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***NCDA Board of Directors Meeting***

**April 13, 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 3:02 PM ET**

**1. Roll Call (Julia)**

13 in attendance.

Lisa Severy not in attendance.

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

MOTION was made by Charles to approve the agenda.

Seconded by Celeste.

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

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

MOTION was made by Courtney to approve the February minutes.

Seconded by Carolyn.

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

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

***Ali and Deneen: Brand Guidelines.*** *Please see the draft guidelines provided in a Word document from the National Office. Here are some additional reflections:*

A number of NCDA groups have approached the National Office with requests for logos. Ali put together some guidelines (colors, fonts, etc.), with plan to improve the document over time. The guidelines as written are high-level and general. Since we are not certain what types of requests will come in at this time, we are not setting strict policies – learning as we go.

Ali consults with Deneen before moving forward on any assignment. At this point, the National Office is not planning on forwarding these brand guidelines to the state divisions, yet it may be something to consider in the future.

There was some discussion expressing that the current guidelines appear to be written with marketing jargon. Who is the target audience? Will people from backgrounds other than marketing understand them and know how to apply it?

The current plan is for the National Office to handle requests on a case-by-case basis as requests come in. (The most recent example has been the International Student Services Committee. They had a variety of resources with many looks, and needed help getting organized.) There is hesitancy at this point to release the document widely to all workgroups. Would this create a high demand for assistance, with everyone wanting new logos and looks at once? That is more than the National Office can manage at one time. A more measured approach is to address demand as it comes in initially, and to use those experiences to identify where the current guidelines document needs additions and clarifications. Then, revisit a discussion on broader application and/or release.

***Carolyn: Bylaws Discussion with State Divisions.*** *Please see the participants list provided in a Word document from the National Office. Here are some additional reflections:*

Carolyn shared a follow-up to the February meeting of State Associations regarding the intersection of State CDA’s bylaws with their respective state counseling associations. She has reached out to a number of NCDA members who she knows can speak well to varying experiences with their state associations. (See handout for list of participants.) There is good variety in the experience and training that these individuals bring, representing the various professional identities that make up our membership.

Discussion groups with these individuals are forthcoming. Carolyn will share insights from the discussions at the next Board Meeting in June.

**ACTION ITEM:** Carolyn will report on the CDA bylaws / state association discussion groups at the next Board meeting. Please send any suggestions to her about any questions you would like addressed with this group.

***Diandra: Career Teaching Academy Budget for FY21-22.***

Budget development is in progress. A draft is scheduled to be presented at the October Board Meeting. The Counselor Education Academy budget will serve as a model. This is a work in progress.

**ACTION ITEM** *[As stated in February 2021 Meeting Notes]***:** Diandra will lead an effort to prepare a budget for the Career Teaching Academy, to be presented at the October Board meeting.

**5. Membership Report (Deneen)**

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

NCDA recorded 5,119 members at the end of March 2021. This is a 2% decrease from last year at this time. However, there is a difference this year in conference registration deadlines. As conference registrations continue to come in, we expect membership numbers to increase as well.

At the end of March, we show a total of 2,188 credential holders. A moderate amount of applications continue to come in – “when the phone rings, people are asking about credentials.”

A second excel document relates to membership numbers by month, tracking both total numbers of members and memberships by ethnicity.

Over time, while membership has shown some small increases and decreases, the percent of members identifying with an underrepresented ethnicity group has risen steadily. We are heartened to see this, as we engage in our current Strategic Planning work. The National Office will continue to track these types of metrics and would like to look to the task forces for additional guidance on the types of tracking that would be helpful in the future.

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

*Please see the detailed March 2021 Treasurer’s Report and Proposed Revised Budget for FY20-21 provided in the Excel documents from the National Office. Here are some additional reflections:*

***Treasurer’s Report***

NCDA is in very good financial shape. Reviewing the Treasure’s Report line-by-line, “everything is on track.” A few items on the revenue side look a bit lower than expected, but those are items that typically come in later in the year. All items on the expenses side are running as expected. Credentialling is also right on track for this year.

Reserves and investment accounts are also secure. Reserves and cash accounts now exceed $1M, and they have increased more than $40,000 for the year. Next month, we will close out the Certificate of Deposit that matures. As approved by the Board in our last meeting, those funds are set to transfer over to a Bond Fund.

In commentary from the Board members, it was acknowledged that having over $1M in reserves and cash accounts feels notable. We’re in a good financial place after the significant investment in initiatives such as credentialling. Many factors have contributed to our financial health. We are feeling optimistic despite the uncertainties of the last and upcoming years.

***Proposed Revised Budget for FY20-21***

A revised budget was proposed to take into account the new virtual conference budget.

New conference revenues were set to $237,000. New expenses were set to $211,500. This would leave us with a $25,500 profit – only slightly less than our anticipated profit from an in-person conference. That is despite the $100,000 penalty related to our hotel cancellation. Initial registration numbers look good for exceeding our revenue numbers on the conference. Our registration could easily exceed the initial goal of 900.

**MOTION** was made by Celeste to approve the Proposed Revised Budget for FY20-21.

Seconded by Courtney.

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

**7. New Website Demo (Melanie)**

The new website will offer important features on both the front and back end of the site. It was not quite complete at the time of this meeting, and the website launch date had not yet been set. However, the website was expected to be ready before the initial target deadline of a May 19 deadline. Here are some of the highlights:

* Brighter, more intense colors.
* Site is now 100% responsive – size of user device does not matter.
* The biggest change is in navigation, which opens to a bigger navigation area. Users can see more, and this reduces the number of clicks. It will showcase content areas that may have been missed in the current website.
* There are also now five highlight boxes on home page (rather than the current four boxes). We will now be able to include a direct link to the national conference pages all the time. These resources will be accessible and prominent year-round.
* Latest news section
* Events calendar
* Advertising and feature products are available at the bottom of the page
* Search and social media links stay with you regardless of where you scroll on the page
* Both accordion navigation and tabs are available on the second level
* Tabs in members section highlight member benefits – it is easier to see more all at once.
* Standardized size and color buttons to indicate action steps
* The organization of the credentialing section mirrors Career Convergence, with easy-to-see action buttons for “Apply Now” and “Renew Here”.

Questions raised by Board members included…

Can we review current web forms for inclusive language? For example, the use of the term “Other” in demographics questions is exclusive language. Has anyone done an intentional review to ensure inclusive language? Are there specific ways that the DEI committee can inform this work?

Also, many of the old webpages are using the term “CEUs.” Now we are using “CEs.” Now is the time to make changes like this – perhaps a find and replace?

Current information on the new site is just being transferred from old site into new places. So, they can search the old site to consider the content. Some changes are easy, while others will be more complex. We recognize that websites continually evolve, and we will continue to seek out ways to improve.

**ACTION ITEM:** Courtney will send an email to ask if there are any high-priority items that should be tackled now. She will bundle their feedback and share it with Melanie.

We may also want to consider reaching out to ACA for input on specific terminology regarding inclusive language and evolving terms as well. Board members noted that we collect the same survey data as ACA.

**8. Work Group Reports**

***GCC Survey Results (Carolyn)***

A survey was sent to 208 current international members.

Over 116 (55%) individuals opened the survey. 24 responded (21% of those opening). Here are some highlights:

* Would you be willing to submit career development related articles about career development programs and services in your country to share on the NCDA website? (24 respondents)  
  50% - Yes;   
  46% - Interested, but not available to do so at this time;   
  4% - No
* Are you utilizing or have utilized the services and benefits of your NCDA membership? (23 respondents)  
  65% - Yes;   
  35% - No
* Have you accessed and participated in NCDA Global Resources at https://www.ncda.org/aws/NCDA/pt/sp/global\_resources? (22 respondents)  
  18% - Yes;   
  82% - No
* NCDA committee work expands and enriches your professional career development experience. Have you recently connected to our Committee page, https://www.ncda.org/aws/NCDA/pt/sp/about\_committees? (24 respondents)  
  17% - Yes;   
  83% - No
* Are you familiar with the NCDA Credentials and are they viewed as valuable in your county? (23 respondents)

13% - I know very little about them

43% - I know about them but others in my country do not

22% - I know about them and I believe others in my country respect them

22% - I have earned one of them and I am proud to list it on my resume

* Select the NCDA opportunities below that you have participated in: (10 respondents)

Leadership Academy - 2 (20%)

Counselor Educator Academy - 3 (30%)

Training and Education Council - 3 (30%)

Publication Development Council - 1 (10%)

Constituency Groups - 2 (20%)

The Global Career Connections committee is now considering next steps for use of this information. How much are our international members involved and using the materials? How can we build on this to include more individuals and engage them with more NCDA resources? The current sense from this survey is that international members did not really know much about what was available to them.

***Career Convergence New Co-Associate Editor (Courtney)****Please see the nomination for Francine Bard Fabricant to join the Career Convergence team as a Co-Associate Editor of the Independent Department, provided by the National Office.*

The Career Convergence team would like to add a new Co-Associate Editor, Francine Bard Fabricant. Her bio was provided.

**MOTION** was made by Courtney to approve the New Co-Associate Editor for Career Convergence.

Seconded by Julia.

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

**9. Update on Conference (Seth and Deneen)**

As of this meeting, we were just 11 weeks away from the national conference. A total of 817 people were registered, and $170,000 in revenue had been pledged to date. We were approximately $67,000 short of our target at that time. Sponsor funds had not all come in yet. The conference planning team expressed confidence that we could meet or exceed our conference financial goals.

25% of registrants to date had selected the higher fee for more CEs.

The program committee had communicated with all presenters. There would be: 3 keynotes, 24 live sessions, 12 Simu-live, and 120 On-demand sessions. The conference planning committee is quite pleased with the subjects for live sessions – the variety of topics meets the needs of each of NCDA’s constituency groups.

Exhibitor and sponsor sales had just started. A few highlights: Kuder has returned, and PAR is coming. ACA had not chosen to attend this year; there will be a discussion with them to reflect on this decision after their spring conference.

A next step is confirming ways to do information social sessions. The planning is going well.

We are using a new technology platform which will make the event look much more professional to attendees. All links exist in one platform. At this time, we have purchased the least amount of platform availability. Right now, we have 2,000 hours, which gives us interactive sessions for approximately 2,000 people. If we get up around the 1,000 mark and everyone attends everything, will need to increase our time.

Expect a lot of communication regarding the conference coming in next couple of weeks.

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

The aim of this survey will be to gather updated information from the public on the need for career guidance, how they make career decisions, and how satisfied they are with formal career counseling if they use it. What is the current situation?

So far, we have revised previous survey questions. The past questions had some extraneous stuff that did not get much use in the past. We wanted to refocus this to prioritize need and usefulness of career work.

The survey began during the week of April 12, 2021. Should take about 2 weeks to complete data gathering. We expect to have data to report out next month, with a preliminary report at the conference.

Deneen also has ideas for next year’s conference, with a focus on creating bridges and effectiveness of career services. We may also pursue a brief, CDQ article, etc. Sharon is traveling to Headquarters during the week of April 19. Sharing results of the Harris Poll will be a topic of discussion, since the results will come out during her tenure. We will also work with Jason and LobbyIT. There is some strong interest in DC. We should plan something for our October CPI which is in Alexandria, VA. We want to use the data well, clearly communicating that NCDA is a place where this data can come from.

**ACTION ITEM:** Deneen and Sharon will share an action plan regarding next steps actions for data use at next meeting.

**11. Credentialling Update (Aaron and Lakeisha)**

Regular meetings are being held between Deneen, Lakeisha and Aaron to discuss Credentialling activities and progress. The Credentialling team has developed a newsletter that goes out to members of our community who hold credentials. The newsletter is aimed at building community, keeping credentialled members informed and well-resourced.

The Credentialling Commission team plans to reach out to a few Board Members regarding upcoming plans for updating the credentialing review process. For example, they are continuing to examine whether the portfolio, in which artifacts of learning are gathered throughout the learning process, is the best way for assessing CCSP credential candidates. The team is being encouraged to “cover all of their bases” in examining this portfolio review process – if a portfolio review is best, articulate why. Concerns have been expressed with having instructors being the evaluator. There are instructors with classes of 60-80 students, and it can be quite cumbersome. If we get to a point where instructors don’t want to teach this, we harm our own program in the process.

The goal of changing the assessment for the CCSP is to increase the number of individuals who finish the course and then transition to pursuing the credential. Right now, we have 600 CCSP applicants annually, yet we sell over 3,500 student manuals. How can we bundle the price of both the manual and CCSP application fee, standardize and simplify the assessment process, and increase our number of approved CCSP? We are seeking an assessment process that demonstrates competence without being so strenuous that people avoid it.

The current review system is a bit difficult, prolonged by the timeliness of the reviewers, some inconsistencies in the reviews, fear by the applicants about the "test," grading narrative answers isn't ideal . . . .and so on. Any ideas regarding how to improve the process, are welcomed. Please communicate with Deneen and/or Aaron.

**ACTION ITEM:** Lakeisha will connect Celeste and Aaron for additional insights into potential review processes.

**12. Policy for New Statements (Seth)**

NCDA has received a number of requests in recent months / years to make statements on national and world events. The Board and the National Office would like to develop a policy regarding the process for creating and content of these statements. The policy would help our statements and approach be clear, transparent, respectful, and timely. For example, it would address:

* What do we want to be said?
* What is the reason to that we are making a statement?
* What will be happen after a request is made for NCDA to make a statement?
* How does each statement specifically relate to NCDA – how does the issue impact career development, the career world, the mission of our organization?

In the past, calls for statements have come to NCDA in many different ways (e.g., direct request to the NCDA President, to Deneen, through a Facebook post). The Board believes that we need to have a protocol for statements that provides an equitable ground for all members to have their contributions heard. For example, having requests for statements coming direction to Board members is not a good precedent because that would send the message that in order to get your concerns heard you have to know a Board Member – it is exclusionary. The process for receiving requests needs to be open to all.

We would also like the protocol to state that statements from NCDA address national issues that relate to our mission of career development. For example, we focus on areas where the organization can make an impact focusing on the need and value of career services. There are many things going on in the world that we don’t agree with. Yet, if it does not apply to career development – our area of mission and expertise – it is not NCDA’s place to make a statement.

NCDA Statements will be made from the point of view of the entire association, rather than from the perspective of any one individual in leadership.

**ACTION ITEM:** Seth and Deneen are working on some policy language regarding association statements. If anyone wants to help, they welcome your input. They will bring this back to the Board for consideration.

**13. Strategic Plan Task Force (Kathy)**

*See email from Kathy regarding Strategic Planning.*

Marty Apodaca and Deb Osborn have joined the Task Force. Board Liaisons are encouraged to work with their Committees to help implement strategic planning activities and goals. Please see the Strategic Planning documents shared by Kathy via email for suggested areas where committees may contribute. This document is offered to help the groups brainstorm and build connections. In upcoming Committee Reports, committees will be asked to indicate what activities they have engaged that are aligned with and contribute to the Strategic Plan.

**ACTION ITEM:** Feedback is welcomed on committee alignment with Strategic Planning Goals. What other areas might additional committees be connected to? Please share additional ideas by early May.

The Strategic Plan Task Force also suggested the idea of reinstituting a Membership Committee. Sharon might serve as the liaison. There may also be opportunities to connect this committee to some of the international membership activities work that has been going on in the Global Connections Committee – something to consider. A Board vote was needed to approve a Membership Committee.

**MOTION** was made by Kathy to reinstitute a standing Membership Committee for NCDA with the task to implement the membership growth goal of the Strategic Plan.

Seconded by Sharon.

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

**ACTION ITEM:** Deneen will look up the original description of the Membership Committee that has existed in the past and circulate it.

Finally, a question was asked about the timeline for the strategic plan. When will we revisit strategic planning for NCDA? Is it a 3-year or 5-year cycle? Our current plan is dated until 2024. We should expect to revisit planning during 2023, during Lakeisha’s year as President.

**14. School Counseling Task Force (Celeste)**

*Please see the K-12 SCCS Task Force Report provided by the National Office. Here are some additional reflections:*

The School Counseling Task Force has been meeting by Zoom for a few months. The next meeting, scheduled for later in April will address the following four areas: K-12 CD Standards, Professional Development, Professional Resources, and Communication.

The need for professional standards related to K-12 continues to rise to the top of the Task Force conversations. Currently, we have the National Career Development Guidelines, which was given to NCDA by the US DOE. Yet, the group finds that it is “time for a reboot.”

Patrick shared the following resources, which may be helpful to these conversations:

* <http://jencius.net/Handouts/NOICCStandards.pdf>
* <https://www.careeronestop.org/competencymodel/modelfiles/natl.careerdev.guidelines.pdf>
* <https://www.ncda.org/aws/NCDA/pt/sp/NEW_compentencies_ncd_guidelines>

Additionally, Rebecca Dedmond was mentioned as an individual who is “dedicated to school standards”, and a potentially helpful resource person to connect with.

The Task Force is currently brainstorming projects to be brought back to the next meeting. Their projects will fall into a few categories: (1) quick fixes, (2) one-year projects, and (3) longer term project recommendations. These projects may come with budget requests.

**ACTION ITEM:** Celeste will bring updates on the SCCS Task Force project ideas to the next Board Meeting.

**15. Leadership Academy (Marty)**

The candidates have been assigned to projects, but have not been informed regarding their mentors yet. Mentor assignments will come in June. They will have a chance to meet their mentors on June 29, 2021.

**ACTION ITEM:** After this meeting,Marty will send out the mentors invites list.

**16. Announcements**

NCDA Virtual Briefing with Reps. Langevin and Thompson is scheduled for April 21 at 11:00 am. Register by April 12th if you plan to attend. The registration link will go live to all membership next week. If you have not signed up and plan to come, sign up quickly.

South Dakota's Department of Labor has requested a FCD/SCDA Course for 12 new hires - they were the same group that pilot tested the new SCDA training back in 2018.

The [Tribal Education Departments National Assembly](https://tedna.org/wp-content/uploads/2020/12/1b_TEDNA-ACE-Project-Narrative-Final.pdf) has 6 staffers completing a FCD/SCDA Course by June 1st.  They will then use the training with their work in the Native American Students throughout the US.

Plan for the Fall 2021 CPI hosted in Alexandria, VA on October 15th (Board Meeting October 13-14).

**Adjourn**

**A MOTION** was made to adjourn by Kathy. Carolyn provided a second. Unanimous vote to adjourn at 4:55 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on May 7, 2021 by Julia Panke Makela. Last Updated May 10, 2021.*