******

***NCDA Board of Directors Meeting***

**Tuesday, April 18, 2023 \* Via Zoom**

*Lakeisha Mathews, President Courtney Warnsman, Trustee*

*Sharon Givens, Past President David Ford, Trustee*

*Carolyn Jones, President-Elect Celeste Hall, Trustee*

*Marty Apodaca, President-Elect-Elect Diandra Prescod, Trustee*

*Julia Makela, Secretary Jim Peacock, Trustee*

*Deanna Knighton, Treasurer Stacy Van Horn, Trustee*

*Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director*

**Tuesday, April 18, 2023: Meeting Called to Order by Lakeisha at 3:01 PM ET**

**1. Roll Call (Julia)**

11 in attendance. Stacy and David absent today.

Aaron Leson visiting with a report from the Credentialing Commission.

A quorum is present.

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

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

Seconded by Carolyn.

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

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

*Please see the copy of the February 2023 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by Deanna to approve the February minutes.

Seconded by Carolyn.

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

**4. Credentialling Commission Request (Aaron)**

Aaron shared that the Credentialing Commission needs an organizational plan for the future. How will we think about the Commission’s directions, goals, and activities a plan for the next 1, 3, and 5 years?

Progress to date has been notable. We have more than 3,200 credential holders. Three of our credentials are currently undergoing major revisions, with the development of a CCSP standardized assessment, rewriting of CSCDA curricula and credential, and new supervision credential updates on the way.

This summer, the Credentialing Commission requests a budget modification to support one extra night of lodging, space, resources, and incidentals to support an organizational planning meeting to reflect on how they can move forward with the revised credentials. Where is the team going with these projects? Where do they want to be? What recommendations might they bring to the Board in light of upcoming strategic planning meetings in the next year? With most Commission members serving in a volunteer capacity and Aaron’s role being part-time, the volume of day-to-day tasks makes it difficult to find space to look forward. Building this time together on to the conference travels would be very meaningful.

After some discussion about scope of the meeting, interest was expressed in supporting an operational planning meeting for the Credentialing Commission at the conference. The Board recognizes the hard work of this group, and the value of them having time together to organize next steps. It may be possible to explore Celeste attending as the liaison from the Board. We would like to support one night of lodging, as well as a meal and supplies, at an estimated cost of $2,100. Further strategic planning, specifically exploring the needs and role of the Credentialling Commission, may be revisited after the broader organizational 2023-2024 NCDA strategic planning process.

**MOTION** was made by Courtney to approve approximately $2,100 in hotel, meal, and supply costs for operational/workflow planning to help move the Credentialing Commission forward.

Seconded by Jim.

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

**4. Membership Report (Deneen)**

*Please see the March 2023 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

Our membership numbers have continued to increase since the March 2023 report was run and are closer to 5,400 overall members as of this meeting. These overall numbers are down a little from last year, but not drastically lower. Overall, numbers could be described as “steady.”

The most significant change is the shift in organizational members. We now have 154 organizational memberships, which accounts for 17% of our membership. Many of these organizational memberships are bringing several people to the conference.

Diversity numbers and international percentages have not changed. We have more than 3,200 credentials awarded. Many more new credentials (1,400 – 1,500) will be awarded through the various FCD training contracts. It is something to watch.

**5. Treasurer’s Report (Deanna)**

*Please see the March 2023 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

Regarding our revenues, our professional development funds are a little behind last year. However, our NCDA Hub revenues have not yet come in as that system has just been launched. It will take some time to experience revenues. In contrast, we are ahead of last year in regard to international contracts.

Regarding expenses, the CDQ is now managed by Wiley, which is impacting royalty payments. We will be able to adjust for this next year. Additionally, conference costs are looking particularly expensive. Hotel and travel costs have gone way up. We are working to keep this in check, but we will also need to readjust our expectations in this area. The high net revenue conference days are gone. Break-even is the new aim. As hotels are trying to recoup losses, the cost of coffee, soft drinks, and even water have gone way up. We are working to adapt by having pop-up cafes – for those who really want the coffee – or water stations, rather than pricy bottled water. Vendor numbers are lower than the past, as is PDI participation.

On the bright side, the hotel is already at 80% capacity for this summer. Our registration is close to 700 (in 2019, it was 715 at this time of year, and the conference was earlier in June). If everyone pays, we are at $342,000 (in Houston, we made $362,000 total). So, we are doing well so far.

It is an interesting moment for association management. The revenue and engagement models are changing – from a deep reliance on a single annual conference, to a broader reliance on conferences, credentialling, on-demand learning (via the NCDA Hub), etc. Our efforts to develop diverse engagement opportunities have great potential to contribute to the health of our organization.

**6. Action Item from Last Meeting (Deneen)**

***Global Connections Committee Description, Future Action, and ACDA Follow-Up (Jim and Lakeisha)***

The next step for further action on Global Connections will be to take a step back for discussion on the long-term view for NCDA. We will be sharing recommendations from the Global Connections Committee and activities from recent years with the Brain Trust group at the NCDA Conference, seeking guidance and input. This will be followed by a discussion at the Board Strategic Planning meetings in the fall.

Actions moving forward need to take a global view of NCDA in the world. How are we viewed and understood by New Zealand, MENA, Asia, Canada, Australia, and so on? We can’t be different things to different global partners. We need a clear message. We also have to clearly address challenges of a global focus (e.g., working across time zones, addressing language differences in publications, acknowledging cultural differences in service delivery and customs). We need to be careful about being seen as pushing a US career development value system out to other countries – this is not our aim. Rather, how do we best communicate and support helping others to develop publications, research, and practice that embrace the needs of their regions? And, how do we do so in a way that can equally support every region that wishes to interact?

Working on this narrative as an association can also help reset and define the tone of the Global Connections Committee, to build confidence of the committee and members that we are all moving forward in a common and positive direction.

**ACTION ITEM:** Lisa will lead a conversation at the Brain Trust meeting during the NCDA Annual Conference to seek insights from this leadership group regarding desired future global positioning of the association.

***NCDA HQs will investigate international partnership strategies***

Headquarters has completed and documented this research with information from current NCDA staff, ACA consultants, the former ACA Executive Director, etc. These questions come up repeatedly, and return to the question of: “What are we trying to accomplish?” Our next steps depend on our goals, which will be a significant part of our strategic planning conversations in October. We’d like to table this conversation for now and revisit it in October.

**ACTION ITEM:** Revisit the conversation of international partnership strategies, and the research conducted by Headquarters, at the October Board Meeting.

***NCD Guidelines – Further Action (Celeste)***

Lakeisha, Deneen, and Celeste engaged in initial discussions regarding next steps on the NCD Guidelines. They chose to set this work aside until after the June conference. We’d like to engage Headquarters staff, and there is too much on their plates right now.

Julia and Carolyn are interested in contributing, and we could bring additional NCDA members into the discussions. (Carrie Aavers and Rebecca Dedmond were mentioned as potential candidates.)

**ACTION ITEM:** Lakeisha, Deneen, and Celeste will organize further conversations during the summer months. Additional progress and next steps will be shared with the Board.

***Board Member Engagement Checklist (Lakeisha and Deneen)***

*Board Engagement Checklist document provided by the National Office on the Board webpage.*

Lakeisha and Deneen worked to develop an official checklist for NCDA Board members to help us hold ourselves accountable to our roles. Board members reviewed the documents, and Carolyn made one suggestion to move the strategic planning activities to the President-Elect-Elect list.

**MOTION** was made by Marty to approve the use of the Engagement Checklist (with the change suggested by Carolyn) as a reflection tool for all Board Members. New Board members will use the tool 6 months into their role, with all members reflecting annually at the end of each NCDA fiscal year.

Seconded by Courtney.

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

***Board Members Register for the Annual Conference (All)***

Deneen will prompt those who are missing. Please be sure to make travel arrangements too.

***Schedule T3 Meeting (Lakeisha)***

In our February meeting, we expressed interest in further exploring a US Chamber of Congress Workforce Development initiative: <https://www.uschamberfoundation.org/t3-innovation>

Lakeisha reached out but has not yet heard back from them. She will continue to reach out and will plan to report back in the June or September meeting.

**ACTION ITEM:** Lakeisha will continue to reach out to the US Chamber of Congress Workforce Development Initiative to explore potential engagement for NCDA.

***Work on the Nominations and Elections Process – Moved to the June Agenda***

More to come on this item soon.

**7. Conference Update (Deneen)**

Headquarters will be in communication over the next month regarding conference updates. Currently, they shared that registration for the DEI Symposium is fantastic.

**8. Headquarters Updates (Deneen)**

Deneen provided a few quick updates regarding Headquarters activities, including:

* The NCDA Hub officially launched. They have been watching the help email address for signs of questions or needs, and there have been no glitches so far.
* NCDA Hill Day is next Tuesday.
* During the week of May 1, NCDA heads to Taipei with the People Achievement Consulting to explore opportunities to pitch a school career development training and FCD training contract for Taiwan and China. This would be for a new contract next year.
* The King Saud University training is starting. The curriculum is about three-fourths of the way done, with the current focus on working through cultural translations. Three Arabic speaking instructors will be coming to Chicago for conference. We anticipate 880 new CCSPs by the end of next fiscal year.
* The standardized CCSP assessment development is currently on time for a 2024 launch
* The 2023-2024 planning calendar for next year’s Board meetings is posted.

**9. CPI Evaluation (Lakeisha)**

The evaluations from our Annapolis Career Practitioner Institute were very strong. Our Private Practice constituency group felt seen. The speakers were strong. All the presenters from the CPPI will be asked to record their presentations as a part of the Virtual CE Event offering that we will release this summer.

**10. Trustees’ Request – Annual Theme for Webinars (Lakeisha)**

When we gather in June, we will discuss a strategy for planning webinar topics – what will be discussed and when? We’re going to try to plan out our year in advance a bit better.

**11. Committee Leadership (Carolyn)**

Carolyn conducted a review of tenures for our current NCDA committee chairs. Chairs are supposed to have 2-year terms, with a limit of 2 consecutive terms. It was noted that six current committees need succession plans. Carolyn reached out to these groups, and the responses have been quite positive. President Elects will be working on this project annually.

Board members were also asked to keep in mind that the Counselor Education Academy and Career Teaching Academy are offered every other year. Also, editors were not included in this review, as they are in paid roles and not subject to these term limits in the by-laws.

Please also watch for an upcoming request to all committee members to complete a Survey of Committee Engagement. The purpose of this survey is to determine how engaged and connected members feel through their committee work.

**Adjourn**

Adjourn at 4:13 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on April 30, 2023 by Julia Panke Makela. Last Updated May 8, 2023.*