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***NCDA Board Meeting***

**February 13-14, 2019**

**San Diego, CA**

***Board Members Present***

Spencer (Skip) Niles, President

Paul Timmins, Past President

Kathy Evans, President-Elect

Seth Hayden, President-Elect-Elect

Lisa Severy, ACA Governing Rep

Brian Hutchison, Treasurer

Sharon Givens, Trustee

Celeste Hall, Trustee

Patrick Akos, Trustee

Carolyn Jones, Trustee

Lakeisha Mathews, Trustee

Hyung Joon Yoon, Trustee

Melissa Venable, Secretary

Deneen Pennington, NCDA Executive Director

**Meeting Called to Order by Spencer Niles at 3:22pm ET.**

**Approval of the Agenda (Spencer)**

MOTION was made by Patrick to approve the agenda.

Seconded by Lisa

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

**Approval of the December Minutes (Melissa)**

MOTION was made by Brian to approve the agenda.

Seconded by Kathy

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

**Membership Report (Deneen)**

Membership is currently at 4,552 – showing a decrease in promotional memberships, a program that was not continued. Anticipated increase through credentialing, recruiting members from those who earn credentials. We are in the first year of tracking age categories of members, with 40s as largest group. Report now includes States with Charters as color-coded, credentials awarded and status of maintenance fees. Direct mailings started to those who lapse in membership renewal.

Discussion included:

* Credentialing process may affect membership. Concern about case studies expressed by some members pursuing credentials. Process is somewhat intimidating.
* Is there a membership sustainability plan? Is it part of the strategic plan (need to revisit)?
* We are losing ACA members over time as counselor titles and roles shift, particularly in higher education.
* NACE continues to be a competitor for members, especially in higher education.
* May be helpful to conduct some research of membership – other professional memberships they may maintain with or instead of NCDA, and value added from their perspectives. We need to be clear on what our value add is, what our marketing proposition is, so we can “be the best us.” Perhaps next year a paid consultant.
* It may be helpful to add licensure and highest degree discipline to the membership tracking process.
* Developing a group that focuses specifically on membership issues may be beneficial, e.g., Membership Committee, Task Force, Work Group. There was consultant work related to marketing in past years – revisit that report.
* Hiring in progress for marketing position. Have this person facilitate the conversation, work with Board, look at relevant groups, collect existing data from varied resources and report to Board.
* State Division Presidents – market membership to people already involved at the State level.
* There is some connection in new memberships and conference registration annually, but many then don’t renew. Do we reach out to this group?
* Would it make sense to establish a State and National membership combined fee option?
* Look at NCDA website content, what is behind membership wall and what’s not.
* ACTION ITEM: Seth, Kathy, Sharon, Melissa will brainstorm ideas about membership concerns and questions.

**Treasurer's Report (Brian)**

Budget is on track as projected, and as compared to past years, in the 4th of 12 months. Revenues coming in at 25% of projections, as are expenses. Investments have taken a hit with recent stock market fluctuations. Operating at break even currently. Ivy’s group is up in terms of royalties and anticipated to continue to increase. Conference registrations are on track for profitability.

**State Division/Committee/Council Reports**

**Nominations and Elections Committee (Paul)**

Elections Committee includes past three Presidents and two volunteer members. Trustee at Large position received a lot of nominations. Strong set of nominees for the coming year. Slate was presented to the Board.

MOTION was made by Paul to approve the slate of candidates.

Seconded by Seth

Motion passes (no opposing votes, 1 abstention).

**Training and Education Council (Sharon)**

This group will be presenting to the Board tomorrow at 1pm. Mary Ann will provide revenue tracking in all training programs that we offer, to see where the interest lies.

Discussion included:

* How do we work with volunteers who also work as consultants, paid vs. unpaid roles and how should TEC leaders be appointed; application process?
* There are some challenges related to ownership and perceived ownership of NCDA products.
* Deciding the criteria for all program positions - there is a potential conflict of interest among those on the Council who also offer training as instructors for a fee, leveraging volunteering for competitive advantage. Currently there is lack of a clear process, and in some cases an abandoned process, which is limiting access and revenue.
* Consider need for a common platform for all training materials, content, and course offerings. Currently on personal trainers’ sites, which may also present a conflict of interest.
* Whose role is it to set the process - TEC? Board? Open call for proposals? Need to change the cultural norm that has been part of the process in the past.

**Leadership Academy (Lakeisha)**

Stabilization is happening with Diana and Tom as co-chairs. Class of 2019 is on track – Diana monitoring and in communication with each participant. They will move out of leadership this coming year – do we need a transition plan now? Or wait until the new Trustee-at-Large comes in? Next class would start at Kathy’s conference.

Discussion included:

* No new class this coming year, so could wait to gather information, before recruiting next class.
* Curriculum question – does it need review?
* Mentorship question – should they be Board members? And/or Commission, TEC, etc. members? There is a need for the Board to weigh in on project topics as connected to the work of NCDA. Last year’s project about Leadership Academy alumni feedback should be revisited.
* Surveys are frequently part of the projects? Do participants know how to conduct a survey? Do they have skills collecting and analyzing data? Are projects the way to go?
* Intent of Leadership Academy was originally to create a pipeline to NCDA leadership opportunities. Can you have continuity with a committee?
* Integrate more essential elements of active learning into the program.
* Develop guidelines for Mentors.
* Need to better distinguish between Leadership Academy and Counselor Ed Academy. Some confusion among members.
* Consider shifting from individual to team projects; NASPA and NACE use this model, and choosing from a set of “board approved” project ideas.
* Current leadership to focus on the in-progress group, presenting their projects in Houston for a strong finish. Document their lessons learned, recommendations. Board to move forward reviewing and revising existing processes. Work to help recruit next LA Committee members, and reset with next leadership team
* Recommend dropping one-year wait time to join LA Development Committee after completing LA Academy.

**Global Connections Committee: International Affiliates and Organizational Memberships (Paul)**

Skip and Paul sent a message to all entities previously categorized as International Affiliates with an update on recent Board vote and an invitation to continue as organizational members. Two have responses and feedback is mixed, including positive acceptance of the change to resistance to fee for membership? Concerns about costs, identity, relationships exist.

Discussion included:

* Growth and development of these groups may lead to moving away from NCDA, which is not necessarily a bad thing.

**Pennsylvania Charter Request (Carolyn)**

The petition of intent in place, and this group is working on bylaws. The previously existing group, affiliated with ACP Intl. will dissolve, along with its credential program. Everything should be in place for the Houston conference.

Carolyn also provided a separate report on planned Board travel for this year. Six requests have been received for events taking place April through May.

Discussion included:

* NCDA funding to State Division requests in an equitable manner, supporting all – those who have resources and those that do not. Carolyn aware and tracking requests. Still under budget on this line item.
* Missouri has upcoming collaboration with ACA.

**Committees for Social Justice Concerns (Kathy)**

Since the June board meeting Kathy has talked with the four combined committees asking for Board response to social justice concerns. A template from Natalie, which could be used for committees to address the Board for future requests for position statements, is being reviewed. This could be posted on the website. Intent is that Committee Chair(s) will serve as organizers of this kind of effort on behalf of concerned members.

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

Celeste connected with Mary Ann to request funding for the planned breakfast event at the Houston conference as part of Cultural Inclusion Committee.

This committee would also like separate room for their committee meeting, outside of conference roundtable room citing noise as an issue.

**Planning for FY 2019-20**

* + 1. CPIs Cleveland and Charlotte coming up. Block these times on your calendars.
    2. Planning Calendar Draft is posted – block your calendars

(meeting paused on Wednesday)

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(meeting resumed on Thursday)

**2019 Houston Conference Update (Spencer and Deneen)**

Almost 500 people have preregistered so far, which is on track with what is expected. PDI numbers look good, too. Board members should start planning their parts/responsibilities for the conference, particularly for trustee meetings.

This location provides more physical room than we usually have. Also, lots of seating options in the general sessions are possible.

Carolyn should identify two outstanding State Divisions. Skip should identify presidential recognition awards.

**Constituency Meetings (Trustees)**

Credentialing will have a presentation during each meeting.

If you have handouts, send to NCDA before we are three weeks out - they will print and ship in advance which is more cost effective than printing on site.

**State Leadership Training (Carolyn)**

Carolyn asked for input on what the priorities should be for the four-hour session. Board members recommended focusing on:

* **Budget** – skills, responsibilities, resources, role of Treasurer, best practices
* **Being part of a state counseling association** – varies by state, but can be complicated
* **Membership engagement** – events, engagement, outreach
* **Interacting with HQ** – how HQ can support you, things that it does, website content and materials, board presentation funding

What are the expectations and demographics of the attendees at this meeting? Could be a range of needs. Some are in start up phase while others have been long-term associations.

Carolyn is looking at setting up regional conference calls. To explore interests, intent, priorities.

She will ask each state to respond to a few questions- give a template, and use as springboard for collaborative discussion.

State Advisory Board will also be there.

There is a related Leadership Academy project this year– this team will be present as well to share project results.

**Leadership Academy (Lakeisha and LADC)**

If speakers and materials are needed, let HQ know. Board introductions usually happen, as well as lunch with the Board. Consider asking current participants to sit with Board members up front in general sessions, and recognize this group at opening session.

**General Sessions (Presidents)**

President-elects will do the announcements. Should be a shorter agenda this year. Membership meeting is usually not well attended; looking at planning options.

Could Freeman Hrabowski stop in to African-American breakfast? Skip will inquire.

**Awards Presentation Change (Spencer)**

We will keep eminent and fellows announcements first. Others will occur at other times, possibly even the party. Also thinking about bringing awardees on stage at the same time with names on the big screen. The lists have gotten long and there is not enough time to proceed as we have in the past. Awardees will be directed to come early and be seated. Awardees are also listed in the program book. Looking for other recognition opportunities like nametag banners.

**Other Events (Deneen)**

**Pre-conference event (Spencer)** – The IAEVG-NCDA Symposium takes place on Wednesday. Outcomes are focused on next steps for the two organizations working together and leading into their next conferences. This is the third meeting of this kind. More information is available on the conference website.

**Shared Values Update (Joon)**

Joon asked the Board to spend some time reflecting on the responses received via survey so far. Membership feedback continues to be collected. Recommend more time at the June Board meeting to discuss how we might use this work to inform the organization’s practice, in a structured way. The Board broke out into four small groups to discuss the survey feedback – what is most surprising and what has been confirmed about what we perceive about NCDA values? Discussion included:

Community and Diversity and Inclusion

Overall social justice theme; need to zero in on thoughts of marginalized groups. African American breakfast at Houston conference is a step in the right direction. Need to earn trust over time with continued focus in this area. So far the survey sample is not as diverse as our membership.

Professionalism and Competency

Affirming importance of competency and competency-based credentials. Encouraging input provided in these areas. A desire for more webinars was mentioned. Consider other communication platforms and ways to connect. ATD as an example, bundles/categorizes professional development activities by both constituency and competency.

Accountability and Integrity

These don’t seem to be areas that are perceived as need for more development. But these could move to the top of the list quickly should things change. Joon noted that we could look at data from different leadership levels as well, such as committees, to find out more. These take a long time to build, but could be torn down quickly.

Innovation and Inspiration

Innovation is the highest on list of things we need to develop so far. Be clear about how it is defined, especially by different demographics. Call for online delivery of prof development; stronger social media, website, and credentialing web presence and improved usability. Inspiration not identified as a concern. What are inspiration best practices? Surprise that this is not identified as more important. Conference keynotes make an impact here.

What’s next? A Career Convergence article is coming in the March issue. This may share information about the study and encourage continued participation in survey by members. An executive summary at the June meeting will be helpful to see where we are. Look at response rates before moving forward with action items.

Joon asked if any time is available at the NCDA general session in Houston to share an update on the study. Discussion will continue as conference planning proceeds.

**Coalition Update (Deneen)**

Bill Symonds is calling another meeting of steering/advisory meeting scheduled for March 4, 2019. A white paper is in progress, and he has asked for graphic design support from NCDA. This is ready to launch as a national marketing campaign. He wants us to be ready to launch the SCCDA training; TEC is working on the protocols now. If we should get an inquiry in the meantime, we have the resources to respond. Looking for ideas for promotion. He has been introduced to Aaron. The Pathways Conference is scheduled for May 8-10 in Oregon. They are asking for NCDA speakers, and NCDA will have a booth focused on SCDA. Important to keep current K-12 practitioners involved with this.

**Credentialing Commission (Brian and Spencer)**

It was acknowledged that there have been communication challenges among stakeholders in the past and the importance of improving this with the new director was emphasized. We must clarify processes and expectations and we are off to a good start.

**Update on new positions - Director and Marketing**

Director: There was an open call for applications. Search Committee included members from the Board and NCDA HQ. There were approximately 15 applicants and 3 interviews. There were many strong applicants with relevant skills and experience.

Marketing: There were approximately 12 applicants. The process is now with a short list of 4 finalists. They have submitted portfolios and it is anticipated the hiring process will be complete by mid-March.

**Goals for 2019**

A list of goals was provided to the Board separately. Brian provided feedback on these from the new Director. The goal here is to finalize this document and use it as a guide for moving forward in the coming year.

1.Working with marketing consultant and establish a plan to be started by May 15 and in place for the conference and beyond. Collaboration between new Marketing position and the Commission’s Marketing Task Force is anticipated to focus on brand marketing focusing on CCSP and CCC the first year.

2.Meet budgeted financial goals for all credentials for FY 18-19. Attracting new credential holders is a goal as is developing a quantitative measure for this on an ongoing basis – need to determine how this will be set, a rationale. They are looking at partnerships with International groups.

There are challenges to address related to partnering with international groups and/or offering NCDA training in other countries using custom curricula. Conflicts of interest are a potential problem.

It is the role of the Commission to make recommendations to the Board, and for the Board to review and approve/disapprove.

There is some urgency to stabilize all credentialing and training opportunities for NCDA before going forward with specific requests from individuals and groups wanting to offer training to groups, international and domestic, in alternate routes and formats. TEC should be involved in this discussion. Among the concerns are the use of competency-based assessments, curriculum ownership.

Ivy’s PAC Model in China is working well and may be a starting point for developing guidelines, policies, and procedures for agreements with other international parties.

Action from the Board was requested on the Mindler proposal (India). Action Item: Brian, Deneen, Sharon will work with Aaron to address concerns and report back to the Board so we can move forward with a vote. Goal #4 (“*Establish a consistent policy/procedure for alternate pathways, both domestically and internationally, and make recommendation for Board approval; seek board approval for all AP agreements”*) needs to happen before moving forward with other partnerships.

3.Establishing and implementing a continuing education provider program – need to draft something to provide Aaron to guide this process in a timely manner. Action item: Brian - liaison to pull together a list of items that need to be addressed and reported back to the Board.

4.Establish a consistent policy/procedure for alternate pathways, both domestically and internationally. (see Goal 2 above) In addition to previous discussion we need to determine how pricing of training is determined. In the past, comparable opportunities have been looked at, but results were ultimately rejected as too expensive. Right now, TEC members are being asked to price something that may affect their own businesses resulting in a potential conflict of interest. Consider another look at comparables and reset to appropriate market rates. Marketing analysis would be helpful – who would do this? Action Item: Pricing Structure Task Force: Sharon, Carolyn, and Paul will pursue this with FCD as a priority to start - provide recommendations for new pricing structure for FCD; role of TEC and/or other NCDA entities; process and procedures related to grandfathering existing trainers into the process/compensation; create a general structure that could be used to influence other NCDA programs. Initial findings and recommendations are to be discussed at the May meeting.

5.Work with Government Relations company to establish position statement, white paper, and get credentialing known by those in DC and beyond. A position paper is in progress.

6.Continue work on Policy and Procedures and provide to the Board for approval of anything new. Bylaws are set. Need to define roles with input of all stakeholders.

Longer-term priorities:

7.Alternate testing methods. There are pros and cons to the current assessment methods. Research options for multiple choice for competency-based testing; could consider case-based multiple choice. Need to look at inter-rater reliability, sustainability. How will we re-evaluate Fluid review? Scaling this is an issue to consider.

8.Accreditation pursuit. The Coalition will not focus on this for now. It is not a priority, but accreditation guidelines can be used to frame best practices. Remove from goal list at this time.

**Need for Standardized Test?**

**Hierarchy discussion and viability of all credentials**

**New Protocol Suggestions**

* + - 1. All Commission communication comes to the Board through the Director of Credentialing
      2. Commission reports to the Director of Credentialing, the Director reports to the Executive Director, the Director of Credentialing handles updates to the Board in collaboration with the Executive Director
      3. Credentialing Commission meets in Oct with the Board (fall kickoff meeting) and a separate locations in the Spring (not at the CPI); those two meetings are funded; third meeting at the conference is unfunded
      4. Invite Director of Credentialing to Feb CPI to meet with the Board; also will handle Credentialing presentation/activities

**Meeting with the Training and Education Council (1:00 – 2:00 pm)**

Bret and the Council members provided an update. Purpose of TEC: quality and oversight, integrity of all of NCDA’s training programs. Policies and procedures needed to guide operations. Putting together guidelines to include topics like: minimum and maximum participants, recommended course time frame, recommended price range for consumer and instructor courses. This could be used as a model for existing and future courses going forward. The goal is to decrease ambiguity.

Discussion included:

* Approved training providers – not now, but perhaps in the future. With SCDA, instructor training, working on it – application form in progress, content outline with ~5 hours of remote training. July-August timeframe to start training instructors. Keys to growth is getting the pieces in place, defining the model, and creating a consistent experience across instructors.
* Developing application – type of instructor and experiences. Looking at pieces of training they need to go through. Considering some coaching with them so they understand how the course is laid out and get experience running it. Reached out to past students for feedback about what makes a good instructor. Setting up “base model.” Collecting testimonials and promotional material. SCDA program is about 40 hours - fine tuning curriculum. Focused on quality and marketability. Currently NCDA owns a branded Moodle platform – instructors can use this or get instructions for exporting to their own platforms.
* Supervision training – secondary on priority list. Outlining processes. No timeline right now for moving forward. More to follow after SCDA process is in place.
* Interaction with Credentialing Commission – Not a significant overlap yet, per Mary Ann, who is the main contact right now. Looking at matching course associates (TEC) with parallel roles on Commission for future collaboration. New Commission Director also served with the TEC group, so brings knowledge to the position.
* Support needed from Board – Need to figure out ways to promote these products in significant places. Look for events, organizations, media opportunities, school districts, superintendents. Don’t get stuck on school counselor job title – lots of people in schools are doing career work, e.g. CATE teachers. Support approach to broadening opportunities for instructors and trainers to get involved. Creating a transparent process. Expanding instructor resources on website, webinars, best practices syllabus, etc.

**Publications Development Council Update (Melanie)**

**Counselor’s Guide Update – 7th edition**

The new version is a 20-chapter interactive, searchable website version, which is still in production. It has a format similar to Career Convergence. Melanie provided a guided overview of the website and what’s coming: plan to continuously add resources, this may mean the last “version” of publication. A 6-chapter printed version is also available.

Subscription options are in the works, 6-month and 1-year, which will be linked to membership status and renewal, as the print CDQ option is now. Only those paying for this resource would have access to this section of the website.

Copyright policy is in place to discourage problems with sharing access.

Goals: provide a comprehensive resource; increase readership through web version; increased membership through value-add publication; allow for future growth.

Need to look at royalties. Long-term, how do we price?

Plans are developing for getting the word out about new edition and format at conference presentations and other locations.

There was discussion about search tool language to meet needs of both researchers and practitioners.

There is a potential for use of this model for future of NCDA publications.

**New Publications**

John Holland wrote an autobiography that was never published. The PDC has reviewed and recommended NCDA publish as relevant archival information. Conversations about this manuscript have taken place for a while. An electronic version is being discussed with possibility of a print version. NCDA’s role would be as primarily distributor. PDC is meeting next week.

A MOTION was made to adjourn. Unanimous vote to adjourn at 2:37pm PT.

*First draft of minutes sent to the President and Deneen on March 1, 2019 by Melissa Venable*