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***NCDA Board of Directors Meeting***

**December 9, 2021 \* Via Zoom**

**3:00 – 4:30 pm Eastern**

*Sharon Givens, President Marty Apodaca, Trustee*

*Seth Hayden, Past President Courtney Warnsman, Trustee*

*Lakeisha Mathews, President-Elect Celeste Hall, Trustee*

*Carolyn Jones, President-Elect-Elect Diandra Prescod, Trustee*

*Julia Makela, Secretary David Ford, Trustee*

*Charles Lehman, Treasurer Stacy Van Horn, Trustee*

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

**Meeting Called to Order by Sharon at 3:04 PM ET**

**1. Roll Call (Julia)**

12 in attendance. 2 absent (Seth and Carolyn).

A quorum is present.

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

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

Seconded by Celeste.

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

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

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

Seconded by Celeste.

One update made correct the spelling of a name in the School Career Development Task Force Section: Carrie Sanders, Radford University

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

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

***Professional Development Market Analysis/Priorities for the Year (Deneen)*** *Please see (1) Professional Development Survey Results, (2) Market Analysis Cost Comparison, and (3) Market Analysis FY 2020 Data files provided by the National Office. Additional reflections provided here:*

These resources are provided in follow-up to discussions from the October meeting. The National Office team conducted a cost comparison with related organizations activities, as was conducted 18 months prior. We appear to be offering a reasonable price for professional development based on this analysis.

The National Office team also examined data from the past year (the FY 2020 Market Analysis). Of the 315 transactions for paid webinars, many people were repeat participants (181 people engaged in the 315 transactions; an average of 1.94 transactions per person). Once someone comes, there is a good possibility they will come back. This is something to leverage.

Also, a survey was sent to all members, with 7.5% responding. The first four questions included demographics, and responses mirror overall NCDA membership demographics. Respondents were asked “what title do you use to describe your work in your primary work setting?" Responses varied considerably, with top responses being: career counselor (23.96%), other (20.29%), and career coach (16.87%). Seeing this data suggests that we may want to ask this question in an open-ended manner in future surveys (rather than a drop-down) in order to gather a more accurate picture.

Please see the survey results PDF for detailed findings. For a quick introduction, here are some of the expressed interests based on weighted averages of responses for some of the core questions.

* Regarding expressed ***needs for professional development***, topics such as *diverse populations* and *labor market information* were rated highest; while *supervision* and *helping skills* were rated lowest.
* Regarding seeking ***best practices***, *innovative tools and techniques* and *designing innovative* programs were rated highest; while *collaborative practices* and *integrating research and practices* were rated lowest.
* Regarding ***client groups***, *young adults*, *disabilities*, and *underemployed* were rated highest; while *children* and *teens* were rated lowest.
* Regarding ***preferred method*** of gaining professional development, *webinars* and *online training modules* were rated highest, while *townhall meetings*, *informal networking*, and *mentoring programs* were rated lowest.
* **58%** of respondents indicated that they **have funding** to participate in professional development (15% maybe; 43% yes). **62%** indicated **employer or institutional support** for professional development.
* **74%** indicated that the opportunity to **receive continuing education hours or a certificate of completion** is "very important" (26%) or "extremely important" (48%)

What are the next steps? The National Office identified a half-time professional development director, Melissa Venable. Melissa is a long time NCDA contributor, with a strong technology background and experience on the Career Convergence editorial board. She knows us well and is excited to get started right away.

Based on data collected to date, Melissa and the National Office recommend developing online training modules, with a budget for two to three this year. The topics will be selected based on the survey results, looking at populations and competencies that were rated high. Some options include: working with young adults to plan sustainable careers, mental health, Veterans’ career development, learning modules, diversity training, ethics training, and assessment.

The Board discussed which topics would be compelling to start with. Those that came to the top of the list include:

* ***Mental health and career development*** – due to current climate.
* ***Veterans career development*** – The Veterans Committee has been receiving many requests and are planning a PDI in Anaheim. Perhaps this could be adapted into an on-demand course?
* ***Diverse populations*** are included in the majority of interest groups, but with a particularly strong call coming from the higher education constituency. There is a current effort to rewrite the diversity module of the FCD training. Could we tap into that, and expand on this work?   
  Perhaps we could also wrap in other NCDA resources – for example, Kathy Evans’ most recent Multicultural Career Counseling book?
* A strong interest was also expressed in ***sustainable careers***

In the areas mentioned above, NCDA has some strong foundations for resources and expertise to develop on-demand trainings (e.g., branching off DEI resources already completed or in development; building off the Veterans Committee PDI). This is a good place to start – rather than starting from scratch. We may want to explore other areas of high interest on the membership survey with webinars and other formats. This would provide opportunities to create a foundation and build up to the “full on-demand training”. NCDA will reach out to trustees and committees for expertise as we build activities and on-demand training directions.

Additional questions and discussion:

* ***Do we have a platform for podcasting?***   
  Not at this time, but it is worth exploring. David mentioned that Monmouth College has podcasts that get “good play” internationally, and we may be able to learn from their experience. David will gather some information for us.   
    
  **ACTION ITEM:** David will gather some information on the podcast platform used by Monmouth College to share with the NCDA Board and National Office. (<https://podcasts.apple.com/us/podcast/the-1853-podcast/id1288129411>)
* ***Committees are currently interested in doing their own trainings.*** ***How do we introduce them to the new Professional Development Director role and address requests?***  
  There are many additional questions that follow – What do we do with all the content generated? Who owns it? Do we have royalty arrangements? What is the vetting process?   
    
  As we venture into this territory of elevating our year-round professional development offerings, a different set of expectations and skills will be required. We need to develop mechanisms for committees to engage in professional development, as well as expectations to respond in a timely fashion. Melissa will be playing a key role in organizing and communicating these expectations.   
    
  We will set up something like a call for proposals with a submission deadline. This will allow us to make selections, prepare materials, market programs, etc. As we develop the professional development program, all training that comes out of NCDA will be cleared through this process. How does NCDA know that these are the career development competencies and these are the subject matter expert? What is the vetting process? We are developing this strategy.
* ***How do we stay current with member professional development needs?***   
  The National Office recognizes how helpful this recent member survey on professional development has been. It is recommended that we repeat this particular survey every 3 – 4 years to see how the field evolves.

***Invest Excess Cash Discussion (Charles)***Last year, we moved a CD that had come due into a bond fund, but that is not doing as well as we have hoped. As discussed in recent Board meetings, we have considered investing some of the other reserves. Based on the current uncertainties in the market we are not recommending any changes in investments at this time. We are in good shape overall and will just wait at this time.

***Awards Committee Amendments/Feedback (Julia)***

The Awards Committee thanks the Board for their review and feedback on the revised Outstanding Career Practitioner Award criteria for selection. Updated criteria were accepted with Board revisions and have been implemented.

Additionally, the Awards Committee is excited to share that they have implemented a new, streamlined submission form and process. You can see this on the Awards webpage now at <https://www.ncda.org/aws/NCDA/pt/sp/membership_awards>

We are now accepting nominations for 2022 awards. Please spread the word broadly and encourage submissions. The committee is also working with the National Office to get advertisements out through NCDA channels.

***CMA Contract Extension (Seth and Sharon)***

The CMA Contract extension is complete for 2021 to 2024.

***Trustee-At-Large Focus (All – will be discussed further under Global Connections)***

We are advertising for the next term of the Trustee-at-Large. The Board considered where we would like to the focus this role in the coming years. Three potential topics were raised: (1) continuing the focus on the Leadership Academy, (2) focusing on graduate student members, and (3) global connections.

The Leadership Academy focus has been an appreciated in this past cycle, with important progress being made.

We have also had a focus on graduate students in the past year, with the reinvigoration of the Graduate Students Membership Committee supported by a Board Liaison. The committee is very active and building momentum. Can we give them time to see if this is sufficient for elevating graduate students within the organization and building their momentum? As graduate students are an “umbrella of membership” within our largest constituency of higher education, perhaps we could also connect them to the Membership Committee as they become ready. This connection may help them communicate offerings and grow involvement.

The global conversation is currently very important, considering our growth in this area. We have been developing international collaborations for publications and trainings, and have received considerable requests for global outreach. Some global constituents have expressed concern regarding timing of events, requesting consideration of differing time zones. How do we meet the needs of these constituents and grow the base? There is some interest in exploring whether this might need to be a more permanent position on the Board.

Board members felt that the Leadership Academy and Graduate Student Membership groups were on a good trajectory at this time. The international / global connections area needs more energy at this time.

**MOTION** was made by Lisa to add Global Connections Initiatives to the current Trustee-at-Large responsibilities.

Seconded by Sharon.

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

**5. Membership Report (Deneen)**

*Please see November 2021 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

Membership numbers are well in-line with last year at this time, with 5,391 active members at the end of November 2021. Target numbers have been reached for credentialling, with 2,473 credentials awarded, 68% of which are being actively maintained. Other membership statistics remain similar to the detailed report shared at our October Board meeting.

**6. Year-End Treasurer’s Report (Charles)**

*Please see the November 2021 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

The Treasurer’s Report spreadsheet was provided, with nothing new of significance to report following the detailed discussions in shared at out our October Board meeting. Future reports will track bond and mutual fund progress as we make decisions about upcoming NCDA investments.

**7. Work Group / Officer Reports**

***ACA Update (Lisa)***

There is little to report here as ACA partners have not responded to meeting requests to discuss relationships between State CDAs and State Counseling Associations. It seems that the State Counseling Association leaders are not bringing this issue to ACA in the ways that NCDA has been. We also recognize that there has been considerable leadership change at ACA which makes it difficult to maintain a continual dialog.

Our initial motivation was to try to keep the State CDA and State Counseling Association groups together, thinking that collaboration is healthy. But, maybe a one-sized-fits-all approach is not the best way. We may need to explore a case-by-case approach. It is a point of sadness.

If ACA is disinterested in providing the weight of their support, we may be back to the drawing board. Maybe the State Trustee reaches out to support the one-on-one work? Perhaps NCDA can support states in making the separation if that is what is needed? While we do not want to encourage divisions, if a State CDA is breaking down because restrictions do not allow for sustained leadership, there may not be another option. What might this support look like (e.g., funding, resources, guidance to set up a 501.3c)? We are exploring possible next steps.

***Credentialing Commission Update (Lakeisha)***

The Credentialling Commission has made considerable progress and is on track to meet requests from the October Board meeting. We have met with the reviewers. Rather than using a stipend approach to ease the review process, we are focusing on a technology solution. We have met with two technology companies regarding support for a multiple-choice competency assessment and have a third meeting planned for the next week. A recommendation will be forthcoming. The Credentialling Commission will meet in Florida, and the Board will have an opportunity to see them at the CPI. The sunsetting of the CCCE credential is also on track.

***Global Connections (Carolyn)***

*Please see (1) GCC Annual Report and (2) Regional Directors Plan documents provided by the National Office. Additional reflections provided here:*

The Global Connections Committee wants to establish some country director representation. This will require exploring the types of responsibilities the role might have. This could be a key focus of the new Trustee-at-Large role.

***Veterans’ Committee (Charles)***

The Veterans’ Committee shared that updated competencies that have been developed are strong both theoretically and practically. They are now working on a PDI and on-demand training module as a next step.

**8. Update on February CPI and Anaheim Conference (Sharon)**

The program for the February CPI is now complete. We will also talk about mentoring plans in Florida. Registration for the February CPI is currently slow, but it is anticipated to pick up in the new year.

We received a record number of proposals for the Anaheim conference. We are making a site visit to Anaheim next week to see the conference facilities. We would also like to have a community service opportunity attached to conference. We believe that it is important to give back to the community and also a great way to highlight association. More details on this will be coming soon.

**9. Nominations and Elections Committee Update (Seth)**

Please see the email message from Seth calling for nominations. The deadline will likely be extended; please encourage your colleagues to consider this opportunity.

**10. International/National FCD Collaborations Update (Deneen)**

There are three big collaborations coming to fruition at the same time. We are aiming to solidify these by the end of the year. The National Office team confirmed that indication of conforming to all NCDA policies (e.g., non-discrimination) is included in all contracts.

***Al Tumooh East Nation/ADEK (UAE)***

This contract has been officially awarded, with training starting as early as February. We will be training 15-20 career counselors at the university level. The budget includes support to do some liaison work with an Arabic speaking trainer. Certification at the end of the course will be mandatory. There is intention to expand this contract in the future to include 5 additional groups.

***King Saud University (Saudi Arabia)***

King Saud University is the largest University in Saudi Arabia. They are seeking training for 150-200 counselors. Of these, 15-20 will become instructors and 2 would become master instructors. They also want to fully translate the training into Arabic. We are hiring a translation company. It is the start of good things to come.

We have also been contacted by The Qatar Group in the region.

***Mathematica/Career Navigators (US DOE)***

We are also working through a contract with the US DOE for Mathematica / Career Navigators. Once we move through final budget details, we will look for master trainers to assist with this work through an RPF process. We will seek the applications and have the clients make the selection. More coming soon here.

**11. NCDA - Harris Poll Update (Charles/Deneen)**

The NCDA - Harris Poll report has received nearly 7,000 hits on our website, which is a good sign of interest in this work. There have also been several requests for webinars by ASCA, The Coalition, Connexus, ACA, etc. We will also have a presentation at our Anaheim conference. Notice of the work has been sent to our partner organizations, LobbyIT, the State CDAs, and the National Press. To date, we have identified mentions in 22 publications.

Spencer Niles completed an executive summary and a small white paper. A more extensive paper is coming, with a literature review on career counseling and its outcomes.

**12. AARP Update (Deneen)**

AARP invited us back for the January 27, 2022 Career Expo. We have not started recruiting yet, as we are waiting for the MOU to come through. They have also asked two volunteers from last time and Sharon to be on their careers panel. We are excited about continuing this partnership.

**Adjourn**

**A MOTION** was made to adjourn by David. Lisa provided a second. Unanimous vote to adjourn at 4:26 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on January 2, 2022 by Julia Panke Makela. Last Updated February 7, 2022.*