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***NCDA Board of Directors Meeting***

**February 22-23, 2023 \* Annapolis, MD**

*Lakeisha Mathews, President David Ford, Trustee*

*Sharon Givens, Past President Celeste Hall, Trustee*

*Carolyn Jones, President-Elect Jim Peacock, Trustee*

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

*Julia Makela, Secretary Stacy Van Horn, Trustee*

*Deanna Knighton, Treasurer Courtney Warnsman, Trustee*

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

**Wednesday, February 22, 2023: Meeting Called to Order by Lakeisha at 3:04 PM ET**

**1. Roll Call (Julia)**

12 in attendance. Jim and Lisa are absent from this meeting.

A quorum is present.

**2. Ice Breaker (Lakeisha)**

The Board reflected on moments of gratitude, sharing things we are thankful for.

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

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

Seconded by Deanna.

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

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

*Please see the copy of the December 2022 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by David to approve the December minutes.

Seconded by Sharon.

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

***Note:*** *No report out on Action Items, as no items for February 2023 follow-up were recorded in previous meetings.*

**5. Membership Report (Deneen)**

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

Membership numbers in the January report looked low. However, remember that many memberships come in with conference registration. Numbers were back up to over 5,300 by the February meeting due to the early bird conference deadline.

Overall, demographic percentage breakdowns have not changed much. International membership numbers continue to rise, and are currently at 14% or memberships. However, many of these are related to the alternative pathways partners credentials (e.g., India, Hong Kong) which provide a complimentary membership in the first year. Will those members stay beyond the first year? Retention of these promotional year members from the credentials has not been strong in the past.

We have now awarded over 3,100 credentials.

**ACTION ITEM:** Lakeisha requested a breakdown of international membership by country from Headquarters in preparation for the ACDC travels.

**6. Treasurer’s Report (Deanna)**

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

Deanna shared an overview of the January 2023 Treasurer’s report. While it is early in our fiscal year (just the fourth month) and many of our revenues come in later, we were ahead of the previous year’s January revenues. Membership revenues were consistent with the previous year. The positive impact seems to be coming from places such as: (1) conference registrations coming in earlier (perhaps people are less tentative about making advanced travel plans?), bundling of the FCD curriculum, and FCD training projects and contracts.

Expenses are consistent with last year, and those that are higher were planned for so that increases were anticipated. We are carrying a net profit so far this year, with revenues outpacing expenses.

**7. Officer Reports**

***Global Discussion and Global Taskforce (Lakeisha and Jim)***

Lakeisha, Jim and Lisa meet with the Global Connections Committee / Global Taskforce to discuss future directions. Challenges were encountered as the group worked through the ambassador program ideas, attempting to define the role, determine boundaries, and figure out a single role definition that fit the needs of various interested regions. As needs were shifting, it was determined we are not ready to set a singular definition at this time.

The Board thanked the Global Connections Committee for their input and the ideas brought forward. For the current time, the committee has been asked to continue with their current scope of work. *(As defined in the committee description, the GCC scope of work includes: “playing an active role in hosting global participants at the NCDA Annual Conference, recognizing global leaders through the International Career Practitioner Award, collaborating with International Career Development Associations as partners in strategic initiatives, and representing issues of global career counseling practice worldwide through information dissemination and advocacy.)*

Additionally, the Board and NCDA Headquarters would like to gather input from additional NCDA members regarding the international future of NCDA. These conversations will take into account issues and ideas raised by the Global Taskforce, as well as costs, capacity of Headquarters, etc. We will also gather information from similar associations regarding how they have engaged international partners. For example, the American Counseling Association (ACA) has regional affiliates that function much like our State CDAs. Could this be a model for us to consider?

Following this information gathering, the Board and NCDA Headquarters will include a refocus on international partners as a part of the strategic planning activities planned for Fall 2023. This needs to be a part of the larger structure of the strategic plan of the association, as it impacts all aspects of our organization and resources.

Several action steps were established from this discussion.

**ACTION ITEM:** During the April 2023 meeting, the Board will review the Global Connections Committee description for potential updates and revisions, taking into account input from recent taskforce discussions and recommendations.

**ACTION ITEM:** During the 2023 Annual Conference, the Presidents will engage the Brain Trust group in a conversation about the international future of NCDA. Reflections from this discussion will be shared with the NCDA Board for Fall 2023 strategic planning.

**ACTION ITEM:** NCDA Headquarters will gather information on international partnership strategies employed by related organizations (e.g., ACA).

**ACTION ITEM:** The international future of NCDA will be a key component of the Board’s discussions in the Fall 2023 strategic planning meetings.

***Nominations and Elections Slate and Proposed Changes for Next Year (Sharon)***

*Please see 2023 slate of candidates for the NCDA Board document provided by the National Office. Additional reflections provided here:*

We have a strong, competitive slate of candidates for the 2023 NCDA elections. There were some candidates turned down based on rubric reviews (e.g., insufficient membership tenure), and late candidates were not accepted. The good news is that people are interested and willing to serve. There are also many new names on the slate – new individuals stepping up, which is great to see!

**MOTION** was made by Courtney to approve the 2023 slate of candidates.

Seconded by Marty.

Motion passes (10 yes, no opposing votes, 2 abstentions).

We would also like to improve the candidate submission system. Suggestions were made for the development of a portal for people to submit their information to (rather than the current process of emailing packets to an individual). We’d also like to set up an electronic “grade book” system for reviewers to enter rubric responses – something that would increase efficiency and communicate integrity of the process. These systems are viewed as necessary for an association of our size.

**ACTION ITEM:** Lakeisha will reach out to Julia, Carolyn, and Deanna for assistance with updating and formatting the candidate application rubrics.

**ACTION ITEM:** Melissa will look into options for an electronic portal for collecting both candidate applications and reviewer feedback when reviewing those applications.

***NCD Guidelines (Celeste)***

The National Career Development Guidelines were originally funded through the US Department of Education and were given to NCDA. They are still in their original format. It is good information, but not very easy to work with.

Celeste has been reviewing the document and has some suggestions for updating language and making it more user-friendly. Charles has also been talking for a long time about wanting more easy access to resources. Maybe we can bring these two ideas together?

The current document provides text in Microsoft Word. It is not easy to search and find what we need. Is there a more useful way to share this information? Maybe a spreadsheet or website that sorts the information by goals or learning stages? For example, allowing elementary educators to access the “knowledge” level, while high school counselors access the “application” level. When we have the new format ready, NCDA could host a webinar demonstrating how to use the new resource in practice. We might want to consider work at ASCA or NACE Career Readiness Guidelines as models for how to present this kind of information.

There are also additional steps that we could take with this. For example, linking the indicators to resources that NCDA already has available (e.g., recent webinars, podcasts, articles, lesson ideas). This could also create opportunities for the next constituency leaders as they take a portion of the guidelines and connect tools and resources to the goals or standards. We could even take a step to connect these to program assessment tools – how can I demonstrate that my students have accomplished this guideline?

We might also look at where the NCD guidelines align with ASCA’s mindsets and behaviors. There may be opportunities to update terminology around social-emotional development or social-emotional learning.

**ACTION ITEM** – Connect Celeste with Melissa and Melanie to reflect on what might be possible to enhance the user friendliness and resource connections to the NCD Guidelines – either on the website or in the NCDA Hub. What technology expertise do we have / do we need? Where does it best fit?

***Headquarters Report including FCD Contracts (Deneen)***

*Please see documents provided by the National Office, including the Headquarters Report, Marketing Report, and Melanie’s update on publications and the mentoring program. Additional reflections provided here:*

A few items were highlighted during the Board Meeting, including:

* 20th Anniversary of Career Convergence – Congratulations to the publications team!
* Worldwide partnerships are strong – ADEK (Abu Dhabi), Connecticut State Community College System, King Saud University, New Hampshire Health and Human Services, Psychological Assessment Corporation, Mathematica.  
  *Does membership understand this? Is it communicated in the magazine articles. Can we include acknowledgement of partnerships on social media?*
* Psychological Assessment Corporation. – Invited a group of 5 to travel to Taiwan (delegation selected by them.) Demand is very high for the NCDA name.
* We also have a great presence with CERIC – several opportunities to partner.

**8. Work Group Updates and Requests**

***Leadership Academy – New Class for 2023 (Lisa)***

*Please see Leadership Academy class update document provided by the National Office. Additional reflections provided here:*

Five new Leadership Academy participants have been selected for the 2023-2024 class, and one participant will be rolling over from the previous class to complete their project. Project topics have been selected and matched to Board mentors. More to come soon.

***Government Relations – NCDA Hill Day (Lakeisha and Marty)***

Planning for NCDA Hill Day is well underway, with 12 NCDA members participating. Diana Bailey has been doing great work to set foundations for the event, and to help everyone get prepared for strategic conversations.

Additionally, LobbyIt has asked if NCDA would be in support of the Jobs Act, which expands Pell Grant edibility. Upon discussion of the legislation, a motion was made in support of this work.

**MOTION** was made by Marty to support the Jobs Act.

Seconded by Courtney.

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

***PDC Book Approval (Julia)***

*Please see PDC publication proposal for a monograph by Don Schutt provided by the National Office. Additional reflections provided here:*

The PDC requested approval of a proposal for a monograph by Don Schutt, entitled *Promising Practices in Employee Career Development Programs*. This is an updated proposal, after COVID interruption. The Board had approved the original version (including the budget for it) in 2019.

**MOTION** was made by Celeste to support the PDC publication proposal.

Seconded by Carolyn.

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

***Membership Committee (Sharon)***

*Please see the Membership Committee Description document provided by the National Office. Additional reflections provided here:*

An updated description was provided for the Membership Committee. Primary changes made clearer distinction between the role of the Committee and Headquarters. The Board is excited about the committee and some of the innovations that can come from their work. We’re looking forward, in particular, to seeing a strong presence at the conference.

**MOTION** was made by Sharon to pass the amended description for the Membership Committee.

Seconded by Stacy.

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

**Thursday, February 23, 2023: Meeting Called to Order by Lakeisha at 9:06 AM ET**

**9. Board Engagement**

Our NCDA Board members show up in their roles in many different ways. Board attendance at meetings, email correspondence, interactions with Committees and constituents, and more. It has come to our attention in recent years that not everyone is fully engaged in responsibilities. For example, not everyone is voting on eVotes. At the conference, not everyone is showing up at Board events.

Upon discussion, the Board determined that we would appreciate the idea of using the Board Expectations and Policy and Procedures manual to create an “Engagement Checklist”. This could be a springboard into a conversation where needed. The checklist would be filled out mid-year during your first year on the Board, and annually for everyone. The tone of this effort would be yearly reflection – an effort to care for each other and to check in to see how things are going.

We would also like to implement a “Board Buddies” system for first-year Board members. Someone who reaches out to first-year members a few times throughout the year simply to check in and answer any questions. Or, maybe in the summer orientation, the President can have a one-on-one with first-year members to ask: Do you have any questions? Can we facilitate engagement? How can we support success?

**MOTION** was made by Carolyn to create an “engagement checklist” using the Board Expectations and Policy and Procedures Manual. First-year Board members will be asked to complete a checklist reflection mid-year (in February), all Board members will complete a checklist reflection at year end (each September).

Seconded by Marty.

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

**ACTION ITEM:** Lakeisha and Deneen will work together to draft a general checklist that can be used by all Board members. They will bring this draft to the April Board meeting for review.

**10. CPI Update (Deneen & Lakeisha)**

Our CPI is co-sponsored by the Maryland Career Development Association, and we have 85 people registered. A strong return to in-person CPI events!

**11. TEC and Credentialling Commission (Aaron & Dierk)**

The TEC and Credentialling Commission met together with the Board, as they have some projects that connect their programming and work.

***CSCDA – Training and Credentialling for School Career Development Advisors***

The group shared that while we have a curriculum for this group, it was “not hitting the target.” We put out an RFP for curriculum writing and updates, and received an outstanding proposal from a team at Oklahoma State University. This new curriculum will be separate from the FCD curriculum, and draft chapters are due to arrive in summer/fall 2023. The full curriculum will be available by this time next year.

We also already have instructors lined up to be ready to roll out the curriculum, with identified organizations to market to. Then next step will be to identity additional markets to broaden the reach. We also need to be certain the Credentialling Committee is in the loop so that we can ensure the rubrics are updated to match the new curriculum (although, changes to the rubrics are not expected to be big).

***CCSCC – Certified Clinical Supervisor of Career Counselors***

An RFP will come in June 2023 for assistance revising the CCSCC curriculum. We will be looking at our audience, seeking to make an adjustment beyond the current focus on only clinical supervision. We may want to change the name of the credential in the process.

We are in the process of adjusting the assessment process of the credentialling now – doing away with the requirement to submit videos to the Credentialling Commission. Videos will remain a part of the training. The full credentialling program will become blind review, which is viewed as a better approach. The initial kick off meeting to align the curriculum and assessment went very well.

***CCSP – Certified Career Services Provider and the Standardized Assessment***

The CCSP is currently 80% of the Credentialling Commissions workload. Career Development Alliance is “right one schedule’ with development of the standardized assessment. They just completed their second master trainer review of competencies and content for the items. The next step is item writing, which will occur this fall and winter. The standardized assessment is due to be live at the start of FY24-25. We will start piloting it with a few courses in 2024. We should be able to “make a big splash” with this by the 2024 conference.

The team also shared that paying reviewers has “changed turnaround time considerably” and the cost has “not been huge.” Additionally, the CCSP sold 150 bundles the day of this Board Meeting alone. The activity in this area is exciting. The Credentialling Commission would like to look at a general practice of paying all reviewers.

***Future directions for credentialling***

Aaron reflected that the history of our NCDA Credentialling program is important. In 2015, an original organizing committee gathered to create credentials, and chose to create 5 at once. In 2016, they gave these credentials names. We’ve learned a lot long the way. Now, 5 years after launching the credentials, we have more than 3,000 credential holders. We are sunsetting one of them (the CCCE – Certified Career Counselor Educator) because there is not enough interest in it. But, we do not have a sunsetting policy. It is time to really dig in to what we have. Where do we come from? How do we move forward? We would like to set a schedule and a time period where we look at each credential to review and update it.

We would also like to look at conferences and peer associations, perhaps 2 to 3 in 2024. Can we attend as presenters and vendors to talk about our credentials and training programs? This may be an intriguing way to share the word about these valuable resources and programs.

***FCD Curriculum***

Dirk shared that good progress is being made in updates to the FCD curriculum. Chapter 3 and 4 revisions have been submitted and are under review. They will come out as one package for distribution in August 2023.

We have had so many single chapter revisions, we are now looking back over the full curriculum. Do we have different voices across the curriculum? We are aware that many instructors move chapters around when they teach. Maybe we can make a shift from calling them chapters to calling them modules in order to facilitate this flexibility?

Dirk also noted that the last time the competencies chart was updated was approximately 2009. This is due for review. We may want to add a guide with the competencies chart that makes recommendations for time per section (e.g., hours for synchronous learning, hours for asynchronous learning). It could provide a framework.

Finally, there will be efforts made to incorporate more strengths-based language into the curriculum.

**12. Professional Development Update (Melissa Venable)**

***Podcasts***

To date, NCDA has released 19 podcast episodes featuring a wide variety of industry experts (e.g., Board members, NCDA committees, State CDA officers, authors, conference keynotes). We release approximately two episodes per month, and have recordings prepared for release through April. Participation has been great in terms of numbers of listeners (over 3,000 downloads) and international reach (64 countries / territories). We are available on all platforms except Spotify at this time (which follows ACA’s lead). Most listeners are coming through mobile devices, with Apple Music hosting approximately half of our downloads.

***The NCDA Hub***

The NCDA Hub is nearly ready for soft launch. The most challenging aspect has been the coding to get the Hub and our payment platforms to interact for immediate access to materials. At launch, we will have six courses ready – an orientation course, three DEI microcourses, and the Winter 2022 Career Developments Magazine review (which will provide one CE unit for the issue). We’ll also look to develop a CE unit option for the Presidential Podcast series with Dr. Givens.

Additional courses are in development such as, the Presidential podcast series with Dr. Matthews, a Veteran’s career development series, the Spring 2023 Career Development Magazine CEs, as well as other webinar series bundles, podcast bundles, NCDA publication courses, etc.

Each course has a learner feedback form built in. Insights received here will help inform an FAQ section for the NCDA Hub.

***2023 Webinar Series***

NCDA Headquarters is looking for some insights on how to best schedule Webinars to help committees and members plan for them. For example, might we try something like the “third Wednesday of the month”? Would this help in marketing? Or might we consider each committee being assigned a particular month or two throughout the year – a time when they can regularly sponsor a webinar? That way they could plan ahead, and it this might help Headquarters spread out requests too. Webinar interests has been growing in recent years.

We also have a YouTube channel and the Hub for recorded webinars. This can help extend the longevity of the event and information.

We also discussed marketing. There was a preference for generally marketing webinars across the association (as opposed to a single constituency). This is because our members often have multiple interests and affiliations.

***Professional Development Calendar***

Please remember that the Professional Development Calendar spreadsheet is available on the Board page. Melissa works to keep this up to date so that we might help plan and communicate to our committees and members.

**13. 2023 Global Conference Update (Lakeisha and Deneen)**

*Please see documents provided by the National Office that address board travel and logistics, board schedule, plans for the virtual conference components, and data on conference submissions. Additional reflections provided here:*

As of the February 2023 meeting, we had 489 people registered for the annual conference. This was well ahead of this time last year. We are also receiving requests from international partners for invitation letters, which is a good sign that the international draw and travel are returning as well. All indications are that we are going to be in a strong place for our Chicago conference.

Board and conference schedule details are coming together. We are working on “meet ups”, including family friendly options, to help people get out and explore the city together. Marty and David will host the new members session together. Kuder will sponsor the international reception again. Army recruiting will likely join as a sponsor. CERIC will attend, as well as the new ACA director and president.

The last morning of the conference, we will offer a DEI Symposium. This will be a 3-hour event, led by Dr. Love and the DEI Committee that includes a speaker, panel, and round tables for focused individual conversations. To date, 80% of registrants have indicated interest in attending this DEI Symposium.

**ACTION ITEM:** All Board members are asked to self-register for the conference this year. See details in the “Board Logistics” handout provided by the NCDA National Office. Also, please book airfare to Chicago at this time.

***Virtual Component to the Conference***

We will be videotaping the keynote speakers at the conference. There are plans to release these videos after the conference, perhaps as a part of a “highlights from 2023” or “year in review” package. The package would be made up of content that we already have – and some that we can get / enhance from the past year. This would be an offering in the NCDA Conference Platform. It would be released for a three- to four-month period.

**14. Collaborations**

***CERIC – Grad Students and Virtual Events (Lakeisha)***

Rich Feller and Lakeisha met with CERIC leadership at Cannexus. They want to collaborate regarding some training bundling for graduate students with our publications and events. The focus would be getting graduate students into the career development industry. We will connect with them again after their upcoming webinar.

***T3 Innovation Network (Lakeisha) -*** [***https://www.t3networkhub.org/***](https://www.t3networkhub.org/)

The U.S. Chamber of Commerce is examining work competencies and skills, asking how the gap between what employers are looking for and what job seekers offer is understood. Currently there are a number of large corporations at the table (e.g., Walmart, Google, Gates Foundation). We would like career development folks at the table too (e.g, NCDA). It seems that some of the goals of this initiative are to build partnerships, share ideas, and promote data and information sharing across diverse stakeholders. At this stage, there is no cost to be involved other than engagement and participation.

**ACTION ITEM:** The Board would like to learn more. Let’s invite this T3 Innovation Networking team to a future meeting.

***NACADA (Deneen)***

NACADA is moving forward with their reviews of the Handbook of Student Advising. We are taking their lead. We have assisted with the search for reviewers, and 20+ NCDA members signed up to provide a review! Reviews are due at the end of this calendar year. Once these are in, they will be considered to inform revisions. A new release of the manuscript is not expected until 2027.

Between now and then we can collaborate on webinars, continue to support review efforts, and be attentive to additional related activities that arise. When the resource comes out, we’ll have access to a publication that we do not need to invest as much in on the front end to produce, and there will be some revenue share. This might serve as a model for future endeavors, with one collaboration turning into additional positive opportunities.

**MOTION** was made by Deanna to adjourn

Seconded by Stacy.

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

**Adjourn**

Adjourn at 2:45 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on March 10, 2023 by Julia Panke Makela. Last Updated March 21, 2023.*