******

***NCDA Board of Directors Meeting***

**December 12, 2023 \* Via Zoom**

3:00 – 4:00 pm Eastern

Carolyn Jones, President Courtney Warnsman, Trustee

Lakeisha Mathews, Past President David Ford, Trustee

Marty Apodaca, President-Elect Cecil Broadnax, Trustee

Dirk Matthews, President-Elect-Elect Carla Cheatham, Trustee

Julia Makela, Secretary Jim Peacock, Trustee

Deanna Knighton, Treasurer Stacy Van Horn, Trustee

Kathy Evans, ACA Governing Rep Deneen Pennington, Executive Director

**Tuesday, December 12, 2023: Meeting Called to Order by Carolyn at 3:01 PM ET**

**1. Roll Call (Julia)**

12 in attendance at the beginning of the meeting. Kathy joined at 3:50pm, following the ACA Governing Board meeting. Cecil is absent today.

A quorum is present.

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

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

Seconded by Stacy.

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

Recognizing the ambitious number of items on today’s agenda, Julia asked to make a motion to combine a few items that typically fall into routine discussion or approval into one consent agenda.

**MOTION** was made by Julia to combine the Membership Report and three Work Group / Office Reports into a consent agenda, as follows:

Membership Report

Work Group / Officer Reports:

GCC Budget Requests

Credentialing Commission Approval (of new member)

Career Developments Approval (of new members)

Seconded by David.

Discussion:

Jim shared that the Global Connections Budget Requests were for a small amount that were not included in their original proposal, yet fit within the philosophy of the original strategy for NCDA committee funding.

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

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

*Please see the copy of the October 2023 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by Jim to approve the October minutes.

Seconded by Dirk.

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

**4. Membership Report (Deneen)**

*Please see the December 2023 Membership Report spreadsheet provided by the National Office.*

No additional discussion during this meeting.

**5. Treasurer’s Report (Deanna)**

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

Revenues are on track across categories, with membership and credentialling revenues ahead of this time last year. Investment accounts are also trending back up. Expenses are also ahead of where they were this time last year. There is also a new tab in the Treasurer’s report this month, added to highlight current contract activities.

**6. Action Items from Last Meeting**

***ARCS Transition (Julia)***

Julia shared progress on the Assessment and Research in Career Services Network transition since our October Board Meeting. Email messages were sent to the full ARCS listserv on November 13 and November 28 to announce that the group is “moving to a new home” – building a partnership with NCDA and being reestablished as a committee within NCDA. A brief description of the reasons for and benefits of this transition were offered in the email.

ARCS members who are interested in continued networking opportunities related to assessment and research in practice within our field were asked to complete a brief “Stay in Touch Survey” to provide updated contact information and context on their service delivery setting, as well as to indicate how they would like to continue to be involved – engagement in NCDA, helping to establish the initial NCDA committee, or a redirect to other resources were offered as well.

As of last week, 89 ARCS members (25% of active ARCS membership) have responded to the survey. Of these, 52 ARCS members (58% of total respondents) expressed interest in NCDA – 38 of whom indicated they are not currently NCDA members. Of those interested in NCDA, 6 indicated interest in helping to start the initial committee, and an additional 16 indicated they may be interested in helping. This group of interested individuals includes a number of people who have made strong contributions to assessment and research conversations and initiatives in recent years. This indicates that there is clearly enough interest and momentum to move forward with this initiative, and to make a potential positive impact on NCDA membership and engagement.

A final reminder on the “Stay in Touch Survey” will be send in mid-January, shortly before the ARCS listserv is closed on January 31. The aim of this final outreach is to catch any individuals who have missed initial emails with the end-of-year rush, perhaps embracing energies of the new year to catch any final additions. We will be ready to bring together a team to organize the NCDA Committee as early as January 2024. A next step for NCDA would be assigning a Leadership Liaison to this group.

**ACTION ITEM:** NCDA leadership is encouraged to consider which Board member will be assigned as a Liaison to help form this new committee.

***Strategic Planning Survey for Committees (Carolyn, Marty, Dirk, Stacy, Courtney)***

The Strategic Planning Subcommittee has received a report from Richard Yep, and they are meeting weekly for follow-up discussions. They will provide a substantive report in the March meeting, with the goal of providing a timeline for additional spring work and to have most of the plan worked out by the June conference.

***Committees’ Budget Request Form (Deanna)***

*Please see the link to the budget request form provided by the National Office. Additional reflections provided here:*

During the October meeting, we discussed having a form to standardize committee budget requests. Deanna has developed a document, with review by Carolyn and Marty. Feedback indicates that the form is “very straight forward and allows committees to express the ‘why’ connected to their ask.” The input into the form can also populate into a Google form or Excel sheet for easy review.

**7. Evaluation Follow-Up (Lakeisha and Deneen)**

*Please see the CMA Evaluation and CMA Recommendations documents provided by the National Office. Additional reflections provided here:*

Please see the document provided. The four presidents have met with CMA and are bringing this document back with concerns and disagreements from the FY2023 evaluation highlighted in yellow. Please review them before the March meeting, and we can decide whether to change scores and/or reword comments.

The Presidents also discussed that every past president has completed the reviews differently and forms are not shared from one year to the next. We want to better prepare the presidents / past-presidents to improve and standardize this process so evaluations can be more consistent.

This work is well-aligned with Board strategic plan efforts – clear communication, expectations, transitions. This is a great opportunity to improve the presidential transition process and ensure effective transition of the history of the organization.

Dirk also shared investigations for housing documents for the organization. Three platforms were considered, and they are recommending a Google solution. It tends to be free, and offers larger amounts of storage. We could have an account used to store presidential documents, a Google calendar for all Board events, etc.

**ACTION ITEM:** Dirk will share information on potential strategies for housing historical documents and centralizing communication.

**8. Headquarters Reports/Update**

*Please see the support documents for the Headquarters Update, social media report, marketing responsibilities, and marketing report provided by the National Office. Additional reflections provided here:*

***Exhibitor/Sponsor Plan for 2024 Conference***

Please review the 2023 Conference exhibitor evaluation provided by the National Office. Additionally, the National Office team attended the Texas Society of Association Executives conference to gather additional insights on exhibitor experiences. We need to focus more heavily on making the exhibit hall a lively space. Ideas included vendor presentations, a career wellness center, music, activities, and changing the floor plan to incorporate roundtables among the exhibitor spaces (which could also help with acoustic challenges, as there would be more distance between active discussions).

Another idea is to forgo the evening party, which only a subset of participants attend, and to dedicate the funds to a luncheon instead. The luncheon could be stationed in the exhibit hall.

We have committed to a number of partnerships going forward (e.g., The College Board), and are building strategies to bring organizations back who have been gone for a while since the COVID gap. For example, Bob Reardon will be reaching out to some of our assessment vendors. We’ll also be working closely with Jim, building on his perspectives, experience, and relationships as an exhibitor. How can we continue to improve the experience for this key audience?

***Oklahoma City as a possible site for 2027 Conference***

As we look to continue to house our conference in a single venue, our options are limited. The prices in major cities are getting prohibitive. It may time to consider second-tier cities. For example, NCDA has been approached by the new Omni Hotel attached to the convention center in Oklahoma City. While not a first-tier city, it is also not priced like a first-tier city.

Carolyn visited the hotel. She reports that the restaurants in the hotel are “amazing” and the hotel is “as nice, if not nicer that other hotels we have been to.” The meeting rooms for conference could be held all on one floor. It has floor to ceiling windows and walk-out patios. We would sell out the hotel, meaning the space would be ours, making for an intimate social gathering. There is also an effort to bring the family-oriented city to the event participants. Several free offerings have been made, in terms of helping us identify tours, free trolley, etc. Although, we might need to do some advertising around this, as members may not be aware of the benefits of the location.

Some interest was expressed in this location, along with interest in investigating other second-tier city locations for comparison.

***Marketing Proposal***

The social media report indicates considerable growth engagement, particularly in website hits, LinkedIn, Facebook, and Instagram. This report demonstrates what NCDA is currently doing, and offers suggestions for 2024.

The National Office would like feedback from the Board as well. What would we like to see in social media and marketing? Might we recommend a marketing subcommittee for more consistent or effective communication?

***2024 Conference Update***

We received a near record number of proposals for the 2024 Conference. Registration is now open. In the past, the number of proposals has tended to indicate interest in conference. This suggests that we are on track for a nice conference in San Diego.

**9. Work Group / Officer Report**

***Ethics Committee – Approval of New Code of Ethics (Julia)***

*Please see the new draft Code of Ethics provided by the National Office. Additional reflections provided here:*

Guidelines for strong ethical practice encourage professional associations to review and update their codes of ethics every 5 – 7 years. NCDA’s last update was published in 2015.

We acknowledge that our past review cycles have fallen in line with ACA’s Code of Ethics review cycles. ACA would publish and update, and then we would review the NCDA Code of Ethics, informed by their changes, and make our own updates.

That said, we also recognize that ACA does not seem to be preparing for a review cycle at this time. A comprehensive review process typically takes 12 – 18 months to complete. The NCDA Ethics Committee felt it was worthwhile to take the time to revisit our Code to keep the document timely. As more information is received from ACA, we can determine how and when it makes sense to integrate this into our cycles.

The draft version for an updated NCDA Code of Ethics was provided by the National Office. Changes between this document and the 2015 version focus primarily on updating language and ensuring consistency. Example changes include:

* Consistent use of “career development professionals” throughout the document to refer to NCDA membership. The past document primarily used “career professionals”.
* Updating example career development professional role titles used in Section A to more accurately reflect current trends (e.g., adding “career coach”)
* Updating language referring to diversity and cultural competence – for example, the changing terms used in the previous document such as “cultural sensitivity”
* Addition of clarifying language regarding work settings (e.g., in-person vs. online)
* Adding examples for clarification of key concepts (e.g., defining vulnerable populations)
* Addressing small typo and grammatical errors identified in the previous document (e.g., consistently using “well-being” rather than “wellbeing”)

A final item that came up during discussions of the Code of Ethics related to the Glossary of Terms at the end of the document. The glossary does include a few terms related to career development professional roles (e.g., career development professional, career advisor, career counselor, career services). These terms are used within the Code of Ethics, and it was thought to be helpful to have them defined here. But, it also brought up the question of whether other roles would be helpful to define – Career Education, Career Guidance, etc. However, creating these definitions may not be the role of the Ethics Committee. If there might be value in having a dictionary of career services functions / terms / roles, might this be an idea or task to share with the Leadership Academy or a standards committee, etc?

**ACTION ITEM:** Board members are encouraged to review the updated NCDA Code of Ethics document. Send any questions to Julia. We can take a vote on next steps for the document in the March meeting.

***GR Policy Areas (Marty)***

*Please see the Government Relations Policy Areas document provided by the National Office. Additional reflections provided here:*

As a part of the work that they offer NCDA, the Government Relations Committee has drafted a list of policy areas for this fiscal year. The areas are not presented in a priority order; rather they are evolving to mirror prominent issues within the legislature. The Government Relations Committee seeks Board approval for these priorities so they can confidently pursue their work.

**MOTION** was made by Marty to approve the Government Relations Committee Policy Areas for NCDA Federal Advocacy.

Seconded by Lakeisha.

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

***CDQ update (David)***

Melinda and Seth report that, from the original backlog of 120 articles, they are currently down to approximately 35 that need dispositions. Good progress, with a bit of work still to do. It has been a group effort to move this forward and devise a plan. David worked with Carolyn, Lakeisha, and Deneen, leaning upon Seth and Melinda as Co-editors, and soliciting the help of others. During this process, Dr. Melinda Gibbons was also selected as the new editor going forward.

We hope to start accepting articles in the near future, and perhaps to focus on some special issues – perhaps around DEI and career counseling? More oversight will be integrated to ensure we do not have this kind of issue again in the future.

***GCC Budget Requests (Jim)***

*Please see the Global Connections Budget Request document provided by the National Office.*

This request was approved as a part of the consent agenda at the beginning of the meeting.

***Global Connections Committee (GCC) Definition (Jim)***

*Please see the Global Connections New Description document provided by the National Office. Additional reflections provided here:*

Global Connections Committee was asked to reflect on the best of their work, considering what they would like to carry forward. Their new description lists the three things they feel they should focus on as a group. The NCDA Board was asked to consider this new description for a vote.

**MOTION** was made by Jim to accept the new Global Connections Committee description

Second by Kathy

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

***ACA Update (Kathy)***

Kathy joined our meeting, coming from the December meeting of the ACA General Council. Today’s meeting firmed up changes the ACA mission and strategic plan. Content changes were minimal, but the language is now clearer and more focused, addressing some areas of question or concern. These changes will be implemented now.

The next stage for the group will be to move on to considering how to reorganize the Board of Directors. The process is expected to take 1.5 – 2 years to complete.

***Credentialing Commission Approval (Dirk)***

*Please see the bio for Celeste Hall provided by the National Office.*

This request was approved as a part of the consent agenda at the beginning of the meeting.

***Awards Committee Changes (Deanna)***

*Please see the Awards Committee change proposal provided by the National Office. Additional reflections provided here:*

The Awards Committee suggested expanding the Merit Award to be open to group applications, rather than limited to individual applications. The Board discussed the origin and need for this change at this time. Our understanding is that a group applied to the Merit Award in a single case in the previous cycle. Considering the long history of the award, the Board preferred not to make a change in response to a single case at this time.

Let’s hold at this time to explore the need. Where are groups having a difficult time seeking a fit to share their accomplishments within the available selection of NCDA awards? Is the Merit Award really the best fit? Or is there a different approach for what these groups are trying to express?

***Committee Liaisons Listed on the Committees Webpage (Deanna)***

*Please see the website link to the Committee Website provided by the National Office. Additional reflections provided here:*

Deanna requested that Board Committee Liaisons be listed with their committees on the NCDA website. This could be helpful to committee members, as well as the broader NCDA membership, when they want to reach out. It also provides a visual tie between the Board and the Committees.

**ACTION ITEM:** National Office can make this change to list Committee Liaison names to Committee contact lists.

***Career Developments – New Editors (Deneen)***

*Please see the Career Developments New Editors proposal document provided by the National Office.*

This request was approved as a part of the consent agenda at the beginning of the meeting.

***PDC Request for New Publication (Julia)***

*Please see the Call for Proposals document provided by the National Office. Additional reflections provided here:*

The NCDA Publications Development Council seeks Board Approval for a new Call for Proposals for an edited monograph on Career Development and Mental Health. The draft proposal has been provided. It recognizes the global discussion of the major implications of mental health and psychosocial well-being on career development across the lifespan, and encourages a proposal that would define the problem; explore prevalence of mental health challenges; impact on career, interventions and resources; ethical implications; and global applications.

The PDC would like to distribute this call for proposals early next year. The timeline for proposal consideration would begin April 15, 2024, with a final decision made by mid-September. The manuscript deadline would likely be fall 2025, with the monograph to be released in June 2026 – in time for our conference.

We also want to acknowledge that when the idea for this monograph was brought up, a member of our PDC expressed interest in submitting a proposal. At that time, that PDC member recused themselves from all further discussions of this proposal. They did not contribute to drafts of the call and have not seen the final document. The PDC will use a blind review process to consider proposals, and the member who would like to submit will recuse themselves from these activities as well.

**MOTION** was made by Jim to accept the PDC Call for Proposals.

Seconded by Marty.

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

***Mentoring Update (Cecil)***

*Please see the 2024 NCDA Mentoring proposal document provided by the National Office. Additional reflections provided here:*

Cecil was not able to attend the meeting today. Will address this in our next meeting.

**MOTION** was made by Jim to adjourn.

Seconded by David.

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

**Adjourn**

Adjourn at 4:17 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on January 3, 2024 by Julia Panke Makela. Last Updated January 3, 2024.*