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**NCDA Board of Directors Meeting  
September 15, 2020  
3:00 – 5:00 PM ET**

**Conference Call - Zoom**

**Attending:**

|  |  |
| --- | --- |
| Kathy Evans, President | Patrick Akos, Trustee |
| Seth Hayden, President-Elect | Celeste Hall, Trustee |
| Sharon Givens, President-Elect-Elect | Carolyn Jones, Trustee |
| Spencer Niles, Past-President | Lakeisha Mathews, Trustee |
| Melissa Venable, Secretary | Paul Timmins, Trustee |
| Charles Lehman, Treasurer | Courtney Warnsman, Trustee |
| Lisa Severy, ACA Governing Rep | Deneen Pennington, Executive Director |

Incoming board members Julia Makela and Diandra Prescod attended in non-voting, observer status.

**Meeting Called to Order by Kathy at 3:01 PM ET**

**Approval of the Agenda (Kathy)**

MOTION was made by Skip to approve the agenda.

Seconded by Celeste.

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

**Approval of the June Minutes (Melissa)**

MOTION was made by Carolyn to approve the minutes.

Seconded by Celeste.

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

**Report out on Action Items (All)**

**Develop mission and vision statements (Presidents)** – This was addressed in a previous e-Vote and will be reviewed later in this agenda.

**Update on the review and update of NCDA multicultural competencies (Sharon and Courtney) –** The Diversity Initiatives and Cultural Inclusion Committee is moving forward with this and will have something to present in 2021.

**Treasurer’s Report (Charles)**

Despite everything that has taken place this fiscal year, the organization is in good shape financially. The budget was modified during the year to break even. With one month to go, we are about $77K ahead. On the reserves side, including investment accounts and operating accounts, we are close to $800K. The primary reasons for doing so well include: travel was reduced and the Board previously approved recommended reductions on printed publications. Advertising spending is also down due the change in the conference. We planned to make profit of $69K on the annual in-person conference; some expenses could not be recovered. Deneen negotiated hotel costs and the staff planned the virtual conference, which resulted in over $100K profit. We did not have to dip into the reserves. Also, the stock market is up over the year on our funds.

New items:

* a $25K publications order from the Alabama Department of Education – 250 copies of the case book and two of the career knowledge series. They are replenishing resources in their libraries at the end of their fiscal year.
* $7K in donations for the Second Century Fund.

Credentialing: Not as many credentials earned as had hoped, but still showing a profit due to maintenance fees and reduced travel for the Commission.

MOTION was made by Sharon to approve the Treasurer’s report.

Seconded by Courtney.

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

**Membership Report (Deneen)**

NCDA has 5378 members as of the end of August, which is slightly up year-over-year.

Slightly more members with non-counseling degrees, which we began to track this year, but just about 50/50 counseling/non-counseling.

Right now, 1953 credentials have been awarded and we are maintaining 77% of them. Some people want emeritus status, others want to put maintenance fees on hold right now (e.g., they are now unemployed, or employer can’t currently help support their fees. Discussions forthcoming about this in the next fiscal year.

**Work Group Updates**

**Career Convergence Editor Approval (Courtney)** – Melissa Venable to move into co-editor position Features.

MOTION was made by Courtney to approve Melanie Reinersman’s recommendation.

Seconded by Sharon.

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

**CDQ Editorial Board Approval (Skip) –** Alvin Leong to move onto the editorial board.

MOTION was made by Skip to approve Paul Hartung’s recommendation.

Seconded by Seth.

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

**International Student Services Committee (Carolyn) –** ISSC sent an email to Carolyn and Deneen with a statement that was provided to the Board in advance of the meeting. This is a revision based on Deneen and Carolyn’s feedback, though still strongly worded. They want to make an impact with revised statement and use this on the NCDA website and in work they are doing with their committee.Deneen advised that Board should approve before it goes into use.

Discussion included:

* What is goal of this statement and its use? The committee wants to express concern and increase awareness to support international student members.
* References they cite adds strength to the statement, added in revision.
* NCDA needs to stay apolitical as much as possible.
* Emphasis on our resources is included in the statement, which is relevant.
* Is this statement to be issued from the Board? They would like to have it on the NCDA website, but it originates from the committee.
* Some concerns that the tone is still overly political, i.e., mentions current administration. Also, it is quite lengthy. Would prefer to see more about their work on the website, they could then propose a separate statement on advocacy of treatment of international students.
* Use NCDA’s statement on social unrest as a model – shorter, fact-base, apolitical.
* Who is the audience for this?
* They understand that the Board is reviewing to provide feedback.
* Highlight the advocacy portion of this statement.
* The “why do international students matter” section is strong and something good to build off of.

Carolyn will provide this feedback to the committee.

**Global Connections Committee (Carolyn) –** Worked primarily with Natalie Kauffman on what is referred to as “strategic partners.” What is a strategic partner? How is it determined which international affiliations are affiliated with NCDA? And can GCC be part of that process? Committee requesting more info.

Deneen shared background of previous International Affiliate program. The Board voted to do away with the process due to issues related to deciding who would be partners; vetting process was awkward. Now organizational membership is available and includes many international organizations. This type of membership is open to anyone who wants to join.

The Committee would like to meet with the Credentialing Commission to discuss international recruiting efforts. Deneen referred the group to Aaron.

Discussion:

* What is Latin American Director position? This appears on the Board page of the NCDA website. Alberto has been working to expand training in those geographic areas and needed honorary title to gain entry to conversations, etc. May not be appropriate now. Designed to help expansion.

**Graduate Student Committee Recommendation (Deneen) –** A graduate student member, Delasia Rice, reached out after the conference to ask about committee possibilities. Simultaneously, the Membership Task Force was discussing the topic. She conducted a survey through NCDA to find support. Report provided. Delasia is willing to be the founding chairperson to get things started.

Discussion:

* Idea of a graduate student constituency group has also been discussed. Can we revisit that point later on?
* It is in the board’s purview to review all committees annually and decide whether to continue.
* By laws change may be required for constituency group, but this is possible.
* Deneen recommended starting with a committee and move forward with constituency group in the next year. Can do both at the same time.

**Credentialing Commission Recommendations (Seth)**

**Application Fees -** An application Fee increase is requested. Documents provided to the Board prior to the meeting. The NCDA credentials are perceived to be below market value.

Discussion:

* The amount of work that goes into reviewing/approving each application is significant. Basically asking or a $30 increase for all except CCSP, which would be a $25 increase.
* Some applicants will compare credentialing options by price.
* Can we streamline the reviewing/approving process? Decrease process time for applications.
* More objective assessment for CCSP has been discussed, reducing need for reviewers, but some resistance from the commission. Can send this suggestion back to them.
* Will a price increase impact already low numbers of applicants? Already a challenge. How would making it more expensive attract more people?
* What other credential has a similar review process (outside NCDA)?
* How does price increase improve the process? Where is the data of comparable credentials?
* Another factor in cost is that while we do need to make a profit on the credentials, in Ali’s recent survey of membership cost was a main concern of getting or maintaining a credential. Increase is reasonable, but may not be the right time to move forward with this.
* Can we increase fees in other areas – such as directory listing? Non-NCDA member fees? Discounts for members?
* Consider decreasing fee for members to compete with GCDF.
* Why couldn’t you have an objective assessment of a case study? People are scared off by the non-objective approach, which takes time to complete.
* What is the appeal of getting CCSP instead of GCDF? Marketability.
* Need to maintain the competency piece of the assessment, which is the defining factor of NCDA’s credentialing program. Demonstration of competencies needed even if process is adapted.
* Board is not aligned with fee increase at this time.
* At what point do we look at the process? Need to get Commission to begin reflecting on this. ACTION ITEM: Seth – work with the Commission to revisit the review/approval process to try to marry competency-based assessment with objective means.

**Alternate Pathway Request** – The Commission is talking with Beijing group – documentation provided to the Board in advance of the meeting. This association approached Credentialing Commission. It would offer credentialing as another avenue in addition to Ivy’s group already in China. Using a Chinese language curriculum.

MOTION was made by Seth to approve AP for the Beijing Career Searchlight Technology Limited Company.

Seconded by Charles.

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

**Strategic Planning (Kathy, Seth)**

**Vision and Mission Confirmed –** These were approved via a prior e-Vote. Developed by the Presidents with Board member feedback.

**Three Main Priorities -** Need goals and priorities for each of the three primary strategic planning areas for the coming year - Diversity, Identify, Membership. Board divided into small workgroups groups. Kathy provided goals based on previous feedback from the Board and the NCDA Values Study.

Each small group tasked with:

1) Identify one or two goals you see as most important for NCDA (you can use the ones suggested below or you can come up with a new goal for that category that you think may be more important right now).

2) After identifying the goal(s), we need to generate objectives toward achieving the goals -- each year.

**Membership (Sharon will facilitate): Melissa, Courtney, Patrick, Charles**

* **Sharon** – walked away with idea for activating new methods of increasing memberships, realistic percentage with new methods, explore corporate and government partnerships, tangible things to offer members (e.g., liability insurance), also retention.

**Diversity (Kathy will facilitate): Celeste, Lakeisha, Paul**

* **Kathy –** discussion about increasing visibility, participation, and leadership of diverse members. Others more underrepresented – African American males, types of events and issues to attract more involvement, using more virtual media, increasing diversity in publications, scholarships for minorities to conferences.

**Identity (Seth will Facilitate): Lisa, Skip, Carolyn**

* **Seth** – goals listed worthy of consideration.Further defined goals and discussed ways to determine progress.

**2020 Conference Debrief: State Leadership Training (Carolyn)**

Met with council members at virtual conference. Moving forward:

* Have a quarterly meeting with SCDA presidents.
* Develop a consortium of CDA presidents to develop purpose statement with engagement as goal.
* Bring visibility to the work they are doing.
* Develop plans for how to proceed with training and meetings on topics of need and interest.

**Planning for October 2020 Board Meeting (All)**

Will take place on two days: Oct 14/15 in afternoons. More to follow.

**Planning for November 10th Virtual CPI (Deneen)**

The program is focused on committees, which provided proposals. Keynote from the Diversity Initiatives and Cultural Inclusion Committee.

**Filling Trustee-at-Large Position (Kathy)**

Lakeisha will be moving into the position of President Elect Elect. Marty Apodaca is an interested and experienced Leadership Academy graduate. He has also run for a Board position in the past. Was interviewed by several board members – many helpful ideas and enthusiasm for the work ahead.

MOTION was made by Paul to approve appointment of Marty Apodaca to the position of Trustee-at-Large with a focus on the Leadership Academy.

Seconded by Skip.

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

**Tentative FY 20-21 Calendar (Deneen)**

Draft planning calendar is attached to the Board-Only page. It is color coded: Board activities listed in Red. Green are specific to the four presidents. Let Deneen know if you have any conflicts at this point. In orange webinar dates – looking for webinar presenters – let her know if you are interested or know if someone in your liaison groups who might be.

**Adult Career Change and School Counseling Support (Charles)**

Board may want to consider how the organization can support anticipated needs for adult career counseling expertise coming out of the pandemic. Onestop Centers may be a good resource. Getting these groups together might be beneficial. Could we do more for school career counselors? Perhaps provide quick reference resources from NCDA in partnership with ASCA, Department of Education. Let Charles know if you have any ideas. Can continue discussion at future board meeting.

**LobbyIT Request to Support PPP Loan Forgiveness (Deneen)**

Jason asked for us to lend support as an association to PPP loan forgiveness. This is a time sensitive request as he is sending it in tomorrow at noon.

MOTION was made by Charles to approve lending NCDA support to PPP Loan Forgiveness.

Seconded by Lisa.

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

Kathy recognized the two members leaving the board at the end of the month, Melissa and Skip, and thanked them for their service.

A MOTION was made to adjourn. Unanimous vote to adjourn at 4:58 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on September 18, 2020 by Melissa Venable.*