******

***NCDA Board of Directors Meeting***

**February 20-22, 2025 \* Nashville, TN**

**Holston House – James Robertson 2 Room**

*Marty Apodaca, President Carla Cheatham, Trustee*

*Carolyn Jones, Past President Deanna Knighton, Trustee*

*Dirk Matthews, President-Elect Markell Morris, Trustee*

*Bret Anderson, President-Elect-Elect Jim Peacock, Trustee*

*Julia Makela, Secretary Courtney Warnsman, Trustee*

*Missy Wheeler, Treasurer Galaxina Wright, Trustee*

*Kathy Evans, ACA Governing Rep Deneen Pennington, Executive Director*

**Thursday, February 20, 2025**

**Meeting Called to Order by Marty at 3:05 PM CT**

**1. Roll Call (Julia)**

14 in attendance.   
A quorum is present.

**2. Consent Agenda Approval (Marty)**

*Please see February 2025 Agenda, December 2024 Meeting Minutes, Revised Illinois Bylaws, and the February 2025 Membership Report, provided on the NCDA Board webpage.*

**MOTION** was made by Julia to approve the consent agenda, including approval of the February 2025 meeting agenda, December 2024 meeting minutes, revised Illinois Bylaws, and the February 2025 Membership Report.

Seconded by Courtney.

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

Appreciation was noted for the clarity of the relationship of Illinois Career Development Association with Illinois Counseling Association.

**3. Headquarters Report (Deneen)**

*Please see the Headquarters Report, Professional Development Report, Conference and TEC Updates, Marketing Update, Marketing-Suggested Improvements, and Marketing-Suggested Additions documents provided on the NCDA Board webpage.*

***Training Projects***

Deneen shared that we are in negotiations with Maximus Gulf to provide FCD Training and credentialing. Maximus Gulf is a multi-national company that provides advanced technology, infrastructure, and human-centric operational support to federal, state and international governments. They began in Texas and are now in many countries. This is work addressing the Saudi national goal of employability and sustainable jobs for Saudi citizens. They plan to establish NCDA’s competencies and programming into their Maximus Academy to provide career development training to schools and employers that they serve. This agreement will be like the agreement with King Saud University, but on a smaller scale. They hope to train 50-70 of their staff, followed by Instructor training, and eventually this may lead to another long-term licensing agreement. The NCDA Presidents are engaged as negotiations are being drawn up. This is likely to be brought to the Board for a vote at the April meeting or in a May eVote.

Marcela Guerrero, co-chair of NCDA’s Global Connections Committee, has also approach us about developing a Spanish version of FCD for use at her university in Colombia. Discussions with the NCDA Presidents and TEC members confirmed an interest in pursuing a Spanish-speaking market. Other questions have followed: Might Marcela serve as the curriculum writer, as she has already done significant work on customizing the curriculum for her upcoming career course and past collaborations with her have been very positive? (Perhaps with negotiating a royalty to compensate her for her time, though the copyright remains with NCDA – like other translation projects.) We note that translations would require addressing both language and cultural differences. Example additional questions to explore included: What is the plan for Spanish credentialing assessment? How do we equitably price the FCD Training and CCSP credentialing in a country like Colombia?

NCDA Headquarters will work with the NCDA Presidents to draft an agreement to bring to the Board. Mary Ann and Charlie are also discussing this need in their FCD Training and CCSP credentialling meetings, respectively, this weekend.

***Collaborations***

Collaborations continue to expand. For example:

* NBCC’s Government Relations Director reached out for government relations collaborations with a number of ACA divisions, NCDA included
* NAWDP reached out about working collaboratively with training and credentialing.
* NACADA work continues for the future book on Student Advising
* AARP may want to expand our partnership in a variety of areas. Most recently, they were asking how NCDA set up its continuing education programs and the value in providing credentials. Melissa is planning to meet with them and investigate more.
* CAS collaboration continues – Deanna will share more there
* CERIC has a request – Carolyn and Marty will discuss that further
* You Science – reached out about possibly co-branding with their assessment platform

***Annual Conference***

We have received 27 requests for conference attendance scholarships from the graduate, BIPOC, international student scholarship funds. The Board originally approved 20 scholarships. Note that last year we invited 26 of these students, and only 15 attended. Perhaps we invite all 27 this year, and see how many attend?

**MOTION** was made by Dirk to approve all 27 graduate student scholarship requests for the 2025 conference.

Seconded by Jim.

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

The conference is shaping up nicely. A total of 504 attendees signed up before the early-bird deadline. We had 470 registered by the early-bird deadline last year, so we are slight ahead of schedule.

***Social Media***

Social Media advertising is going incredibly well. For example, we used social media to advertise keeping the early bird conference registration open an extra day, and boosted conference registrations by 55.

There are some marketing requests for funds to make some additional boosts. Board members are supportive but asked for more information about this request. What is the goal of these additions -- general awareness, event registration, something else? What is the anticipated impact? Also, when will these boosts be strategized to occur? For how many months? Is this a monthly expense? More information is requested so that we can understand what we are committing to.

***Additional Items***

* Work with the standardized CCSP assessment continues and has dominated our credentialling work as the standardized assessment has started. Approximately 60% of CCSP applicants are opting for the multiple-choice exam. Pass and fail rates are appropriate – and like the essay exam – at about a 73% pass rate. There are no questions that trend far off the mark. If an applicant fails the exam, they are eligible to study and repeat the exam in six months’ time.
* We are planning the AI-focused Summit in April, including some international members in the lineup.
* The management team has been working on the exhibiting schedule for NCDA, ordering a booth and materials for this future “road show.” NCDA will be exhibiting at ACA, NAWDP, and ASCA this year. We are focused on ACTE, Cannexus, and perhaps NAWDP’s Youth Conference for next year.

**4. Leadership Academy (Carla)**

NCDA is excited to welcome Cecily Moore, Kevin Deeb, Crystal Waters, Carrie Sanders, Pankaj Desai, and Tammison Smith to the Leadership Academy this year.

A question was asked regarding the process for presenting and publishing the results of Leadership Academy projects. Leadership Academic participants are required to present their work at the NCDA conference and reports are shared on the NCDA website. Participants are also encouraged to publish their work in Career Convergence. Publications beyond NCDA should be discussed with NCDA for permissions / approval, as the data are funded by NCDA.

**5. Treasurer’s Report (Missy)**

*Please see the January 2025 Treasurer’s Report, Audit report, Finance Committee Policies, and Trinity Audio Budget Requests, provided on the NCDA Board webpage.*

***5a. January 2025 Treasurer’s Report***

*Revenues*

Please note that the format of our report spreadsheet has changed to communicate contracts on a separate tab from other NCDA activities. This will help improve transparency regarding funding sources and to better predict revenue fluctuations to assist with long-term planning.

We are one-third of the way into our fiscal year and are achieving some of our revenue targets so far. The conference early bird deadline passed after this report; therefore, those numbers are not yet included in the report. With the carry-over KSU funds, we are at 33% of our revenue targets. (Without the KSU, we are at 24% -- same as last year.) The Training and Education Council (TEC), Credentialing Commission, and Professional Development are doing well, and our revenue percentages are higher than they were last year. For the Credentialing Commission, we received an order for 120 Student Manuals/CSCDA fees from Alabama Department of Education. The miscellaneous revenues ($1,085.88) were received from the Idaho Career Development Association (ICDA), who is going inactive and gave us their remaining funds, but did not designate how they want the funds to be spent. In the past, funds received in this manner have been dedicated back to State Division Grants. There have been significant requests made by states this year.

**MOTION** was made by Jim to dedicate miscellaneous revenues from Idaho Career Development Association to the State Division Grants.

Seconded by Deanna.

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

*Expenses*

The new Government Relations expenses ($58,800) relate to the invoice for our legislative tracking system access. We were invoiced in full for the year, hence the high expense percentage in this category.

For the Board expenses, we have also paid the President’s stiped in full so this does look percentage wise higher than we would expect. Typical travel costs are being monitored to see if we need to project travel expenses differently next year. This will also be covered in the Financial Committee report. We are also examining the travel policies to update language and clarify areas related to airfare, reimbursement, etc. to be presented to the Board later.

Magazine costs are also trending a bit higher this year. We have two issues complete and two more planned.  Postage is costing us more – we may need to increase the price of the print version, particularly when shipping internationally. The current $15 charge may not be covering our costs. Also, the number of domestic members requesting print is up slightly, also resulting in more print and postage costs. The Finance Committee is working on our financial forecasting policies that will help better examine cost of goods and services. This information will, hopefully, help us better price our products to be sure we are covering our costs.

We are at 24% of our expenses which matches revenue without consideration of the King Saudi University contract revenues.

***5b. Audit Report***

We have received a draft of the audit of last fiscal year. As reported last year, we continue to carry a balance in accounts that is over the $250,000 FDIC insured limit. The Finance Committee is working on a plan to present to the Board regarding our investment strategies and cash management policies.

Nothing substantial was noted in the audit; our finances continue to be in good shape, and we are operating with a balanced budget.

We do note that on page 12 of both the 2023 and 2024 audit reports, there is a note on Investments that indicates depreciation on the fixed income investments. (The report does not specify which accounts). When this was brought up in the Board meeting last year, we were told it was due to market fluctuations, and that everyone experienced this. We are curious to see a similar depreciation in the same area this year. The Finance Committee will further explore this issue to be certain our investments are appreciating at the rate we would expect. For this reason, the current audit report remains as a “draft.” We will wait to approve the audit once we receive further information.

**ACTION ITEM:** The Finance Committee will seek further information on investment depreciations (page 12 of the 2024 audit report) and bring findings back to the Board. With questions addressed, the audit report can be finalized and the Board may vote for approval.

***5c. Finance Committee Update***  
Finance Committee has convened, with the current Treasurer as Chair (Missy), the four NCDA Presidents as members (Marty, Carolyn, Dirk, and Bret), and Deneen as ExOfficio. The group has engaged in the following discussions:

1. *Developing a draft of the new NCDA Financial Policies.* We have a draft of the designation of funds policy, gifts policies, investment policies, and cash management policies. We are tightening some of the language and also working on the financial forecasting policies.
2. *Examining our investment options.* We need to move money from our checking accounts to be sure we are covered at the FDIC insured maximum. We would like to have the full Finance Committee together before we submit a formal recommendation to the Board for approval.
3. *Reviewed applications of interest for the two remaining Finance Committee member spaces.* As discussed in our last Board meeting, we reviewed applications to fill the membership seat designated for a past NCDA Treasurer and the membership seat designated for someone who was not a past NCDA Treasurer. Based on our review, we would like to request NCDA Board approval to select:  
   Brian Hutchinson (a past NCDA Treasurer)  
   Constance Pritchard (a non-past NCDA Treasurer)   
     
   **MOTION** was made by Jim to approve Brian Hutchinson and Constance Pritchard as members of the Finance Committee for three-year member terms.   
   In this first instance, Brian will serve for 2.5 years and Constance will serve for 3.5 years so the rotations can follow our fiscal year and they will not turn over at the same time.   
   Seconded by Missy.  
   Motion passes unanimously (no opposing votes, no abstentions).

The Finance Committee will follow-up with the Board regarding recommendations for moving money into investment and other accounts; the external investment advisor; final draft of the NCDA Financial Policies; and future budgeting plans.

**6. Research Committee Budget Request (Galaxina)**

The Research Committee conducted a survey of all NCDA committees to explore what research they had conducted in recent years with the aims of: (1) avoiding project duplications and (2) encouraging collaboration where possible. Responses have been received from all but one committee to date. At this point, very little research activity is happening.

The Board is excited for the Research Committee to move forward with their proposed 2024-2025 research project, for which a $500 budget has been allocated. Four potential projects were originally outlined. The Research Committee may select the topic and is encouraged to highlight connections to the NCDA Strategic Plan.

The Board is also excited about the Research Committee being a central hub for research activities happening in NCDA. We would like to repeat meeting that occurred in Fall 2024, bringing together committees who expressed interest in research for a virtual meeting to seek opportunities to support each other.

The Research Committee could also help NCDA consider broader research partnerships (collaborations with partner organizations, subscriptions to research databases, etc.). We encourage thinking about this in connection with our strategic plan.

This conversation led to reflection on a need for more guidance in general regarding how committees and the Board communicate, determine initiatives, and prioritize tasks.

**ACTION ITEM:** Dirk, Jim, Courtney, Missy, and Deneen will draft guidance for NCDA committees and work groups. They will explore what needs to be brought to the Board for permission and what does not. They will bring this statement to the next Board meeting for approval. (For example, bring to the Board: budget requests over $x, ethical questions, etc.)

**7. Trinity Audio Budget Request (Marty)**

Melanie discovered Trinity Audio through interactions with CERIC and has been very impressed with this product. She put in due diligence to consider several vendor options and is bringing forward this option as a plug-in to create audio listening options for Career Convergence articles.

**MOTION** was made by Courtney to approve the standard plan for Trinity Audio for Career Convergence.

Seconded by Markell.

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

**ACTION ITEM:** Deneen, please connect with Melanie to explore: Could we also add to Career Developments? Where can we expand under the current pricing? What would it cost to bring other digital products under this umbrella? Could we consider this in the April meeting?

**8. DEI Executive Order (Deneen & Marty)**

The recent Federal Executive Orders expressing that anything related to DEI cannot be government funded has begun to impact NCDA members’ access to programming. Many key terms are highlighted in these orders as language that cannot be used (e.g., diverse, underrepresented, multicultural). Here are some example areas where NCDA and our members have experienced impacts in recent weeks:

* Some University-affiliated members are expressing concern that they may not be supported for conference travel due to the integration of a DEI Symposium at the conference.
* Some FCD instructors have lost large government-funded contracts due to the Multiculturalism chapter (Chapter 6) being a required element of the training. This issue is complicated by questions related to Chapter 6 being integrated into the new CCSP standardized assessment. If this Chapter were not taught, what would happen to this part of the standardized assessment?
* Presenters for the planned DEI webinar in March have been advised by their institution to not present this session as planned. A potential suggestion currently has been to postpone and retool.
* The planned Feature article for the March 1 Career Convergence that was approved nearly three months ago focuses on the career development needs and experiences of non-binary and transgender students. The editorial team has been carefully considering how to proceed in the current environment.

Recognizing that NCDA is an organization that includes advocacy in our mission and DEIAB in our strategic plan, the Board discussed – in consultation with the Training and Education Council (TEC) and the Credentialling Commission – how we might best navigate challenges presented by the current environment. We started by acknowledging how difficult this current moment is – a catch 22, really. Yes, we could change our language and framing to make our programs more accessible to those who will be barred from engaging. But, by doing so, we are also erasing the very words that we have been advocating are important. How do we walk this very fine line – supporting members in their various spaces currently?

Anchoring into the history of NCDA and the roots of the field of career development helped to ground our conversation and next steps directions. We started by remembering the roots of career development from the days of Frank Parsons. Career development is about social change. It is a universal right, encompassing all individuals regardless of background or circumstance. We leaned into David Blustein’s work that reminds us of the intersection of career, social justice, and human dignity – that all people have a right to meaningful and dignified work. This is who we are as a community, and what we will continue to advocate for as an association.

We then examined the “problem we are trying to solve for today.” We recognize that taking no action to align with changes demanded by the Executive Order would result in members being unable to participate in membership and professional development activities. We would essentially be excluding members from programming for reasons that are beyond their control. This would mean a financial loss for NCDA – but also, and perhaps more importantly, a loss on a personal level – of community, connection, and mutual support at a difficult time. On the other hand, we also recognize that DEIAB and advocacy are at the core of NCDA’s strategic plan and organizational structures (e.g., Committees, publications). If we choose to respond by changing our language and remove efforts that are central to who we are as an organization, we will lose membership and engagement for this reason. People who come to us for these reasons will no longer feel represented and supported. They will leave, resulting in the same far-reaching challenges.

Ultimately, we acknowledge that this is a frightening time. The environment is continuously evolving, and that we need to approach it with a willingness to support each other and to stay in open-minded communication. We’ll take this one step at a time, and continuously monitor the environment to seek the most effective responses.

As an organization, we are committed to staying true to our mission, vision, and strategic plan. We believe that we can still stand for advocacy, anchoring into existing guidance from our field. We’ll address issues one at a time, being sensitive to the environment and the needs that members bring forward.

Regarding the conference in June and the DEI Symposium plans, we are moving ahead with programming as planned. The DEI Symposium has been a part of our offerings for three years now, and many have worked hard on building the programming this year. We are devoted to this work. For those who are concerned about challenges with conference attendance funding support, we will assist with acknowledgement that the DEI Symposium is one part of a larger menu of conference offerings. There is no requirement to participate in the DEI Symposium offerings – it is simply an option. Those coming from institutions with funding limitations are welcome to choose other conference activities.

The Board would also like to make a broader statement to NCDA membership – acknowledging our reflections today and welcoming membership to reflect with us. We’d like to recognize the origins of NCDA as an organization, as well as the field of career development, with its roots in a social justice mission. Our goal is to provide career development to everyone, and that it is not possible to do this work well without considering the identity and positionality of the clients we are working with. We’d like this statement to focus on who we are – (rather than who we are not) – and to express the value of all people having the right to dignified work.

**ACTION ITEM:** The Board will work on a statement acknowledging the impact of recent Executive Orders to release to membership via email in the coming weeks.

**Friday, February 21, 2025**

**9. Government Relations Committee Update (Elle O’Flaherty, Carolyn & Committee Members)**

Elle O’Flaherty provided updates to the Board, as there is much going on in the Government Relations space in recent months.

***Update on Federal Policy***

Elle reported that in a “temperature check” with coaches in the Washington Metro Area (DC, MD, and VA) the environment was “pretty grim”. Our NCDA members have been heavily affected in recent weeks with significant coaching contracts canceled in both the government and private sectors. The financial impacts are considerable.

***Request:*** Elle indicated that the Government Relations Committee may be requesting a letter of support to be send to the Maryland CDA and Virginia CDA to express support for the coaches themselves. They are seeking something that would recognize support for the coaches themselves, acknowledging that these are challenging times and that NCDA is here to support them.

There have also been unprecedented, significant layoffs in the federal workforce reductions. While the epicenter is in DC, many of those impacted live outside of the DC area, thereby impacting “everyone, everywhere.”   
  
***Request:*** Elle noted that there are several pro bono initiatives for coaches to help displaced federal workers. Could NCDA also consider supporting or helping to organize a pro bono coaching initiative?

Elle also noted some policy activities to keep an eye on. For example, there are currently efforts to revise gig worker classifications that could redefine employment status.

***Recent Government Relations Committee Activities***

Elle reviewed some recent Government Relations Committee activities, including:

* Submitted public comments from NCDA on regulations proposed by the Department of Education. This levels up how we are interacting with policy makers. A letter will be coming to the Board, asking for our approval.
* Enhanced member communications using our new Fiscal Note tool. We can now send reports to the President of each State CDA and all NCDA Board Members.
* Wrote a comprehensive member survey to gather insights from members regarding how they (their institutions, their clients) are being impacted by the current legislative environment / Executive Orders / etc.
* Learned that the University of Baltimore is facilitating a pro bono initiative to support displaced federal workers. They are asking for our support as well. With 80% of federal employees working outside of the DC area, so much of this is happening remotely. Could we open this opportunity for pro bono support to other members who would be willing to help? Many of our members are specialists in federal government hiring and transitioning.

***Fiscal Note***

Elle expressed great enthusiasm for our new access to Fiscal Note – the comprehensive legislative tracking tool – and Voter Voice, which is important for grassroots advocacy. She expressed that these tools provide “incredible in-the-moment insight into what is going on.” Reports are comprehensive for all states – not just providing the federal insights. They include a summary status, forecasts, bills, and information on which members are opposing or supporting each motion. This provides us information on who we need to reach out to, depending on our needs and position.

The Government Relations Committee is working on ways to best integrate these tools into practice. With Board approval, they could help draft letters to provide to members to reach out to representatives in their districts. We could even pinpoint members / districts with Voter Voice – like ways that professionals in DC use this tool. Or there could be a general link integrated into our website or newsletter for those who are interested in getting engaged. We don’t want to be intrusive – but we do want the option to be available. Maybe an opt-in or opt-out process? We’ll need to work together to explore what approach feels right for NCDA now that we have the tools that make this possible.

***Hill Day***

We are aiming to have a Hill Day visit in April, when both chambers of Congress are in session. It will be organized by Elle, as our local lobbyist. A training will be scheduled in March. Everyone on the Board is welcome to attend the training, as are our State CDAs. The training will include a skeleton of the briefing book, as we are working on talking points, and setting up the schedule.

Action items and next steps were determined after the briefing from Elle was complete. The following next steps were agreed upon:

**ACTION ITEM:** Establish a Government Relations Subcommittee of the four Presidents and the liaison to the Government Relations Subcommittee.   
*(Please note that the liaison to the Government Relations Subcommittee is generally a President but may be the President’s designee based on expertise.)* The intent of this group is to improve processes and efficiency regarding sharing legislative and advocacy updates with membership. We would like some first example updates to be reviewed by the full Board. Once a structure / strategy has been established, future updates could be reviewed only by this Government Relations Subcommittee to determine whether to release it to the membership or to request full Board review.

**ACTION ITEM:** Deneen will outline a call for members to engage in pro bono coaching to support displaced federal workers. We will follow up by email to move this initiative forward.

**ACTION ITEM:**

We noticed during this meeting that many of the Board members had not yet received the Fiscal Note reports. Elle and Deneen will connect to ensure these are forwarded to the Board, and will send the most recent report to Board members.

**ACTION ITEM:**

Board members are asked to watch their email for an upcoming eVote requesting support for the upcoming Department of Education letter of support.

**ACTION ITEM:**

Board members are asked to watch their email for a Doodle poll to establish dates for Legislative Training and Hill Day.

***Lobbyist Budget***

Following the Government Relations Committee report, the Board recognized NCDA’s increased legislative and advocacy roles – and the importance of these activities to elevate our status in the field. We recognized the investment in the new tools (Fiscal Note, Voter Voice), and the potential benefits of doing so. Yet, these benefits could only truly be experienced if we have expertise guiding their use. We are incredibly fortunate to have Elle to guide the foundations of this current work. Her unique background and combination of skills and experiences have been instrumental in the process to date. It leads us to consider ensuring long-term sustainability of this balance of tools and expertise. Do we need to revisit a lobbyist liaison to the Board to ensure that we are getting the most out of these resources and experiences? And if so, do we need to create a space in future budgets (e.g., a stipend) for a career professional – lobbyist liaison to engage in this role?

**10. Additional Reflections on Conference Attendance when Funding Rescinded**

We circled back to concerns regarding ways we might support members whose conference funding is rescinded. Is there any way to reach out to them? We are aware that in past NCDA surveys people often express that their Number 1 reason for sticking with NCDA is that “I attended the conference and found my people.” The community that we cultivate is key. How might we help cultivate that community virtually?

**ACTION ITEM:** Deneen will explore the cost of live streaming the conference – or parts of the conference. Missy knows some organizations that have done this. She will connect Deneen with them.

We might also consider re-energizing the Career Practitioner Institutes. Maybe having a live CPI that is streamed or otherwise provided virtually? Maybe starting a on a smaller scale is more accessible?

**11. Membership Stewardship and Retention, with Committee Requests (Courtney)**

*Please see the Membership Retention Initiatives document provided on the NCDA Board webpage.*

During our June 2023 Board meeting in Chicago, we began a dialog with our Membership Committee Chairs regarding explorations of strategies to improve membership stewardship and retention. Strategies fell into two primary areas: (1) making it easier for members to renew, and (2) clearly demonstrating the value of NCDA.

Some items have been implemented. For example, we are now tracking promotional memberships and graduate student memberships that roll over into regular membership categories. However, there are additional steps that remain to be implemented.

***Retention efforts.***

Some suggested strategies for easing retention of members from year to year included:

* Increasing the price of membership more gradually to create a bridge from new professionals and first timers to regular membership.
* Developing an autorenewal process, possibly with the inclusion of incentives (e.g., a small yearly discount for purchasing a 3-year membership in advance)
* Offer increased variety in payment options   
  (It was noted that NCDA Headquarters has already transitioned to Authorize.Net, addressing this need. We may need to explore how this works with autorenewal. They will explore and monitor this, sharing information with the Board if questions or concerns arise.)

The following motion was passed by the Board to address these needs.

**MOTION** was made by Jim to make the following changes to membership registration options:

1. Increase the price of “New Professional” and “First Timer” membership from the current price of $40 to $60 for a more gradual increase to the regular membership price.
2. Establish an auto-renewal membership option
3. Provide a membership discount of $5 per year for purchase of 3-year membership (not available to Students, New Professional, First Timers)
4. Establish payment options with Authorize.Net for more variety in payment options.

Item 1 (the increase “New Professional” and “First Timer” price) will occur on July 1, 2025, in line when the price change can occur on the ACA website. Others can be implemented sooner, as NCDA Headquarters can make the transition.

Seconded by Marty

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

It was also noted that the American Counseling Association (ACA) has a new membership contact who shares monthly membership data – and the breakdown of data is impressive. We would like to explore representing our data in a similar visual fashion. There will be more to come on this.

***Demonstration Value of NCDA***

The Membership Committee is suggesting more communication with new members. One idea is to create a series of automated emails that go out to each new member—2 per week right after purchasing membership. Each trustee would write a welcome email at the beginning of their term, which would be sent automatically shortly after purchase of membership. The type of information in other emails would be standardized across constituencies, but the information would be constituency specific. Below are possible email topics:

* A Welcome from the appropriate Trustee (Each trustee would write it at the beginning of their term, and it would be sent automatically)
* How to Get Involved—Committees, Commissions, etc.
* Sample Resources and Where to Find Them (NCDA.org; NCDA publications, etc.)
* Professional Development & Credentialing
* Networking / State CDAs / Events / Conference

Deneen reflected that NCDA Headquarters has a process for emails like this to be sent. The emails would look like they are coming from the primary constituency Trustee and could help members understand the role of the constituencies.

For next steps, perhaps the Membership Committee could help write templates for these standardized emails? Deneen can provide resources for what is already being provided, to integrate communications. Trustees can also review to provide insights and contributions.

***Future Projects / Directions***

Looking forward to the June 2025 conference, the Membership Committee is asking for a review and audit of the website. They are concerned that it is set up based on our mission and organization – but with internal language / jargon. Those who do not already know us may not find this user friendly. We might want to consider an approach that is more globally welcoming (e.g., Who are we?, How to get involved?) There may be value in getting an “outsider point of view” to contribute ideas to the organization of our information.

**12. Additional Marketing Consultant Proposals (Dirk)**

**ACTION ITEM:** Dirk will bring more information on marketing consultant proposals in April.

**13. Considering MultiView for Vendor Advertisements (Deneen)**

Deneen asked the NCDA Board if we would like to consider broadening our working relationship with MultiView – vendor that currently handles a single rotating ad space on our website. We have been sold out on website ads for the past 2.5 years. These ads are between $3,000 - $4,000 each, and those who purchase space are coming back to us to re-up ad space. They are having a positive experience.

Might we want to consider additional advertising spaces – for example Career Convergence. Career Convergence now has a recipient list of 30,000 people. And our engagement averages are much higher than the industry average (industry is a 12% engagement average, we are at 26%). This makes us enticing to work with in advertising spaces.

We found MultiView through ACA. Who else works with (or has worked with) MultiView? Yes, we are interested in gathering more information about how this works / what are the costs involved.

**14. IAEVG Conference Update (Carolyn)**

IAEVG is an international organization and a model of cross-country partnership. NCDA has had an ongoing relationship with IAEVG, in line with our international association partnerships. Examples of our connections include:

* NCDA is their largest membership – for each item they vote on, NCDA contributes 60 votes.
* IAEVG recently updated their ethical guidelines. In doing so, they benchmarked against our NCDA Code of Ethics.
* IAEVG mentions our NCDA conference in their newsletter. Members of their leadership serve on NCDA committees.
* The current IAEVG president (Jaana Kettunen) will be a keynote at our AI conference in April.

The next IAEVG conference will be held in New Zealand in 2026. Can NCDA have a presence there? Can we be more visible than just attending?

The partnership is strong and has been for many years. The Board discussed that the strategy for this partnership is a part of a larger discussion regarding how we best serve international membership – both individuals and partner associations. How do we share knowledge and support across countries? We want to keep these conversations open, but also need to define a clear and consistent strategy.

This was marked as a high priority, broader Board discussion.

**15. Conversations Among the Board, Training and Education Council, and Credentialling Commission**

Recent world events have encouraged NCDA leaders across our association to deeply consider our organizational roots. When what we do as an organization at its core is rooted in social justice, how do we respond to pressures to change our approach and long-standing practices? The NCDA Board, Training and Education Council, and Credentialling Commission gathered to share on projects we have been working on and the ways they overlap.

***Training and Education Council (TEC)***

FCD instructors in some states and employment sectors have reported canceled contracts because they are unable to teach the curriculum with the current required multiculturalism chapter (Chapter 6). The TEC is working hard to address the situation in a way that stays true to the intent of our training and meets client needs, while also moving beyond what is currently an insurmountable barrier for our instructors. Conversations have led to an approach that, while may feel abrupt in the short term, is anticipated to make a long-term positive impact on the curriculum.

The current plan is to move Chapter 6 (Multiculturalism) from a required chapter to an optional resource available on the instructor resources site. It will be available in its current form for instructors who wish to – and are able to – continue using it. Removing the chapter as a requirement will help instructors who are wrestling with canceled contracts get back to teaching again.

Then, we will create an RFP to contract a new module chapter to add as a requirement in the place of the current multiculturalism chapter. The new module will be titled “Overcoming Employment Barriers.” It will recognize the needs of a broad variety of barriers – including those discussed in the current chapter, but can also consider challenges faced by international populations, disabilities, ageism, etc. It will be written as a multi-dimensional approach of helping career professionals to meet clients where they are, when clients may be in a place different from our own. We help our clients identify and understand barriers, address bias, as well as to develop the knowledge and skill to manage those barriers.

A potential benefit to this type of chapter is that it can assist our international instructors who work to adapt the FCD curriculum to their countries. They have struggled with the current multicultural focus of Chapter 6 because the context is unique to the U.S and not applicable in their respective countries. Another strength is that we can retain the strengths of the original multicultural chapter. We do not see a reason to change the content of this high-quality resource due to the pressures we are currently experiencing. There are audiences who will want to embrace the content, and it will remain available to them. It will not be erased.

The new module focusing on “Overcoming Employment Barriers” will focus on what we do as career professionals to connect with “everyone” in the communities that we serve, recognizing their differences, and leaning into their needs to help them achieve their goals. It will include a discussion of systemic barriers; intersection of identities; recognition of unemployment history in communities; building coping skills; etc. A strengths-based approach is recommended to set the tone for the chapter.

Finally, it was also recognized that the FCD Curriculum Competency 4 (Diverse Populations - Recognize special needs of various groups and adapt services to meet their needs) could be reworded to align with the new version of Chapter 6. The revised competency would also be stated as “Overcoming Employment Barriers” to support instructors who are having contract difficulties at this time.

***Credentialling Commission***

Adjusting the FCD Curriculum has implications for credentialling. There are questions on the CCSP standardized assessment that relate to the current multiculturalism chapter (Chapter 6). As the chapter is made optional, the questions will not be able to be required on the exam. It is an issue we will need to solve. The Credentialling Commission will pursue options for us, in rhythm with the changes to the FCD Curriculum.

**MOTION** was made by Jim to change Competency 4: to “Overcoming Employment Challenges” to represent a broad, systematic approach.

Seconded by Marty

Motion passes (12 in favor, no opposing, 1 abstention).

**ACTION ITEMS:** TEC will proceed with moving Module 6 to the optional resource, and prepare an RFP for a new module on “overcoming employment barriers.”

**MOTION** was made by Courtney to move FCD Module 6 to a temporary, optional status with free module access (instructor and student versions) on the instructors’ secure site. This decision will be reviewed at each in-person Board Meeting.

Seconded by Dirk

*Discussion:*

Instructors will be advised regarding updates to these modules and the CCSP exam.

A new module 6 will be developed for the required curriculum.

The current module 6 will be maintained, with determinations for review and updates in time.

Motion passes (10 in favor, 1 opposed, 2 abstention).

***Conference Planning and General Statements***

Finally, questions had been brought to the Board regarding the DEI Symposium at the 2025 Conference – would this be a hindrance to conference registration for some? We recognize that the DEI Symposium sessions are not a required component of the conference. They are an optional offering, and one that we stand firmly behind. The DEI Symposium will continue forward, as planned. Those who are experiencing tensions regarding attendance due to these offerings are encouraged to acknowledge their optional nature. We will also be sensitive to this in our advertising, acknowledging the DEI Symposium an “option” provided to participants.

The Board has also committed to producing a general statement regarding our organization being founded in a principle of career development being for everyone -- everyone has a right to dignified work. We recognize this as a social justice mission that is at the core of what we do.

**16. Diversity Initiatives and Cultural Inclusion (DICI) Committee Update (Markell)**

The DICI Committee is looking forward to the conference and has made a few requests.

*1. They are asking for enhanced visibility for the DEI Symposium at the conference, including:*

* Mention of the DEI Symposium at the opening session.
* A slide about the DEI Symposium sessions on the slide show
* A “DEI Symposium” at-a-glance schedule – one page flyer or in the program that shows all their sessions

Yes, we can provide all of these. The conference app is color-coded, with the DEI Symposium highlighted as a track. We’ll also have a DEI Symposium poster with a QR code close to registration that shows the events.

*2. Can NCDA support to recognize engaged committee members?*   
Yes, all committee members (as identified by Committee Co-Chairs) receive a certificate.   
  
There was also a suggestion that each committee select one person who has done extra-ordinary work this year. They could be recognized early in the conference, and go up to receive a certificate – perhaps before committee meetings happen?

*3. Could the DICI Committee have give-away items at the reception?*   
Currently, the DICI Committee is approved for a reception of about 30 people. NCDA-branded items could be available at this reception.

A question was also asked about the work of the Multicultural Career Competencies revisions task force. A subgroup from the DICI group had presented at the conference last June, and was working to revise these competences. What is the current status? Do they have need of support / input in the current environment?

**ACTION ITEM:** Markell will ask the DICI Committee about the Multicultural Career Competencies revision task force work and report back.

**17. Reflection Moment... Checking in on where we are**

We spent some time at the end of the day on Friday to check in with each other, and to reflect on the statement that we wanted to put forward to members about our experiences in the current environment. Key ideas that came forth included:

* There is so much we don’t know… the vulnerability is real. Crucial. Real… it’s hard to separate being on the “the Board” from the daily human experience that our membership encounters too.
* It’s okay to not know. We don’t have all the information right now.
* Although there is so much that we don’t know, we are going to be here for each other. This is a safe space. We are holding together. Staying true to our values and our mission.
* We will keep reiterating who we are, what we stand for, and what we do.
* This message to membership is key. This is part of the journey in how we are all adapting.
* There are so many distractions every day. We have to stay focused. Keep the central mark of our values, our mission. Stay focused and targeted on our work. This is our line.
* We have the right to be human and not know everything. But we know who we are.
* We are more interested in talking about what we are FOR as an organization – Not what we are against.
* Everyone is having an experience right now. The best thing we can do is to be here for each other.

**Saturday, February 22, 2025**

**18. Conference Presentation Rubrics Discussion (Deanna)**

Deanna shared conversations from the Higher Education constituency requesting a more defined rubric for conference presentation proposals.

Currently, proposals are blind reviewed by two people. There are 6 criteria – (1) demonstrates best practice, (2) applied to career professionals and practice, (3) relevant and timely to conference theme, (4) overall appeal of program content, (5) articulation of program content, and (6) addresses a conference focus area. Each is rated on a scale of 1 – 5, yet there seems to be variety in what scores are given. What is the difference between a score of a 4 or a 5? What does “overall appeal” mean, and to whom? More clarity and guidelines are needed.

We’d like to develop stronger review rubrics, similar to the updates made for the nominations and elections process. Mary Ann will help organize a group to work on this.

**ACTION ITEM:** Mary Ann, Julia, & Constituency Trustees will connect on revision of the conference proposal rubric.

**19. CAS Update (Deanna)**

NCDA has representation from the Higher Education Trustee on CAS. They attend one in-person and three virtual meetings per year, along with individuals from many other leading higher education organizations (e.g., NACE, NACADA, NASPA). NCDA pays for a membership to CAS and travel to attend this meeting.

The primary benefits of this engagement are intangible – building reputation, having a voice, contributing to advocacy. And we recognized that CAS is currently examining their identity as an organization. How do they keep the CAS standards relevant in current times? Those in our higher education spaces expressed that they do find the CAS standards quite meaningful. The standards help us to communicate with institutional administration, draft guidelines for our offices, and advocate for resources and programs.

*Please note that NCDA members have free access to the career services section of the CAS standards. See the discount code on the NCDA members section of our website.*

**20. Bylaws Revision Update (Carolyn)**

In conversations with Shawn Boynes, Chief Executive Officer at the American Counseling Association, the tone seems hopeful for collaboration moving forward. Shawn is aware that divisions like NCDA cannot restrict membership or leadership roles to those with counseling degrees – a point of struggle that we have experienced with ACA and some state relationships in recent years.

ACA is aware that we are rewriting our by-laws, just as ACA is rewriting theirs. ACA has encouraged us to pursue our rewrite. They will roll out theirs at the next ACA conference in late March 2025, and they will not hold a tight grip regarding what we need to do. They will ask us to acknowledge that we are “out of compliance” with ACA’s by-laws, and to communicate why that is important. It is not their intention to harm the work of the divisions; we simply need to strive for clear communication.

The NCDA By-laws subcommittee will therefore continue working. Depending on how much work needs to be done, we may pursue a by-laws change this June. But, if there is not enough time to move this forward before the conference, we will delay for the year.

**21. CERIC Request for Conference Collaboration (Marty)**

We received a request from a member of CERIC to acknowledge the differential economic exchange rates between countries. Might NCDA consider a reduced conference rate for CERIC members or Canadian residents, as a gesture of good will that recognizes the financial struggle of attending the conference? For reference, the regular conference registration fee is $599 US dollars, which translates to $807 Canadian dollars (at the time of this Board meeting).

The Board discussed a variety of possibilities related to this request. If a reduced fee is offered, is this offered to only CERIC members? Or would the discount be offered more broadly to all international partner organizations? To international members? What implications or similarities might this have for domestic NCDA members who struggle financially to attend the conference? We also considered ways to support a program like this, for example, with strategies for conference attendance scholarship fundraising. Might we connect back to something like the Second Century Fund?

We would like to inform our approach by researching approaches taken by organizations whose international footprint is like NCDA’s. Some suggested organizations to explore included: NACADA, NACE, ACA, IAEVG, APA, ACSN, WPATH – World Professional Association for Transgender Health.

**ACTION ITEM:** Jim, Carolyn, and Dirk will research practices related to offering reduced conference rates and/or scholarships to international partners and bring a recommendation back to the Board at the April meeting.

**22. Nominations for Elections Slate Approval (Carolyn)**

*Please see the 2025-2026 Nominations and Elections Slate of candidates document provided on the NCDA Board webpage.*

The nominations and elections committee reported that the updated rubrics worked well. We reviewed items and scales to reflect on the experience and prepare for moving forward.

**MOTION** was made by Carolyn to accept and approve the 2025-2026 elections slate of candidates.

Seconded by Deanna

Motion passes (10 in favor, 2 recused, 1 absent).

**23. State Division Update (Markell)**

The State Divisions have been very active so far this fiscal year. We have received nine grant requests from State Divisions and 2 nominations for Outstanding State Career Development Association award. Requests and award nominations are currently being reviewed. March 15, 2025, is the target date for decisions to be made and shared with the Board.

Since the beginning of our fiscal year in October 2024, we have also received five requests for Board speakers at state conferences, with an additional three upcoming keynotes pending approval: Missouri (Missy), Illinois (Carolyn), and Ohio (Marty). Additionally, there has been interest expressed in activating a Montana CDA, as well as reactivating a Tennessee CDA.

We are pilot testing a joint membership drive in Georgia in collaboration with the conference this summer. We’ll offer a discounted new professional rate of $40 in Atlanta for Georgia Career Development Association members who want to also become NCDA members.

Some common points of interest across State CDA leadership in recent conversations have included: leadership development, succession planning, membership development and retention, technology, and collaborating with other constituency groups and/or across State CDAs in regional partnerships (particularly to extend virtual professional development offerings).

**Adjourn**

Adjourn at 11:10 AM CT.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on April 6, 2025 by Julia Panke Makela. Last Updated April 17, 2025.*