer

Sharon Givens, Trustee

Celeste Hall, Trustee

Seth Hayden, Trustee

Wendy LaBenne, Trustee

Hyung Joon Yoon, Trustee

Melissa Venable, Secretary

Lisa Severy, ACA Governing Council

Deneen Pennington, Executive Director

Meeting was called to order by President Paul Timmins at 8:03am ET.

Roll Call was conducted by Melissa Venable.

**Welcome** (Paul)

Paul shared the Long Term Plan document reviewed and developed at the Long Beach meeting, stating that it was a working document for the Board to reference throughout this meeting agenda. Shared document, incomplete, working document for reference as we work though the agenda.

**Approval of the Agenda** (Paul)

A recommendation from the Ethics committee was added by Deneen.

MOTION was made by David Reile to accept the agenda with modifications, Seth Hayden seconded. Motion passes unanimously (no opposing votes, no abstentions).

**Approval of December 2017 Minutes** (Melissa)

MOTION was made by Brian Hutchison to accept the minutes with no changes, seconded by Celeste Hall. Motion passes unanimously (no opposing votes, no abstentions).

**Report Out on Action Items** (All)

David reported that there will be more to follow on a small group review of credentialing materials, bylaws, process for approving new credentials. Deneen said that a draft of the bylaws is in progress.

Melissa reported on connecting the NCD Month Committee Chairs with the Technology Committee chairs to begin exploration of online NCD Month submissions.

**Treasurer’s Report** (Brian)

Brian presented the January 2018 Treasurer’s Report, providing access for all to the spreadsheet. The organization is on track for this time of year. The total budget of revenue for the year is $187,500; now at 11.5% of revenue for the year preconference. After a closer review of the budget, an error was identified in the Credentialing tab. Alternatives for correcting the error were discussed. Brian will make the correction now, line item 9.

David asked for a credentialing budget to illustrate funding, expenses, and anticipated revenue to better inform future decisions about the relationships involved. Renewal fees not currently included in current budget.

MOTION was made by Brian to accept the budget report amended to correct error in line item 9, seconded by Lisa Severy. Motion passes unanimously (no opposing votes, no abstentions).

**Audit Report FY 16-17** (Brian)

A hard copy and online copy were presented to the Board. Brian highlighted page 3, the auditor’s opinion, which showed a clean audit report. Deneen shared that proposed federal regulation may change requirements for nonprofits to give quarterly projections. Minor disruption anticipated.

MOTION was made by Brian to accept the audit report with no changes, seconded by Skip Niles. Motion passes unanimously (no opposing votes, no abstentions).

**Committees, State Divisoins, and Constituencies** (All)

***[Lakeisha Matthews joined via conference call]***

a. [Veterans Committee](https://ncda.org/aws/NCDA/asset_manager/get_file/177324?ver=5) (Melissa)

Melissa shared a report from recent attendance of the Student Veterans of America conference by committee co-chair Emily Kegerreis. The Board Liaison to the Government Relations Committee and Trustee for Higher Education have also been contacted about possible discussions of related issues. Seth, Trustee for Counselor Educators and Researchers expressed interest in joining the discussion. Deneen noted that if we can connect Emily with LobbyIT, she is in the DC area and willing to attend meetings.

The Board encouraged continued exploration of potential partnerships with SVA, as well as work across internal committees to explore opportunities to better serve veterans and NCDA members who serve veteran students and clients. Paul asked for the development of specific ideas, projects, etc. ACTION ITEM – Melissa will continue connecting interested groups to guide a more formal discussion.

b. Government Relations (Lisa)

Lisa shared an update from LobbyIt outlining the current strategy - push on Perkins Bill in the Senate, and Apprenticeship Task Force, working with staffers, Higher Education Reauthorization Act, and veterans transition success program.

The committee is dependent on LobbyIt for vetted information and background research, relying on their expertise.

Deneen confirmed we have current discount agreement with Lobbyit through the end of fiscal year. Deneen and Lisa confirmed that we have a contract with them that includes deliverables that are being met. After an initial lack of communication, there is improved understanding about NCDA needs and reporting. LobbyIt also reports positively on Committee response to requests.

Seth asked about work at the State level. Deneen shared information about coordinating though contact with South Dakota and that LobbyIt can address State-level issues in some areas. Wendy is working with constituency on position descriptions at state associations and their role in government relations. Making better connection with State CDAs is possible.

Lisa proposed renewed full funding to LobbyIt until the end of fiscal year.

MOTION was made by Lisa to renew LobbyIt full funding to the end of this fiscal year. Seconded by Wendy LaBenne. Motion passes unanimously (no opposing votes, no abstentions).

c. [Counselor Ed Academy](https://ncda.org/aws/NCDA/asset_manager/get_file/177325?ver=2) (Seth)

Budget requested by committee was recently not approved. The group is revisiting goals – currently there have been more than 80 applicants, 50 participants. Academy has focused on providing a better understanding of the intersection of counseling and counseling education, best practices, conference proposals accepted, support and development of community.

Budget was reconsidered with a focus on membership and participation. Proposed incentives include: #1) For non-members, 1 year free membership, #2) current members discounted (TBD) credential, #3) standing item on conference program the following year for participant presentations. In recruitment cycle now. Deneen shared that currently those attending conference get three months of membership to track continuing education, which is the same for FCD.

The board discussed proposed incentives and goals of the academy. Proposal #1 approved for this year. Proposal #3 approved.

ACTION ITEM – Seth: will clarify goals of the program and target audience, as well as learning characteristics focusing on those new to teaching career courses. Ideas include: adding a mentorship component, 1 year membership for participants, standing presentation at conference, connection to credentialing program.

d. State Divisions (Wendy)

Webinar was held in January – state leaders discussed how to be involved at national level, recommendations for leading state chapters. Board members and Cynthia Marcos Scanlon presented. Next webinar in planning stage. Reviewing Leaders’ Handbook. Some board members speaking at State conferences. South Carolina CDA reactivated.

e. [Global Connections](https://ncda.org/aws/NCDA/asset_manager/get_file/177326?ver=6) (Joon)

New menu item for website requested - “Global issues.” Consulting with HQ it was determined that site navigation menu items are aligned with the NCDA mission. Adding menu items has a financial cost. Committee’s alternate request was to remove “International” from this menu and change to “Divisions,” which has already been addressed. Committee wants to reorganize their page on the site.

In last conferenve call, group removed clause about maintenance of international affiliation status. A memo was created with timelines for international affiliates, aligned with committee reporting periods.

f. Ethics Committee (Lakeisha / Lisa)

Lisa shared background inforamtion about a recent complaint received by NCDA related to the way a member describes her credentials in relation to NCDA on her website. The Ethics Committee reviewed and found the language to be misleading. After discussion, the recommenation is to advise this member to use the name that she is licensed by, indicate the state in which resides and is licensed, and state the specific name of awards and when they were achieved, and clarify any NCCC licensure.

David shared the need to outline a specific process, e.g., compaint received, committee member inquires, follow-up contact member with notification and w/ or w/o recommendations, referral to state licensing board, removal of membership if required.

ACTION ITEM – Lakeisha: LaKeisha will work with David to address recommendations for moving forward and outlining NCDA’s process through the Ethics Committee.

g. Other Updates

School Counselors (Celeste)

Phone meeting took place in January. Advisory board is growing. Group is working to align project goals with NCDA mission statement.

Awards Committee (Celeste)

Committee is in the midst of selection process now, reviewing applications. There are some group and individual award interpretation challenges; need to update criteria for next round of awards.

Private Practice, Business/Industry, and Agencies Constituency (Sharon)

Webinar series has been successful. Next week’s topic is on the role of career development in human resources with 74 people registered. March’s topic is using technology in private practice settings. Topics are determined based on survey feedback to appeal to this constituency’s wide-ranging interests. At the conference this group will provide a resource journey – electronic resources, tables w/tangible items e.g., assessments, advisory council changing review proces for selecting members.

Leadership Academy (Kathy)

This year 17 applicants, 6 selected. One person from last year’s class getting deferment on project completion due to change in work obligations. Discussion about the timing of identification and approval of project ideas/proposals took place. Reminder of emphasis on aligning ideas with Long Term Plan.

International Student Services (Brian)

This group is well organized and providing resources and writing. They are sharing DACA information with students and providing support. Roundtable accepted at conference.

Research Committee (Seth)

Two proposals accepted at the conference. CDQ review in progress. Student research awards – recruitment encouraged going forward, 6 applications so far this year. Second Century RFP is out, seeking connection to NCDA and benefts to membership through student research.

ByLaws (Deneen)

Revisions forthcoming. Board needs to agree and post revisions 60 days before conference, so this can be voted on at conference membership meeting, taking effect Oct 1.

**CONSENT AGENDA**

**Policy and Procedures Manual 2017-18**

The Board was provided with the revised manual and a list of changes in advance. Deneen reminded the group that this is a working document, typically reviewed in October.

**Membership and Publications Reports**

The Board was provided with these reports in advance. Membership is approximately 5100, which is steady. The publications report outlines books only, not curriculum. Disappointing sales of eBooks and eBundles, which do well at initial offerning then sales drop off. FCD sales have been excellent.

Seth asked about the role of publications committee: we may want to revisit the process of approval, format choices (eBook vs print).

MOTION was made by Lisa to approve the membership and publications reports without modifications. Seconded by Brian. Motion passes unanimously (no opposing votes, no abstentions).

**Old Business**

*International Contracts and Affiliates*

a. General Discussion – Purpose and Goals for International Collaborations (All)

Paul shared that we need to clarify NCDA’s goals and expectations, so that we can address requests consistently and purposefully. Deneen shared that every international agreement thus far has been different.

Skip Niles shared his reflection on attending the China Conference. NCDA branding was prominent in materials/signage at event. Discussion then focused on what it means to be an affiliate and the impact on consistency of the NCDA message, concern about the quality control of services at a distance, implications of engaging globally as a professional organization, potential of organizational membership category, commercial potential of NCDA materials and resources. Connie Pritchard shared that so far two credentials have been successfully completed by international recipients. Transcript evaluation is a part of this and being developed.

A Task Force was recommended, which would include representation from the Board, credentialing commission, international partners, curriculum expertise, Global Connections, and Headquarters. ACTION ITEM - Paul will work with others to determine composition of this group.

b. China Conference (Paul, Skip, and Connie)

Recent Board member participation in two conference events, including on panels. Both were well organized with lots of general interest in career development topics from a primarily K12 audience. Interests were to changing laws related to student choice in curriculum. Skills needed to assist and advise. Challenges related to translation requirements. Representation from Chinese conference coordinator anticipated at June conference.

c. Canada/Cannexus (Paul, Joon, and Skip)

Presented by CERIC, a non-profit promoting career development and research. Webinar series is available to NCDA members. Well organized event with a lot of resource sharing with NCDA members. Topics related to immigration, for example, relevant to a broad audience. Open to collaboration. Discussed continuing joint activities and exploring partnerships and research. Skip provided Keynote.

d. Latin America (Paul and David)

A group of multiple countries considering NCDA International Affiliate process. Conference in Costa Rica scheduled for March; several board members will be attending and presenting.

**New Business**

***Proposed Project: Identifying NCDA’s Shared Values*** *(Joon)*

Joon provided detailed documents to the Board, outlining a research project proposed by three graduate students from Penn State and himself. The project, focusing on the identification of NCDA’s shared instrumental values, would include data collection from members.

There is potential for use of findings to guide marketing, resource development, and address outside and international partnerships. Discussion included: clarifying what members value about the organization vs. what values members perceive the organization to have; potential to have limited response from membership resulting in biased and/or non-generalizable information; ways to tap into the voice of the membership; and how to leverage resources that are available.

The researchers request conference registration and lodging to conduct data collection via interviews and encourage a voting process (TBD) at the venue. Seth shared that there may be funding avaiable through the Research committee – researchers should check RFP for process and timelines. Paul shared that this could be a volunteer activity benefiting NCDA, with the researchers as conference volunteers receiving registration funding.

Joon shared that the project needs an Advisory Committee. Discussion included: Board members and/or others from the research committee, someone outside of the organization. Brian volunteered to assist.

ACTION ITEM– Joon and Seth will coordinate with the Research Committee to identify potential advisory board members and next steps for project approval and timeline development.

[***New Membership Proposal***](https://ncda.org/aws/NCDA/asset_manager/get_file/177407?ver=13)*(Deneen)*

Details were provided to the Board in advance. Changes will need to be reflected in bylaws. Currently, NCDA offers only per-person/individual memberships. Dues have not been increased since 2012. Changes would go into effect October 1 (NCDA) and June 1 (ACA).

Discussion included: ceredential maintenance fee of $40 annually, amounts at different membership levels. Denneen proposed new dues: professional and regular members $95, student and new professionals $40, retired members $60, and $40 as promotional member rate. Reasons for increasing rates include: new credentialing program, revised FCD curriculum, and need to draw from reserves to balance budget this year.

MOTION was made by David to approve increases: professional and regular members $95, student and new professionals $40, retired members $60, and promotional $40.

Seconded by Brian. Motion passes unanimously (no opposing votes, no abstentions).

Deneen proposed adding a new “organizational membership” category, stating that headquarters receives frequent requests for this. Discussion included: potential administrative processes involved, ways to share lists of organizational members, possible icon/digital badge for member organizations, addressing code of ethics agreement, approval process. Proposed tiers and rates: 1 - $475, up to 5 members, 2 - $900, 6 to 10 members, 3 - $1750, 11-20 members.

Deneen will move these proposals forward for further review and vote at annual membership meeting.

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***[BREAK – Resume Thursday Afternoon]***

***Meeting Resumed – 1:04pmET, Thursday, February 8***

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**Meeting with Credentialing Commission**

[Credentialing Commission Update](https://ncda.org/aws/NCDA/asset_manager/get_file/177351?ver=4) (Cynthia and Connie)

Marketing

* Undertaking organic efforts, including social media: recipients get template for social media updates with graphic and tagline.
* Reached a point to add logo and link to credentialing section of website to all NCDA formal communications: ebulletin, Career Convergence, Career Developments, and working on periodic email newsletter to communication continuing ed information.
* Commission members active in giving presentations globally.
* Handout and PowerPoint available to use – just ask.
* Want to reach out to Schools of Business (MBA programs) with marketing concentration to propose an action learning project. RFP process to see if there is interest in taking on our marketing initiative.
* Discussion included preparation for results of more aggressive marketing at this time.

Operations

* Focus on laying groundwork at HQ to put the people in place and go forward with marketing. 250 people so far – anticipated instant return on more marketing efforts.

Business Plan (provided in advance)

* Mission statement - building on NCDA standards and ethics.
* Getting infrastructure in place, such as policies.
* Member feedback is coming in related to additional credential opportunities in the future.
* Newest credential is CSCDA –Pilot in South Dakota will end in May; 12 people will be eligible to apply; reviewers needed.
* Phase 1 and Phase 2 – addressing member needs for CEUs moving forward.

First Anniversary Reviews

* Ongoing via Mary Ann
* Tina is leading a more systematic program evaluation based on ICE guidelines, NCCE guidelines. Looking at reliability of scores and doing this for all of the credentials with one year of data.

Policies and Procedures

* Need proceedure for greivances and appeals, need policy and procedures manual (in progress)
* Tagline: Commitment-Competency-Certification
* Looking at optimizing design of web-based information and navigation

Career Development Coalition and South Dakota CSCDA Training

* Specialized training and credential housed with NCDA, but began with Symonds Coalition. Have reworked training and certification around what was already there, meeting needs of training in South Dakota initaitive. Working with 4 school districts -12 people hired to work as Career Development Advisors. Face-to-face and eLearning involved as they go through FCD training plus additional chapters designed for employment and K12.

Discussion included:

* Questions about credential perception by potential employers and clients.
* Questions about where credentialing fits in academic professional development, and working in academic sector (such as recruiters moving into counseling positions) as well as practitioners.
* Questions related to administrative capacity.
* Differentiation among cerdentials – who should pursue which credential
* How to make more visible at the conference? Ideas included:
  + Meeting with constituency groups
  + President could acknowledge credentialed attendees in audience at general session
  + Announcement at First Timers meeting
  + Four hour sessions for those ready to complete case studies – can get passs/fail decision before end of conference
  + Ribbons for crendialed attendees
  + Social event
  + ACA in April – presentation by Lisa with materials to share.

Action Item – Deneen will review protocols related to training offered by and through NCDA to further determine roles of training and credentialing efforts, and streamline processes.

**Definition of Career** (Deneen)

Continued discussion from Long Beach meeting. An author has requested an NCDA accepted definition. Discussion took place of a submitted draft. The overall recommendation is for the author to reference existing literature, which might include the submitted (cited) draft as an example. Other options might include CERIC’s Glossary of Career Development, and Gladding’s definitions of counseling terms.

**CPI History** (Paul and Deneen)

Attendance and expenses of previous CPIs were reviewed. Discussion focused on benefits and challenges of executing these events, as well as possible alternatives with a goal of setting priorities for limited resources. ACTION ITEM - Deneen will work with others to review/revise CPI evaluations for more information about who attends and motives for attendance at these events.

**Meeting with FCD Advisory Council**

Current concerns and focus on quality control of training, especially with new credentialing and CEU requirements. They are surveying those already trained to get feedback on the experience and identfy areas that need to be addressed. Recently completed revised curriculum, moving into improving quality of the instruction.

Creating webinars for instructors focused on new chapters of curriculum and certifications. Task force putting together topics and timelines for deliverables on those topics – get feedback from instructors on what updates they need.

Want to get instructors on the registry as a new requirement.

Preparing New Member Orientation packet for those joining the FCD Advisory Council to ease transition and efficiency of work. Transition protocol being put in place for members moving off of the council. Two new members to be selected this year. Shirley is rotating off and there is an empty seat to be filled by a new person. Currently identifying eligible members.

Getting info to local and state chapters – working with Trustee to disseminate information about curriculum.

Working on a mission statement.

Working with Mary Ann on website information - FCD references should have consistent language. Revising calendar pages. Clarifying what completing the training means.

What is protocol if instructor is identified that is not meeting guidelines/standards? Putting more things in place to support their skills and work will help addresss and identify problems. Clarifying role of Master Trainers. Look at opportunity to provide new or reinfocement training, support, mentoring. Choosing an instructor is a common questions. Bios are online. Future surveys of course completers may include instructor rating. Potential to automate the process in the future.

Keeping lines of communication open with Credentialing Commission – addressing some confusion among members re: certificate of completion of training vs. credentialing status.

Marketing would be helpful to increase number of students.

Brian moved to adjourn; Seth seconded. Unanimous vote to adjourn at 4:47pm

*First draft of minutes sent to President and Deneen on February 22, 2018 by Melissa Venable*