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***NCDA Board of Directors Meeting***

**Thursday, September 15, 2022 \* Via Zoom**

3:00 – 4:30 pm Eastern

Sharon Givens, President Courtney Warnsman, Trustee

Seth Hayden, Past President Marty Apodaca, 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

**Thursday, September 15, 2022: Meeting Called to Order by Sharon at 3:02 PM ET**

**1. Roll Call (Julia)**

13 in attendance. David absent.

A quorum is present.

Guests in attendance: Ashely Solle (Lobbyit), Diana Bailey (Government Relations Committee), Jim Peacock (incoming Board member)

**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. Visit from Ashley and Diana – Lobbyit and Government Relations Co-Chairs**

*Please see the Lobbyit NCDA Monthly Report for August 2022 PDF, provided by the National Office. Additional reflections provided here:*

Ashley Solle (Senior Manager of Government Relations, Lobbyit) and Diana (NCDA Government Relations Committee Co-Chair) joined the meeting to provide updates.

Diana shared that Steve Myers would be stepping up as the new Government Relations Committee Co-Chair. The committee is continuing its networking efforts, sending Lobbyit reports out to State CDA presidents, and starting the Career Development Month process within the States. The Committee has also made a pitch to extend the Lobbyit contract and number of hours dedicated to this work, recognizing that Lobbyit has been a fabulous partner to NCDA. An example of the quality programming is the “Hill Day” that is planned next week, which will be attended by Sharon, Deneen, and Diana.

Ashley provided an overview presentation to ensure that Board Members are informed on Lobbyit activities and priorities.

Lobbyit, as a firm, was founded in 2009 by Paul Kanitra (Founder and President) and has now grown to over 50 clients who are served by 7 lobbyists. Their focus is on transparency and accessibility, with the needs of small to mid-size trade associations in mind. NCDA is served in their tier 1 pricing structure – focused on building a presence / awareness of NCDA resources and organization: giving members a voice on The Hill.

Key initiatives in 2021-2022 included:

* National Career Development Month Resolution (H. Res. 758) – Designates November as career development month. The NCDA Harris Poll date was included in the resolution. We received good visibility on this.
* Creating Opportunities to Thrive and Advance (COTA) Act and WIOA Reauthorization
* Counseling for Career Choice Act
* 2021 Legislator of the Year Award; Nick Rockwell, Legislative Director for Rep. GT Thompson
* Lobbyit Monthly Legislative Reports, Weekly Updates, Newsletter Articles, and Member Sessions
* Raising Awareness with the Biden Administration and Outreach to Office of the First Lady

Federal Legislative Priorities include:

* Counseling for Career Choice Act (HR 2733)  
  Sponsored by Rep. GT Thompson (R-PA) and Rep. Jim Langevin (D-RI)  
  Creates a Dept of Education grant for schools to develop comprehensive career counseling programs  
  Endorsed by NCDA
* Creating Opportunities to Thrive and Advance (COTA) Act (HR 8195)  
  Sponsored by Rep. GT Thompson (R-PA) and Rep. Derek Kilmer (D-WA)  
  Allows funds under Title II of WIOA (Adult Education Programs) to be used to provide career development services  
  Endorsed by NCDA  
  Introduced in June 2022.
* Workforce Innovation and Opportunity Act Reauthorization   
  Democratic package passed the House last spring  
  Expected to continue negotiations early next year – Maybe in spring? This is just a starting point, which is standard in the current political climate.
* CHIPS Act (formerly Bipartisan Innovation Act, USICA, America COMPETES Act)  
  Funds a wide range of projects related to bolstering semiconductor manufacturing and enhancing the domestic STEM workforce and research and development capacity.
* FY2023 Appropriations Package  
  Monitoring to ensure there are no cuts in funding to key programs such as WIOA, registered apprenticeships, Department of Education programs for school career counselors, etc.

Overall priorities include: (1) continuing to raise awareness of the need to invest in career counseling, (2) supporting workforce development initiatives, and (3) recognizing that NCDA Members are “boots on the ground,” positioning members as experts to turn to.

Upcoming initiatives include:

* National Career Development Month Resolution
* WIOA Reauthorization (continuing)
* Hill meetings with NCDA Leaders
* Hill Day event for members
* Building presence on the Hill and support for Counseling for Career Choice Act and COTA Act (particularly in WIOA reauthorization)
* Continued outreach to Office of the First Lady
* Examining path for paid internships legislation – 2023 Higher Education Act Reauthorization

Ashley also noted that Congressman Langevin is retiring next year. They will need to seek a new lead on the democratic side.

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

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

Seconded by Celeste.

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

**5. Report on Action Items**

***Nominations Rubric Changes (Seth, Lakeisha, Sharon)***

When working through the process to review Board nominations, the Committee recognized that the

rubric for evaluating candidates did not align with nomination materials. They would like to adjust and to bring a proposed modified rubric to the Board during the October meeting so that that this may be in place for the next nomination period. The team involved in this review process will include the last three NCDA Presidents, and those from membership who volunteered during the June 2022 Membership Meeting to be a part of the 2022-2023 Nominations and Elections Committee (Charles Lehman and Karol Taylor).

**ACTION ITEM:** Seth, Lakeisha, and Sharon will bring a proposed modified rubric for review of nominations materials to the October meeting.

***Board Members join ACA (All)***

A general reminder was provided that it is a requirement of all NCDA Board Members to hold to hold ACA membership.

***New Mexico CDA Notification (Charles and Marty)***

Charles and Marty shared new developments in the relationships between the New Mexico Career Development Association (CDA) and the New Mexico State Counseling Association (SDA), where we have been experiencing long-standing challenges with a gap in support from the SCA for the career development affiliate. NCDA had even explored the possibility of taking the NM CDA under our affiliation yet discovered this was not a feasible solution.

A new development has recently emerged in NM with the appointment of a new executive director of the SCA who is offering assurances of supporting CDA needs. They are working toward a different financial alignment between the institutions, which involves establishing a new 501(c)(3) or separate line-item in the SCA. There is much work to be done. The direction looks favorable, though questions remain about what long-term support will look like in the future as leadership evolves.

At this time, NM is not looking for additional support from NCDA. They express appreciation for support to date and will keep NCDA informed as activities progress.

***Update Board Presentation Request Form – no pay for board members (Stacy) and New Policy for Stipends (Sharon)***

The Board continued discussion regarding clear language about Board Members involvement in presentations and activities related to NCDA roles – specifically, that we do not accept honoraria from State CDAs for work that we are doing for NCDA, other than NCDA paying for our travel. These presentations, etc. are simply part of the Board work that we do. How could we make the wording more clear and accessible, particularly to provide guidance to our state associations and affiliates?

The following statement was crafted to include on our presentation request form:

**MOTION** was made by Lisa that “when representing NCDA and/or travelling with support from NCDA, Board Members will not accept a stipend.”

Seconded by Carolyn

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

***Strata and Georgetown Reports (Julia)***

*Please see the Recent Reports Advocating Youth Career Counseling Word Document provided by the National Office. Additional reflections provided here:*

This document provides links to national research and advocacy reports published in the past 2 years that make strong calls for career development and career counseling, specifically in K-12 education, higher education, and “youth policy.” They provide meaningful references for our LobbyIt advocacy group, as well as a number of the initiatives discussed across our association projects.

***Board Members to view Calendar of Events on homepage (All)***

A general reminder was provided to check out the new Calendar of Events feature and postings on the NCDA website.

***TEC Budget Request (see topic 9)***  
*Please see the Proposed TEC Budget Request Word document provided by the National Office.*

The NCDA Facilitating Career Development training program is NCDA’s flagship training program. Curriculum updates are completed on a continuous 3-year schedule to remain current with trends, technology, and growth in the career development field. This work is managed by the TEC and Mary Ann Powell.

The following budget request is currently being made for the scheduled update: $28,000 for the student manual and instructor manual updates, and $10,000 for layout and design of updated materials – for a total of $38,000. For details of the update, please see the full request. All chapters will be addressed at this time, with the exception of Chapter 6 which was recently updated as a special project.

The Board discussed whether to approve the budget now or to wait to consider this as a part of the overall budget in October 2022. It was acknowledged that the cost of this update is half the price of a typical enhancement. The changes requested are not in-depth, but it is felt that they are necessary. (“At the end of the day, we have to do it.”) As such, the Board moved forward with a vote at this time.

**MOTION** was made by Celeste that $38,000 ($28,000 for manual updates, $10,000 to update layout and design) be included in next year’s budget for the Facilitating Career Development 2022-2023 Curriculum Update.

Second Courtney

Motion passes (11 in favor, 1 oppose, no abstentions).

***ASCA Collaboration (Celeste and Sharon)***

NCDA continues to work on the partnership for credential with the American School Counselor Association (ASCA).

**6. Membership Report (Deneen)**

*Please see the August 2022 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

The August membership report shows total membership numbers down a bit. However, Deneen checked on the morning of this meeting, and numbers were back over 5,300 people again. Percentages across the various demographics had not changed notably. Although, we have 118 organizational members, which is a growth area. See the full report for more detail.

**7. Treasurer’s Report (Charles)**

*Please see the August 2022 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

The budget is in good shape. The revenues are currently less that we budgeted for, but still show an overall profit of more than $53,000 at the end of August 2022.

Regarding the conference, after concerns we may encounter a loss, we ended up with a $76,000 profit. In person registrations were more than we budgeted for. Virtual registrations were less than expected. We were also able to overcome gaps with savings on expenses through decreasing internet charges, less printing (not printing programs), not shipping materials or other conference materials, etc.

Membership numbers were a little down in August, but we have made up some of the gaps in September. We may want to take a close look at this next year. What might have contributed to this? Do we need any changes in membership dues?

Expenses have been higher than budgeted. Travel costs are higher. We have saved on a number of Committee charges, printing, and FCD modules. While reserves have short-term losses, we still have a significant reserve balance, with a little over $1M. We will want to watch how this progresses over the year. We anticipate being at a loss, yet investments will come back over time. The advice is to hold on to investments at this time, unless we really need to spend it.

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

Seconded by Courtney.

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

**8. Work Group / Officer Reports**

***Veterans – approval of new competencies (Charles)***

*Please see the Proposal for Career Development Competencies for Veterans (CDCV) Word Document provided by the National Office. Additional reflections provided here:*

The proposed Veteran’s Competencies, as submitted, began as a 2019 Leadership Academy project. Team members used their expertise and considerable research to develop a complete set of competencies for Veteran clients, with input from the NCDA Veteran’s Committee, NCDA leadership, and knowledgeable researchers. This was presented at an all-day Professional Development Institute (PDI) at the Anaheim conference last summer. A CDQ article is in development, and an on-demand course is planned for a professional development program to be added to the NCDA Hub. Seven competency areas are outlined including: (1) military culture, (2) identity development, (3) military systems, (4) career assessment, (5) career interventions, (6) ethics, and (7) advocacy.

At this time, the Veteran’s Committee is looking for Board approval of the new Veteran’s Competencies.

**MOTION** was made by Celeste to approve of the Veterans Competencies.

Seconded by Seth.

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

***AARP Career Expo September 29 (Deneen)***

AARP is preparing to host their next Career Expo on September 29. NCDA is excited to partner again to provide experts for one-on-one consultations, with 37 members signed up to assist. Sharon and Lakeisha will also be presenters on a related webinar. This has been a great partnership.

***Strategic Plan (Carolyn and Seth)***

We are nearing the two-year anniversary of our Strategic Plan – almost at the mid-point. We are focusing on it well, and commitment to it remains vibrant. The Strategic Plan subcommittee of Past President and President-Elect-Elect is preparing to transition to Sharon and Marty. In the past year, we have also had a member-at-large (Jon Schlesinger) be a part of this work.

A meeting of the subcommittee was held earlier this week to outline next projects to accomplish to continue to motivate the plan and the association. Additional information will be shared at the October 2022 Board Meeting to move this forward.

***Career Convergence (Courtney)***

**ACTION ITEM:** Two co-associate editors are needed for Career Convergence -the Features and Independent Practice sections. Please send any recommendations to Melanie.

**Adjourn**

Adjourn at 4:34 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on September 26, 2022 by Julia Panke Makela. Last Updated October 10, 2022.*