# **NCDA Board of Directors Meeting Minutes**

# **Tuesday, September 25, 2018**

**Present:**

Paul Timmins, President

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

Lakeisha Mathews, Trustee

Hyung Joon Yoon, Trustee

Melissa Venable, Secretary

Mary Ann Powell, NCDA Conference and Special Projects Director

Meeting was called to order by President Paul Timmins at 3:02 pm ET via conference call.

Paul acknowledged Wendy and David, who are leaving the board, for their service to NCDA and contributions in their positions. He also extended a welcome to new board members starting October 1, Carolyn Jones and Patrick Akos.

Roll Call was conducted by Melissa Venable.

**Approval of the Agenda** (Paul)

Paul proposed addition of the following items:

* Under Old business – debrief about the recent Career Development Summit
* Under New business – a) credentialing commission proposal for Certified Career Development Consultant, b) Ideas for a marketing representative the commission would like to add

MOTION was made by Skip Niles to approve the agenda with modifications.

Seconded by Brian Hutchison.

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

**Approval of June 2018 Minutes** and **Approval of August 2018 e-Vote** (Melissa)

Melissa noted that no changes or corrections were submitted.

MOTION was made by Brian Hutchison to approve the minutes.

Seconded by Sharon Givens.

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

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

*Ethics Adjudication Process*

This will be added to a future meeting Agenda at which time Lakeisha can provide an update on a decision tree being developed by the Ethics Committee.

*Follow-up: Communication Plan for Communicating Transition with Current International Affiliates* (Paul and Deneen)

Paul reported that conversations have taken place, but this was in a holding pattern until the vote on organizational membership. This action item will carry over to the next meeting.

*Conflict of Interest Policy* (Lisa)

Lisa was not in attendance, so this action item will carry over to the next meeting.

*NCDA Values Study* (Joon, Celeste, Lisa, and Kathy)

Joon provided a detailed report later in this call under a separate agenda item.

**Membership Report** (Mary Ann)

Mary Ann provided a copy of the report before the meeting. Of note: current membership is at 4,649 as of Sept. 19, 2018. Promotional membership is down, and we anticipate an additional drop as this program comes to an end on Sept. 30. The New Professional membership will be offered to that group on Oct. 1.

The membership report now includes a “by age” section – related to new data collection within the past month.

In the Credentials section you’ll now see “members” and “non-members” tracking.

Organizational membership was approved, but will start after the Portland CPI. This process will go live shortly after that event.

Brian asked for addition of some historical data to this report so that we can better identify time-sensitive trends. Mary Ann said that this could be included in the summary reports. ACTION ITEM: Deneen - Paul suggested that this would be a good topic to cover in October meeting in Portland.

Paul asked about membership outreach to non-member credential holders. Mary Ann noted that this would be a good group to contact, and that they are given membership benefits info upon renewal of credentials.

Joon asked about decrease in membership numbers overall and reasons why this may be happening. More information can be gleaned from tracking, and tying in revenue information. Kathy noted that there may also be regional effects related to location of annual conference, which was confirmed by Mary Ann.

**Treasurer’s Report** (Brian)

Brian provided a full report via email. Paul noted upcoming challenges and decisions related to fiscal matters. Brian shared that this a final report for FY 2018-2019.

Revenue and Expenses – most areas are on track. Conference revenue is down as are subscriptions. There is a strong correlation between conference revenue and where the conference is held, over time. On the expense site, board expenses (travel) are the only item over; increased airfare has not been reflected in budget planning. Currently there is a $43,000 deficit, with carry over funds. The budget would be running at a significantly higher deficit without dipping into reserve.

Account Balances – reserves are down across previous two years.

Brian reviewed history of budget decisions over the past year. Credentialing revenue has underperformed projections. Conference revenue was also down this year. Investment has been made in credentialing with expectation for return that has not materialized.

Points for next year’s budget:

* Think about balancing the budget and what our tolerance is for continuing to use reserve funds to offset activities, without Second Century Funds, which have been depleted.
* Think about continuing the work we have assured our membership we will do. What would the risk be for austerity re: impact on services provided.
* CG7 (Counselor Guide 7) – need $30,000, and have started the TEC, which will be requesting meetings and budgets.
* Look forward to the Houston conference expectations for attendance, keynote fees, etc.

Discussion included:

* need to carefully consider budget-related factors of conference locations, as well as requirements/requests for in-person committee meetings.
* Review all line items, especially those that have not had close oversight in the past. Review or establish benchmarks for success.
* Review the formulas for revenue and expense projections, are they accurate?
* Think strategically about opportunities to increase revenue, e.g., marketing to different audiences, perhaps including employers (credentials).
* Review how we are meeting the needs of the organization’s members e.g., credentials, conferences, professional development. Gain more feedback from constituencies and provide more transparency about decisions: example of concerns presented by Higher Education Consistency related to the move from GCDF to the CCSP credential.

Next steps – proposed budget coming in October, need to establish priorities related to what we can do on both sides: revenue and expenses.

**Committees, State Divisions, Constituency Group Updates** (All)

*Call to Protect Human Dignity Statement* (GCC, Government Relations, Diversity, International Students Committees – Lisa)

Joon provided some background information as he was contacted for feedback. This topic of concern among the four committees working on this statement happened after the family separations immigration issue arose. Their expectation is to present this draft to the board, and upon approval have it posted via NCDA’s channels, such as the website.

Discussion included:

* The draft requires some revision and input from the Board before moving forward.
* There is some concern about the expectation that NCDA will craft and issue statements related to a specific political administration.
* Discussion needs to continue related to how this issue, and potentially subsequent issues, may or may not relate to NCDA’s mission and vision; and the concepts of protest vs. advocacy.
* In the future look at what statements ACA may be issuing and support the larger organization’s statements vs. issuing separate NCDA issues on the same topics.
* We need to be able to react to members concerns and issue statements in a more timely manner in the future.
* We need to be able to connect committees and members with NCDA statements, policies, resources, etc. that are already in place and may address issues of concern.

Next steps – Joon proposed forming a Board committee to review the draft along with the Committee co-chairs, with no guarantee that it will be approved.

ACTION ITEM: Kathy and Joon – explore how we might respond in the future in a more timely manner, including who would be involved. Communicate with current authors.

*Awards Committee* (Celeste)

The committee’s questions for the Board include:

1. Changing wording on criteria for two awards – The diversity award currently only applies to individuals, add the consideration of groups. The services to international students award only applies to groups, add the consideration of individuals. These changes are anticipated to increase the number of submissions. The Board concurred.

2. With the Fellows award nomination process there is concern about the current requirement to self-nominate. Proposed: remove that process and have a nominator put forth a name, requiring two references instead of three with the nominator being the third reference. Both methods would be allowed in the future – self-nomination or nomination by another. The Board concurred.

3. This year the Outstanding Career Practitioner Award had 11 nominees, with only one award possible. The Committee proposes identifying one award per credential category. Joon suggested the alternative of one award per constituency group. Paul noted that this would require additional consideration. Mary Ann suggested moving forward with the next year as is, seeing if another significant number of nominees comes through, which would be unusual.

4. The committee would like to be considered for an invited session at future conferences. This year they would like to put together a panel of award winners to share the work that led to their awards. Discussion included a number of options: an NCDA showcase presence, a roundtable session, display or designated area. Mary Ann noted that the Houston venue in particular includes a lot of physical space to work with. ACTION ITEM: Celeste – will work with the committee that is submitting a proposal as per the public process. She will address other ideas with the committee and help convey proposals of these ideas for review at October Board meeting.

**Old Business**

**Values Study Update** (Joon) – Two follow-up items since the June meeting in Phoenix:

1) A review of definitions and indicators was required. Celeste, Kathy, and Lisa volunteered to help. This was completed and shared with the Board before the meeting. Minor edits still needed. Board members are asked to review and provide feedback.

2) The project interviewed three more people, representing diverse populations. Most answers fell into the existing categories.

Next steps - Come up with ideas to develop action plans. One idea is to create a survey to get members’ input on the importance of values and indicators, and to what extent NCDA is doing well in these areas. Another idea – development of a separate statement on how the organization may use the outcomes of this work. Perhaps perform a committee to create action items. ACTION ITEM – Joon. Prepare to discuss further In October meeting, including who might be involved.

**Career Development Summit Debrief** (Paul) – Several Board members attended this event. The coordinators were very complimentary of NCDA and helpful in promoting SCDA training in multiple parts of the program.

**New Business**

**2022 and 2024 Conferences** (Mary Ann) - Dennen and Mary Ann visited two hotels, Anaheim Marriott and San Diego Sheraton. Both are Marriott properties, and California is challenging location due to costs. Past conferences in California have been well attended. Both hotels are offering dates in 2022 and 2024, with larger discounts if NCDA signs a two-year contract. Right now California also has a travel ban to many states, including Texas. NCDA has written a letter to try to alleviate these challenges, however there is no guarantee.

Conference locations are currently set through planned through 2021 in Houston, Minneapolis, and Atlanta. The Board agreed with Anaheim in 2022, Chicago (or TBD) in 2023, and San Diego in 2024. Mary Ann will begin the negotiation process.

**Conference Disclaimer** (Mary Ann) – This was provided to the Board before meeting, and is a mirror of what ACA has used for its events. The goal is one of full disclosure in light of new privacy laws, and it will aid in general promotion efforts of the organization and events. No concerns were expressed by Board members.

**Credentialing Commission - Proposal for Certified Career Development Consultant** (Paul) - this will be added to the agenda for the October meeting. Paul will send out information before next meeting.

**Credentialing Commission - Marketing Representative** (Paul) – This will be added to the agenda for the October meeting. Paul will send out information before next meeting.

Paul again acknowledged the service and commitment of Wendy and David to NCDA and the many contributions they’ve made in their positions.

*[Mary Ann off the call; Recording stopped]*

**Annual Evaluations** (Paul)

Paul provided an overview of the process and reviews for Creative Management Alliance (CMA) and Cynthia Marco-Scanlon as the Credentialing Director.

MOTION was made by David Reile to move forward with the review of CMA.

Seconded by Skip Niles.

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

MOTION was made by Kathy Evans to move forward with the review of the Credentialing Director.

Seconded by Seth Hayden.

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

The contract for the Credentialing Director officially ends September 30, 2018. The Board needs to consider this time frame and further discussion at October meeting.

MOTION was made by David Reile extend the contract for three months.

Seconded by Kathy Evans.

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

David extended his appreciation for Paul’s work this past year. The Board concurred and thanked Paul for his service as NCDA President in the past year, and service as Past-President in the coming year.

A MOTION was made to adjourn. Unanimous vote to adjourn at 5:20 pm ET.

*First draft of minutes sent to the President and Mary Ann on September 27, 2018 by Melissa Venable*