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***NCDA Board of Directors Meeting***

**February 24, 2021 \* Via Zoom**

3:00 – 5:00 pm Eastern

Seth Hayden, President Patrick Akos, Trustee

Kathy Evans, Past President Carolyn Jones, Trustee

Sharon Givens, President-Elect Celeste Hall, Trustee

Lakeisha Mathews, President-Elect-Elect Courtney Warnsman, Trustee

Julia Makela, Secretary Diandra Prescod, Trustee

Charles Lehman, Treasurer Marty Apodaca, Trustee

Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director

**Meeting Called to Order by Seth at 3:03 PM ET**

**1. Roll Call (Julia)**

13 in attendance.

Celeste Hall not in attendance.

**2. Approval of the Agenda (Seth)**

MOTION was made by Patrick to approve the agenda.

Seconded by Courtney.

Motion passes unanimously (no opposing votes, no abstentions).

**3. Approval of the December Minutes (Julia)**

MOTION was made by Charles to approve the December minutes.

Seconded by Carolyn.

Motion passes unanimously (no opposing votes, no abstentions).

**4. Report out on Action Items (All)**

***Carolyn:*** *Global Connections Committee follow up about International Representative/Directors Structure.*

Carolyn met with the Global Connections Committee to discuss potential structures for NCDA international representatives and/or directors. They have developed a survey that will be sent out to international members and some organization members who are located internationally. Alicia is working on the survey formatting. The aim is to gather information on how NCDA can better connect with individuals in a variety of countries, as well as create enriching professional development opportunities. We want to know how they are currently connected to NCDA. To what extent are they already engaged? What additional engagement opportunities are possible? The group is still working on details. More to come.

***Charles****: Establish a Committee to work on the 2021 NCDA Perceptions from Working America (Harris Poll) project*

The 2021 NCDA Perceptions from Working America (Harris Poll) project and budget have been approved. We are now moving into the next phases, with work led by Charles and Patrick. They are working on the survey and connecting with Harris. Additional updates are available under discussion item #13.

**5. Membership Report (Deneen)**

*Please see the detailed January 2021 Membership Report provided in an Excel document from the National Office. Here are some additional reflections:*

Membership numbers remain strong, with slight increases over time. 20% of memberships are promotional, which is “pretty normal.” It is related to strong sales of Facilitating Career Development (FCD) Training materials. There is interest in additional strategy work on converting these trainings into credential completions.

Over 2,000 credentials have now been awarded – a milestone. We would like to promote this 2,000 mile marker to attract additional momentum. Perhaps a social media campaign could be meaningful to get more people interested.

**6. Treasurer's Report (Charles)**

*Please see the detailed January 2021 Treasurer’s Report, Reinvestment Options, and Audit Report provided in the documents from the National Office. Here are some additional reflections:*

***Treasurer’s Report***

This report provides insights into where we stand after first 4 months of fiscal year. We are “on track for everything” related to revenues and expenses. Advertising has been better than expected, particularly regarding revenue from job opening announcements. The credentialing program is just a little behind but catching up. These reports do not reflect changes in the conference budget related to the move to a virtual format, as will be discussed later in this meeting.

Regarding reserves, we are in good shape. We make an effort to keep those reasonably high in case we run into major unexpected expenses. The conference hotel cancelation was negotiated down to $100,000, which we can certainly cover, particularly based on our conference revenues last year. These reserves are also available for one time special projects, such as the upcoming Harris Poll. We are in good fiscal shape.

Regarding investments, we need to talk about our $208,000 Certificate of Deposit (CD) that is coming due. That is addressed below under “reinvestment options.”

Regarding the credentialing budget, we have been hoping to do more than break even on this project, considering both revenues and expenses. Our hope has been a $20,000 gain, and we are currently on track to meet that goal. If we do reach that goal, what is the next step? Perhaps some more targeted marketing? Maybe having the potential to strengthen our international focus? We have not had the funds to do these kinds of things to strengthen the program in the past. Now is the time to consider what is next.

We may also want to recognize that our strongest marketing for the credential has typically come at the conferences. Once again, we will not have the in-person conference this year. How might this impact credential pursuit and attainment? Last year’s goal for new applications was 575. This goal is set by the National Office and Credentialing Commission, with a review of the past three years of data. Are there thoughts around this pace? What additional events may contribute to the increase in applications? Maybe bundling the application fee to the training manuals? Other ideas?

MOTION was made by Charles to approve the Treasurer’s Report for January 2021.

Seconded by Courtney.

Motion passes unanimously (no opposing votes, no abstentions).

***Audit Report***

The audit report revealed no findings or concerns in our financial records or health. There are no current actions to take. There were a significant number of COVID-related questions to address, ensuring that we were covering the current conditions.

MOTION was made by Charles to approve the Audit Report.

Seconded by Lisa.

Motion passes unanimously (no opposing votes, no abstentions).

***Reinvestment Options***

Charles presented two options for reinvestment of the funds from our CD that comes due in May 2021:

1. Renew the CD when it comes due. Renewal interest rates are quite low, and the investment is risk is a 1 out of 5 (very low risk). The returns would be small – approximately $1,000 per year.
2. Invest in a Vanguard Corporate AAA bond fund, may get up to 2.5 % interest. Slightly higher return. Also, if our stock market funds decline, normally bonds move differently. This is risk 2 of 5 (moderately low risk).

Charles’ recommendation is the bond fund (option 2). Questions addressed include:

*Have we made a similar bond or stock investment before with this group?* We have a stock mutual fund with Vanguard. The fund that we have with Vanguard has done well, even in bad financial times. We would add money to the existing fund and add it to the bond.

*Can we make changes to our decision?* We can always revisit this if we sense it is not performing the way we like. Changing investment options is easier with a Bond Fund than with a CD. It might have a small penalty loss when a change is made.

MOTION was made by Charles that $200,000 from the NCDA expiring Certificate of Deposit be invested in a Vanguard low risk bond fund.

Seconded by Patrick.

Motion passes (12 supporting, 1 opposed, no abstentions).

**7. Work Group Reports**

***General Use of Logos (Deneen)***

The National Office is receiving an increased number of requests from Committees who want a graphic look to use on their materials to communicate with members. There is interest in some branding guidelines (e.g., colors, fonts) regarding how logos are used. Nothing too restrictive – just some easy-to-follow guidelines to encourage consistent and clear use of brand.

State CDAs also have logos and imagery. They can be quite different – no consistency.

The National Office would like to come up with a recommendation for the Board. Something to start with to make sure our brand is intact. It would be a general version, and we could encourage (maybe not require, but encourage) others to adopt it.

**ACTION ITEM:** Ali and Deneen will work on brand and logo guidelines. They will report to the Board by next meeting or June. If you have an interest in being a part of this, please reach out to Deneen.

***Bylaws Committee Recommendations (Deneen)****Please see the ICDA Bylaws document provided by the National Office.*

The Illinois Career Development Association (ICDA) Bylaws were brought to the Board for re-approval.

Please note the misspelling of the word “Adoption”, which is in all caps. Deneen will take this back to the group.

The Board noted the challenge that is present in the ICDA Bylaws (as well as the bylaws of several other states, but not all), of the requirement to be a part of the Illinois Counseling Association (ICA) to be a member of ICDA. This becomes problematic when it is exclusionary for career professionals in the state who do not have a degree in counseling. It was noted that it has historically been a challenge for some members in the State of Illinois.

It was noted that there is a non-counselor group within the ACA organization. While we are not requiring or recommending a change at this time, there is an interest in some open dialog with States about this issue. Perhaps an area for advocacy? Is there support that the National Office can provide, or resources that we can share to help State CDAs who are having these conversations about building membership and participation across our various professional identities? How can we be helpful and supportive, recognizing localized issues of identity and leadership? We are not interested in dictating terms or requirements on this issue at this time. But, we would like to support appreciation of and inclusion of the diversity of professional identities in our field, recognizing the strengths that all NCDA members can bring.

**ACTION ITEM:** Carolyn may be able to explore this topic with the State CDA leads, and bring ideas for next steps back to the Board.

MOTION was made by Carolyn to approve the ICDA Bylaws revisions.

Seconded by Sharon.

Motion passes (12 approval, no opposing votes, 1 abstention).

***State Division Update (Carolyn)***

The State Division leadership group came together on both November 17, 2020 and February 9, 2021. They explored how to navigate relationships with state counseling associations, with perspectives from different leadership structures -- independent, fully integrated, separated, and collaborative. There were many “levels of complication” related to professional identity that warrant additional discussion.

The next topic that the State Division leadership is scheduled to tackle is “building robust engagement.”

In light of the conversation spurred by the ICDA Bylaws approval, the suggestion was made that perhaps someone who works closely on maintaining relationships between the State Associations and ACA to come talk to the NCDA Board as well. The goal would be to seek strong collaborations. How can we partner as national associations to be supportive of these state leaders? Amy Smith, the ACA staffer responsible for divisions, may be a good person to reach out to first.

***Counselor Education Academy (Patrick)****Please see the Counselor Education Academy planning document provided with the resources from the National Office.*

The current Chairs of the Counselor Education Academy are Melinda Gibbons and David Ford.

The Counselor Education Academy is focused on those who are teaching career education courses to aspiring counselors. A group was selected to begin at the 2020 conference, but decided to delay when the conference went virtual. They have taken a poll for the 2021 conference. The group has decided to move forward, despite the move to a virtual environment.

The sessions will be held in late June, over a period of three days. They are working with participants to select the days. Specific details were provided in the attachment. Although the budget has already been approved in the past, an updated budget is being prepared that considers the transition to virtual. It is expected that the costs will be reduced due to the virtual format.

The Academy project for the 2021 class will be related to the Strategic Plan. Results will be shared with NCDA, possibly in a Career Convergence article or similar format.

The next Counselor Education Academy will be held in 2023.

***Career Teaching Academy Proposal (Diandra)****Please see the Career Teaching Academy Proposal document provided with the resources from the National Office.*

The Career Teaching Academy is geared toward career professionals in higher education who are teaching career planning courses. It offers support and discussion around best practice. There is quite a bit of research demonstrating the effectiveness of career courses. Many students take career planning courses, and interest in these courses is likely to increase in the coming years, with so much uncertainty for undergraduates right now.

NCDA’s largest constituency group is currently career professionals in higher education. This would be a professional development opportunity to support this group. It could attract both career services staff members and advisors on higher education campuses.

The plan is to stagger the Career Teaching Academy with the Counselor Education Academy – each one offered every other year. So, the first Career Teaching Academy would be launched during the 2022 conference. In the meantime, some work will be done in terms of needs assessment, seeking information about interest, the percent of individuals who do teach or have interest in teaching, etc.

While the Counselor Education Academy is very structured – following CACREP requirements, there are many different models for teaching career planning courses to many different audiences. This can add extra challenge to leading the academy, but also makes the experience very rewarding.

The Board also expressed that this academy is an essential part of our organizational mission in several ways. We are reaching our largest constituency; higher education. It may also be attractive to career professionals who complete the Facilitating Career Development training, many of whom end up teaching career planning courses during their career. We are helping career professionals advocate for the provision of career planning courses on higher education campuses – why they should be taught, backing it up with research. This is aligned with our Strategic Plan.

Hearing good endorsement for the Career Teaching Academy from the Board, the next step is to gain a better sense of the budgetary needs. We have a good model for this with the Counselor Educator Academy.

MOTION was made by Patrick to approve the Career Teaching Academy Proposal.

Seconded by Kathy.

Motion passes unanimously (no opposing votes, no abstentions).

**ACTION ITEM:** Diandra will lead an effort to prepare a budget for the Career Teaching Academy, to be presented at the October Board meeting.

***Diversity and Cultural Inclusion Committee (Courtney)***

The Diversity and Cultural Inclusion Committee met last month for a detailed discussion regarding the new NCDA vision and mission statements. They are pleased that there are actionable goals regarding more diverse leadership, etc. Yet, how will this be implemented? What steps will be made to insure progress?

For example, have Board and Committee members engaged in in-depth training on our own implicit biases? Are train-the-trainer resources available? Where does training come from? Are we intentionally extending invitations to people who belong to some of the groups we are trying to get more diversity in – inviting and supporting their involvement?

We have a presidential task force on the strategic plan that is looking to move this work forward. More information is coming soon.

***Eminent Career Award Committee (Deneen)****Please see the revised Eminent Career Award Criteria document provided with the resources from the National Office.*

The selection committee for the Eminent Career Award is made up of the last 5 recipients. They asked for more specificity as they were reviewing the application this year. They asked to clean up the review guidelines document to make it more complete for future committees. Nothing has changed in the criteria. Just more specificity about the process.

MOTION was made by Marty to approve the revised Eminent Career Award criteria.

Seconded by Charles.

Motion passes unanimously (no opposing votes, no abstentions).

***Ethics Committee (Julia)***NCDA’s last revision of the Code of Ethics was published 6 years ago (2015), with much of the research work for it carried out during 2013 and 2014. We are not far from the next revisions, and it is time to start organizing our thoughts about the process. In preparation, the Ethics Committee would like to reach out to Committee Chairs across NCDA with a brief survey this spring that explores (1) their use of the Code and (2) their interest areas for additional resources and guidance. This will help the Ethics Committee focus considerations and research areas to pursue. There is not yet a set timeline for the revision. We will follow ACA, as we have done in the past. (ACA is also just starting the planning phases for their next revision.) However, we recognize that thoughtful revisions take time. We are starting early conversations and explorations.

***Leadership Academy Class 2021 and Projects (Marty)****Please see the Leadership Academy class and project lists in the documents provided with the resources from the National Office.*

There were 10 applicants to the Leadership Academy this year and 6 were selected. A list of projects has also been determined. The next step is to reach out to members to let them know they have been selected, and to set a meeting in mid-March to introduce to projects.

Sharon requested that the “Effectiveness of Facilitating Career Development” project could collaborate with the TEC.

Requests were also made that the Board could have access to the project outcomes so that information could be used to inform decision making. For example, might there be a location for project findings on the Board web page?

MOTION was made by Julia to approve the Leadership Academy class.

Seconded by Diandra.

Motion passes unanimously (no opposing votes, no abstentions).

***Research Committee Proposal 1 and 2 (Patrick)****Please see the original RFP and two research proposal documents provided with the resources from the National Office.*

Two research proposals were received that the Research Committee endorsed. One is about Diversity, Equity and Inclusion, requesting $800. The second focuses on corporate partnerships, and requests $500. Both are related to the NCDA Strategic Plan, and would help us move forward in our work. They also serve different constituency groups.

The Research Committee is seeking approval to fund both. Charles mentioned that we are in a financial position to do so.

MOTION was made by Lisa to approve the funding of two research proposals, providing an additional $500 to cover costs.

Seconded by Courtney.

Motion passes unanimously (no opposing votes, no abstentions).

**8. Update on February CPI (Seth)**

The spring Career Practitioner Institute is scheduled for February 25, 2021, with 111 registrants. These are strong registration numbers. The focus on the State CDAs was helpful in recruiting. Keynotes will be offered by Kathy Evans and Liane Hambly, with a compelling selection of additional presentations that follow the theme of creative career interventions.

**9. Plan for the Annual Virtual Conference (Deneen)**

The annual conference will occur virtually, within the same week as originally planned. The Board Meeting will be on Monday, June 28, 2021, with the conference held from Tuesday, June 29 to Thursday, July 1. This is moved up one day, so that we do not end on a Friday. Budget revisions are in progress, considering the move to virtual and hotel cancellation.

Registration prices are being adjusted to the following:

|  |  |  |
| --- | --- | --- |
| **Conference Registration \*15 Continuing Education hours (20 sessions)** | **Early Bird through March 31** | **Registration after March 31** |
| NCDA Member | $199 | $229 |
| NCDA Student/Retired/New Professional Member | $159 | $189 |
| Non-Member | $299 | $329 |
|  |  |  |
| **Enhanced Conference Registration\*25 Continuing Education hours (33 sessions)** | **Early Bird through March 31** | **Registration after March 31** |
| NCDA Member | $249 | $279 |
| NCDA Student/Retired/New Professional Member | $229 | $259 |
| Non-Member | $379 | $409 |

Note that there are two levels of registration, depending on the amount of continuing education credit people are interested in. We are aiming for 1,500 attendees but will budget on 1,000 to be certain we can cover costs. Last year, we had 600 attendees, with only about 6 weeks of advertising the virtual event.

Timing of synchronous events will take into account the needs of our international participants. The first day will start in the later afternoon, responding to the needs of our Asia Pacific Group. The second day will start earlier, for the needs of our European and Middle Eastern attendees. The last day will run from approximately 11am to 4pm, in the middle for our U.S. attendees.

We will be using the Cvent platform, which provides more flexibility in our simultaneous live events, vendor presentations, and live Q&A opportunities with presenters for our prerecorded events. Everything will be in one platform for a professional look. Also, it can be sold as a package after the event. We will leave it upon for at least 6 months – perhaps a full year if there is demand.

Next steps include identifying which regular presentations we want to offer live (perhaps 4 to 8?). The live presentations will be able to be recorded and viewed later as well. We would also like to offer fireside chats. Finally, would also like to explore offering scholarships for graduate students. More to come on these items.

**10. Organizational Affiliate Request from ACA (Lisa)**

*Please see the Organizational Affiliate description document provided with the resources from the National Office.*

Part of our role as a division of ACA is to review organizational affiliate requests as new groups come on board. We have the opportunity to reflect on how they fit with our division. There is a current movement toward organization around trauma informed counseling, as demonstrated in the current request. As expressed by Lisa, this organizational affiliate request “feels pretty unique.”

MOTION was made by Lisa to endorse the new ACA group.

Seconded by Sharon.

Motion passes unanimously (no opposing votes, no abstentions).

**11. CDQ Agreement with ACA/Wiley (Deneen)**

*Please see the CDQ Agreement document provided with the resources from the National Office.*

Times are changing in the publication world. Print is no longer what people want, and the timeline to get articles into print is simply too long. ACA has recognized this and is changing their relationship with Wiley. ACA journal staff will be reallocated. Wiley will take over management, marketing, non-member subscriptions. They are doing this globally, moving to a royalty basis to support journal publishing.

We need to decide what to do with the Career Development Quarterly. The CDQ does need a more rapid option for publishing. We currently have 2.5 years of articles waiting for publication. This new revised model with Wiley could have the backlog published in 28 days. The new model would also remove barriers to special issues, rush more relevant articles up the production line, allow more articles per issue, etc. We would make more of a net profit in this format.

If we chose not to make this change with Wiley, we would need to seek a new set up for journal publishing. That is not in our best interest. Wiley is the expert.

Some questions were raised regarding perceived quality or value of an open-access journal versus a traditional journal. Do we lose anything by going this route? Our editors have been consulted and are supportive of the planned move. Quality guidelines for article acceptance would be maintained.

Another question raised was about the journal name – Career Development Quarterly. If issues are no longer released on a quarterly basis, does the name need to be changed? That may be something to consider going forward.

MOTION was made by Kathy to approve the CDQ agreement with ACA/Wiley.

Seconded by Patrick.

Motion passes unanimously (no opposing votes, no abstentions).

**12. Nominations and Elections Committee Slate (Kathy)**

*Please see the slate of candidates for 2021 elections provided with the resources from the National Office.*

A full slate has been gathered for 2021 elections.

MOTION was made by Kathy to approve the slate of candidates for the 2021 elections.

Seconded by Lisa.

Motion passes (10 in favor, 3 abstentions *– left meeting*).

**13. Harris Poll Update (Charles and Patrick)**

Charles and Patrick have meet with Harris to begin development of the new online survey. They expressed a desire for publishable data for all demographic groups. The current aim is 1,000 to 1,500 participants, and modeling will be used to ensure adequate representation.

Data collection is scheduled to being in early April, with a timeline of approximately 6 to 8 weeks for data collection and analysis. The aim is to be ready with a preliminary report out at the National Conference.

The focus on the survey will be the need for “career counseling” and how it is useful. Past questions are being reviewed, keeping in mind the value of comparison data over time versus tailoring to current situations.

Feedback: The team was asked to consider the use of the term “career counseling” in the survey. Please ensure that we are being inclusive when we talk about the survey and present results to our membership. What terms will survey participants connect with and understand? What terms will be important for our NCDA membership to connect with findings?

**14. Strategic Plan (Kathy)**

Please attend or review materials from the Strategic Plan session at the February CPI.

**15. Credentialing Update (Aaron and Lakeisha)**

Updates from the Credentialing Commission were submitted via email. They include:

1. Newsletter status: Per Ali Breen, Credentialing Newsletter will be released within the next few weeks.
2. CMCS Fast-Track is fully functional on the SMApply website and is now ready to be marketed.
3. The Credentialing Commission has made some additional language changes to our credentialing page (trying to refine our approach and make the site relevant) and has added a section to the credentialing introduction page that will assist people with the most commonly asked questions regarding which credential they should attempt to attain.
4. The commission is the final stages of creating the items to be included in the portfolio method for attaining the CCSP credential. Our hope is to pilot this project with an actual FCD course starting in March.
5. Tina Anctil, with the assistance of Marilyn Maze, has started our annual quality assurance review which will examine such data as pass rates/fails of the assessments, reviewer scores, and demographics. A full report will be presented when complete.
6. We have collected all data on our Alternative Pathway projects from India, Saudi Arabia, and China. A report will be presented when the data has been analyzed.

**Adjourn**

A MOTION was made to adjourn by Lisa. Sharon provided a second. Unanimous vote to adjourn at 4:22 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on March 15, 2021 by Julia Panke Makela. Last Updated March 16, 2021.*