

***NCDA Board of Directors Meeting***

**September 21, 2021**

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)**

12 in attendance at the beginning of the meeting.   
Diandra joins at 3:30pm

Kathy Evans absent.

In addition to the current Board members, Dr. David Ford, a newly elected Trustee who will be joining the Board beginning in October 2021, was in attendance.

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

**MOTION** was made by Courtney to approve the agenda.

Seconded by Lisa.

Discussion requested to remove Aaron’s section regarding an update from the Credentialling Commission under item #8. This update will be provided at the October 2021 Board Meeting.

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

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

**MOTION** was made by Charles to approve the June minutes.

Seconded by Celeste.

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

**4. Approval of the Consent Agenda (Seth)***Please see consent agenda document provided by the National Office. Seth will make one motion to approval all of the following items:*

* CDQ Editorial Board Approval
* Career Convergence Associate Editors Approval
* Credentialing Commissioner Approval
* Headquarter Report
* Policy and Procedures Manual Update for 2021-22

**MOTION** was made by Lisa to approve all items in the Consent Agenda.

Seconded by Sharon.

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

**5. Report out on Action Items from June Meeting**

***State Bylaws Status Update (Carolyn and Lisa)***

The State Bylaws discussions began with a State Career Development Association (CDA) meeting to explore complications between the State CDAs and Counseling Association requirements related to membership and leadership, as discussed in our June 2021 Board Meeting. Carolyn and Lisa shared that the process for progress is slow. They have not met with the group since.

For now, we are in a holding pattern, seeking input from ACA. To date, despite our outreach, there has not yet been much to share from the ACA perspective. They seem to agree with our assessment that there is value in keeping State Counseling Associations and State CDAs connected. But, there is no concrete advice for moving forward. The ACA fall meeting is this week – Thursday through Sunday, and this item is on their agenda. Additionally, in preparation for NCDA’s October Board Meeting, we have a meeting with ACA leadership. Hopefully more information will be coming soon.

The original hope was to use Florida as a “test state” to explore the differences between State Counseling Associations and State CDAs, and how partnerships could be improved or worked out. However, Florida has experienced leadership changes in recent months. We are also aware of changes that ACA is experiencing. They are in the process of moving / seeking a new physical location. There is also a planned upcoming change in Executive Leadership at ACA. This enhances our sense of urgency to continue these conversations so that progress is not lost in times of transition.

***Data Collection Survey Language Update (Julia)***

*Please see demographic questions research document provided by the National Office. Additional reflections provided here:*

Julia provided a brief overview of the demographic questions research document provided to the Board. Based on our research and benchmarking, three questions are proposed to guide decisions around collection of demographic data, including:

* What is the purpose or use for collecting the demographic data, and have I made this use transparent?
* How will the data be protected?
* Are available response options sensitive and inclusive?

These questions are guided by an understanding that valuable insights can be gained when we gather demographic data from the populations that we interact with. It is also important to remember that, when we ask someone to share personal information, we are building a relationship with them. The way that we interact around that data request can have a lasting impact on trust and rapport.

Recommendations were also provided regarding revising demographic questions on the NCDA membership form. Discussion followed indicating interest in the following areas:

* *Constituency*  
  There is interest in requesting that participants select a primary constituency. We are also interested providing members the opportunity to select additional constituencies that they would like to receive information or resources for.   
    
  Potential phrasing may include:   
  Please identify your primary work setting or role.   
  Would you like to receive information on other areas?   
  What are your special interests?
* *Race/ethnicity*   
  There is interest in broadening the categories provided for this demographic question, as indicated in the research / benchmarking work. However, our benchmark organizations use a category of “international”. This conflates location and ethnicity and does not feel appropriate for the NCDA membership.   
    
  Hold on changes here to provide time to gather input from the International and Global Connections committees.
* *Pronouns*  
  There is interest in adding questions on Pronouns to the demographic questions for conference registration. A question could be asked to identify pronouns, with a secondary question on whether individuals would like their pronouns included on their name tags. A link could be included to a description of the value of including pronouns to provide transparency regarding why this option has been added, for example: <https://www.mypronouns.org/what-and-why>
* *Titles in Practice*  
  Interest also exists regarding adding a question about what title individuals / organizations use in their practice (e.g., career advisor, career coach, career counselor…). The purpose of collecting this data would be to gain insights on current trends in terminology in the field. Data would only be shared in aggregate, though may be categorized to examine trends (e.g., by constituency group) where sufficiently large Ns are available.

**MOTION** was made by Patrick that Julia work with Deneen to integrate demographic question updates, with a hold on adding “international” to race/ethnicity, adding that data collection on pronouns would only be made to the conference registration form (not for the membership survey).

Seconded by Courtney.

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

***Add Requests to the NCDA to Release Statements about Current Events to NCDA’s Policy and Procedures Manual (Deneen)***

This item refers to the new appendices that were just approved in the consent agreement.

***Share the former Membership Committee description with Paul Timmins, who has agreed to Chair the Membership Committee (Sharon)***

Paul Timmons has agreed to Chair the Membership Committee. Deneen shared information with Paul and he is working on the committee description. The next step will be to build committee membership. Please watch for calls for members. This is expected to make a strong contribution to our strategic plan goals.

***School Career Development Task Force Update (Celeste) – will discuss under Topic #11***

***Board Input into Harris Poll Dissemination (Charles and Patrick) – will discuss under Topic #9***

**6. Treasurer’s Report (Charles)***Please see Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

The financial state of association continues to be in excellent shape. All revenues are running above budget, some very substantially. Almost all expenses are below what has been budgeted. Of particular note, advertising is up, and credentialling is showing a profit.

The overall condition of the organization is strong. Charles noted that 33% of non-profit organizations across the country are currently in bad financial shape – they are cutting back programs and laying off staff. NCDA is the opposite. We are looking at an estimated $400,000 profit over the past 2 years and operating well over losses in the previous 4 years in a row. There are a number of reasons that contribute to this. We held expenses down, cut out travel in recent years, etc. The credentialing program has turned around and is making a profit. Our investments have increased / been profitable. Our conference has done well, particularly with the strong negotiations carried out by our National Office staff. Membership has also done well, thanks to a variety of activities and virtual conferences that the association has offered.

It was noted that we have received positive feedback about the virtual professional development options, particularly from our international members. For the national conference next summer, the current plan is to offer a hybrid option, keeping in mind that some members may still encounter travel challenges. More information on this plan will follow in October 2021.

**MOTION** was made by Sharon to approve the Treasurer’s Report.

Seconded by Carolyn.

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

**7. Membership Report (Deneen)**

*Please see Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

At the end of August, NCDA reported 5,369 members. Membership has been consistent through much of this fiscal year. Approximately 45% of the membership have received credentials. Regarding degree type, approximately 50% of members report counseling degrees and 50% report non-counseling degrees. This split has been fairly steady since we have been tracking the statistic. The National Office is working with Julia to update our tracking of some member demographics.

**8. Work Group and Task Force Reports**

***National Career Development Month Plan (Celeste)***

Good progress has been made on our plans for National Career Development Month. The NCD Month Committee is reinvigorated with new leadership, and they are focusing strongly on the poetry and art contest. Some big changes have occurred with moving to an electronic submission process. Moving away from the mailing process is a great opportunity to streamline the process and simplifies submission reviews greatly.

***CG7 Online Companion Work (Julia) \****

*Please see CG7 Online work plan and call for reviewer document provided by the National Office. Additional reflections provided here:*

Julia and Deneen provided a brief overview of the need and plan for a CG7 Online Assessment Review Coordinator, and the reasoning behind positioning this role with the Publications Development Council.

**ACTION ITEM:** Deneen will share specific income for what CG7 has brought in. Note that in the current Treasurer’s Report, revenues for CG7 online are included in the Publications line.

**MOTION** was made by Celeste to approve the new position for CG7 Online Assessment Review Coordinator.

Seconded by Sharon.

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

***Leadership Academy (Marty)***

The Leadership Academy remains a fantastic opportunity, although it has looked very different this year due to COVID. The group brought some requests to the Board, including:

* Can we invite the current Leadership Academy participants to a virtual board meeting?   
  The Board is supportive of this. We will look for ways to provide the opportunity, while still smoothly facilitating the business of the meeting. For example, we’ll ask attendees to be mindful of the discussions, and recognize they may be asked to step out if sensitive issues arise. Also, they may be asked to turn videos off during votes so that voters rise to the top of the screen to simplify counting.
* Can we do a virtual mixer to interact with one another and the Board?   
  Yes, the Board is supportive of this.
* If the February CPI goes virtual, could we get current Leadership Academy participants involved? For example, waiving the fee for participation, asking them to submit a proposal, or getting them access to what the Board is engaged in?   
  Yes, the Board is open to exploring ideas here too.

It may also be possible to carry some of these ideas into future classes as well. We are open to considering ways that these ideas become part of a consistent structure for Leadership Academy and Board interactions.

**9. NCDA Harris Poll Update (Charles, Patrick, Deneen)**

*Please see related documents provided by the National Office, including: (1) dissemination plan, (2) executive report, and (3) raw data. Additional reflections provided here:*

There are many stories to share in the NCDA-Harris Poll results. For example, on the one hand, the results present a positive view of the value and need for career guidance. On the other hand, career guidance has not been widely used. While many talk about wanting to engage with a career services professional, only 13% have. Either way you look at it, there is a lot of meaningful content here to share with members, organizations, government, etc.

Questions remain regarding next steps. How can we use the data? Do we have sound bites ready to go? There is work to be done here.

Also, we own the data, and it is in an SPSS format. We can invite researchers to conduct secondary data analyses – pose questions and write based on the dataset. For example, Harris broke the data down according to ethnicity, and the data for the Hispanic population showed differences from other groups. We should dive in deeper. How are career services being provided to different populations?

**10. Webinar Discussion/Plan (Courtney)**

Since the beginning of COVID, the National Office has been fielding more requests for virtual programming. Constituencies and committees are requesting more webinars, marketing, and honorariums for speakers. They are requesting support to offer free webinars – but free webinars still have costs to the association in terms of staff time, energy and resources.

The National Office needs guidance on how to address the many requests, from many directions. They want to respond fairly to requests, but it is becoming impossible for headquarters to keep up with the resource and staff involvement demands. A plan and guidance are needed. What are the expectations of the Board? How are opportunities divvied out to everyone in a fair manner?

A consistent structure is desired. One suggestion was to leverage the committee reports, where annual work plans and requests for resources are submitted. This could be a uniform system for all committees to submit their webinar ideas. At this time, we could provide feedback regarding what is possible (resources) and when (timeline). It would be the responsibility of the Board Liaison to coach committees on how to make this request and to communicate the responses back to the committees.

**ACTION ITEM:** Review current requests in the committee reports and plans. Return to this discussion in October Board meeting.

**11. High School Career Counseling Activities Program (Celeste and Charles)**

Current efforts of the School Career Development Task Force are centered on working in teams to gather resources that would be helpful to share with K-12 practitioners in four areas:

* Assessment,
* Decision Making Skills,
* DEI and Employability,
* LMI – career Information, Career Educational Pathways.

The aim is to connect resources both to guidelines and to specific activities for high school students. They will use the webpage to organize information and market to the constituency, providing high school counselors with a quick way to get basic resources and information. No additional resources are needed from the Board at this time. The group is just working in this direction.

**ACTION ITEM:** The School Career Development Task Force will continue moving the High School Career Counseling Activities Program forward. Additional progress will be shared in October.

**12. Strategic Plan Update (Kathy)**

***Goal 1: DEI***

This was a priority over the past year. The current Board (FY2020-2021) is at 54% white vs 46% BIPOC, which is a much larger BIPOC percentage within leadership as compared to the membership percentage. The incoming FY2021-2022 Board will maintain the same 46% BIPOC.

BIPOC conference scholarships were offered to support attendance at the 2021 annual conference. We are in the process of gathering data on diversity in publication authorship (e.g., Career Convergence, Career Developments, CDQ, PDC).

***Goal 2: Membership***

NCDA Membership is up 10% overall. Within NCDA membership, those identifying with BIPOC groups are up 4%. Messaging to lapsed and prospective members continue to be sent from the National Office to encourage engagement and grow membership.

***Goal 3: Professional Identity***

2,431 credentials have been awarded, which represents 45% of the membership. *(This is well above our target of 30% of the membership with credentials.)*

**13. Planning for Next Fiscal Year (Sharon)**

Thank to Seth for your service and support over the past year. You are appreciated!

***Planning Calendar***

Now available on the Board webpage.

***Committee Liaison Positions***

Please see Board Liaison Assignment list provided by the National Office.

***October Travel/Plan for the CPI (outlined below under Announcements)***

**14. Announcements:**

If you need your 10 hours of continuing education for your board participation, simply click below and the hours will be posted to your member record:

[2020-2021 Volunteer Service CE Hours](https://www.ncda.org/aws/NCDA/registration/add_registrations_prompt?event_id=50235&host=retain)

Reminder of the Schedule for the October 13-15 Board Meeting – Westin Old Town Alexandria

October 13: Meeting from 3:00 – 6:00 pm

October 14: Meeting from 8:30 am – 5:00 pm (Diversity Training in the AM; visitors in PM); dinner at 6:30 pm

October 15: Meeting from 8:30 am – 12:00 noon

**Adjourn**

**A MOTION** was made to adjourn by Lisa. Sharon provided a second. Unanimous vote to adjourn at 5:09 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on October 3, 2021 by Julia Panke Makela. Last Updated October 5, 2021.*