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***NCDA Board of Directors Meeting***

**December 15, 2020 \* Via Zoom**

3:00 – 4:00 pm Eastern

Seth Hayden, President Patrick Akos, Trustee

Kathy Evans, Past President Carolyn Jones, Trustee

Sharon Givens, President-Elect Celeste Hall, Trustee

Lakeisha Mathews, President-Elect-Elect Courtney Warnsman, Trustee

Julia Makela, Secretary Diandra Prescod, Trustee

Charles Lehman, Treasurer Marty Apodaca, Trustee

Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director

**Meeting Called to Order by Seth at 3:03 PM ET**

1. **Roll Call (Julia)**

12 in attendance.

Lisa Severy and Marty Apodaca not in attendance.

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

MOTION was made by Charles to approve the agenda.

Seconded by Patrick.

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

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

MOTION was made by Celeste to approve the October minutes.

Seconded by Sharon.

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

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

***Deneen:*** *Remove Ex-Officio Latin America Director from Board webpage for now. Communicate change to Alberto Puertas.*

Action item completed. Ex-Officio position removed from the Board page on the website. Alberto has been informed and understands the reason and plans for next steps.

***Carolyn****: Share the October Board Meeting discussions regarding international region connections / liaisons with the Global Connections Committee. Request their assistance to help us develop a transparent, clear process for considering international representatives from different nations. What might be the structure of this role?*

Carolyn met with The Global Connections Committee, and has had lengthy discussions over the past two months. The group is large – nearly 30 people involved in the committee. Initial reaction is that the Committee appreciates the opportunity. They are serious about the international representation of NCDA, and want to have an international voice. They are excited that NCDA is appreciative of the work they do, and that their work is welcomed.

For next steps, the Committee wants to establish a work group to discuss what this means. What are the implications? How it might be structured? Who might be involved? It will be a process. But, they want to take time to do this thoughtfully.

Currently, there is not more needed from the Board. The current support of the Board is appreciated while they organize.

***ACTION ITEM:*** Carolyn mentioned that we can expect to hear an update from the Co-Chairs of the Global Connections Committee at the February meeting.

***All****: please read, disclose, sign the Conflict-of-Interest Form. Electronic signature is okay.*

This action item is completed. All forms are submitted at this time.

***Celeste and Seth*** *will work together on the School Career Counseling Project Taskforce to advance these ideas.*Celeste has been spearheading this work. She has been meeting with groups each month which support K-12 career development in NCDA. There are some members who are stepping up as leaders, and Celeste reports that they “hope to get going in January.” The members are excited about participating and working toward common goals.

**5. Membership Report (Deneen)**

*Please see the detailed Membership Report provided in an Excel document from the National Office. Here are some additional reflections:*

As of the end of November, our membership was 5,384 members. This is an 11.5% increase over last year at this time. Additionally, the number of Organizational memberships continues to rise. Despite the COVID environment, our membership numbers remain strong and growing.

A primary goal in recent years has been to diversify membership. Note that we are tracking on this over time. We are seeing more diversity related to ethnicity, with an increase in members outside of those reporting White for race. The largest difference comes from the number of International numbers. Our reach is getting more global.

Regarding credentialling, we reached 1,995 credentialed individuals last month. Will pass the 2,000 mark this month. This is good progress, but we would like to see it continue to grow. (Please remember that those who receive credentials but are not already members receive 1 year of promotional membership. Those with credentials but no membership have allowed their membership to lapse.)

**6. Treasurer's Report (Charles)**

*Please see the detailed Treasurer’s Report provided in an Excel document from the National Office. Here are some additional reflections:*

Two months into the current fiscal year, the association remains in good fiscal health. Of particular note is revenue gains from conferences in this fiscal year. This includes $6,000 from the 2020 annual virtual conference (continued sales of presentation and resource access) and $14,000 from the November 2020 Career Practitioner Institute. This is a particularly high revenue from a CPI, in comparison to the history of these events, as will be discussed later in our agenda.

Membership income has also been strong -- $5,000 above last year at this time.

Regarding investments, we have a CD scheduled to mature in May 2021. We will look to make some reinvestment recommendations in February 2021.

NCDA also has a new auditor at this time who is getting up to speed on our financial history.

**7. Work Group Reports**

***Research Committee (Patrick)***

The Research Committee has a new Chair, Dr. Lia Falco, from The University of Arizona. At this time, there is not a Co-Chair of the Committee, but they are actively looking for one. Recommendations and referrals are welcome.

Some current activities of the Committee include: reviewing CDQ articles to select the *Article of the Year*, working with awards committee for to select the *Graduate Student Research Award*, and working to get information on past grant recipients and projects on the website for better communication about ROI.

The next Research Committee meeting will be held on December 18. A key part of the discussion will be developing a call for proposals for $800 in research grant money to be awarded to projects related to things we are trying to accomplish as a Board. Call for proposals structure and timeframe will be discussed.

Charles also noted that there may be some opportunities for partnerships between the Research Committee and the Harris Poll discussion that will be covered later on our agenda.

***Counselor Educator Academy (Patrick)***

The Counselor Educator Academy is designed for counselor educators to share best practices and learn from colleagues who teach or supervise graduate-level career counseling students / courses. These individuals can work in a variety of settings.

There are plans to stagger the Counselor Education Academy and the Leadership Academy. Both will occur this next fiscal year (at the 2021 conference). The rotation will start afterwards. A Leadership Academy class will start in 2021 and continue into 2022. The next Leadership Academy class will not start until 2023. The Counselor Education Academy will happen at the 2021 conference, but then will break for a year, returning in 2023.

Something to think about with the Counselor Education Academy… We have a robust membership from the higher education constituency who teach undergraduate career development courses. Is there a place / role to reach out to this group?

***Credentialing Commission Update (Lakeisha)***

Efforts have been made to increase the frequency of meetings and communications between the Board, the National Office, and the Credentialing Commission. Updates from the Credentialing Commission will now be included at each Board Meeting. Updates will include items such as:

* Number of credentials garnered
* Updates to credential processes (e.g., finalizing CSCM fast track)
* Activities of reviewers and volunteers
* Explorations of ways to simplify the process, while attending to quality assurance (e.g., consultations with Marilyn Maze, portfolio explorations)
* Proposal for a portfolio review pilot program (target date: ready by the end of February)

*Questions Addressed:*

*With the CCSP Portfolio, who would complete the reviews – the instructor, volunteer reviewers?*Different options are being considered. We have asked the Credentialing Commission to come up with their best proposal to present to the Board.

*Has there been any discussion about a multiple choice assessment?*At this time, the Credentialling Commission seems to have a preference for a portfolio approach. We are giving them an opportunity to present something to us. We will let them know the questions that are coming forward, including that Board members are curious why the multiple choice option is not on the table. Let them answer the question.

The good news is that the need for another process is recognized. The final result will likely arrive somewhere in the middle. Perhaps we will have competency demonstration outside of the instructor, but maybe something built into the course, and a smaller demonstration outside (e.g., one case study instead of four)? Time is needed to explore these options.

Board members stressed that it is important to avoid introducing a similarly cumbersome evaluation process. They suggested providing some information on multiple choice competency assessment to the Credentialling Commission to consider. An example would be the National Clinical Mental Health Counseling Examination, which provides a case study multiple choice assessment (<https://www.nbcc.org/exams/ncmhce>). In this assessment, answers are not necessarily right or wrong, but responses are scaled – some are better than others, and scores are scaled based on the quality of response.

Also, if assessments are completed by instructors, the question was asked if it could be built in to the curriculum. How can we avoid creating extra work for instructors and/or students? There is a preference for creating a process that is not as cumbersome. This may be used as a motivating element for encouraging people to pursue the credential.

***Training and Education Council (Sharon)***

Sharon shared that a new member, Dirk Matthews, has stepped up to help in the open at-large position on the Training and Education Council when a previous member, Heather Maietta needed to resign her role.

**8. Review of CPI Financials (Deneen)**

*Please see the comparison of CPIS financials from 2012 through 2020, provided in an Excel document from the National Office. Here are some additional reflections:*

Over the past 8 years, we have hosted a total of 18 events. 11 of those 18 (just over 60%) have lost money. The average net revenue (prior to Fall 2020) was –$1,519.61. We have acknowledged this in the past and been okay with it because these programs are viewed as a contribution to and presence in the regions.

However, note the net profit for the first virtual event, held in Fall 2020: $14,012.29. (This may decrease some as most costs are not in for this conference, but there still may be some lingering.) In addition, the virtual event experienced nearly a record number of attendees at 134 participants.   
*For comparison, only the Spring 2013 in San Diego (147 participants, revenue of $5,410) and the Fall 2013 in Denver (146 participants, revenue of $5,089) experienced more attendees, with strong – but still notably lower – net profit as compared to the virtual conference.*

Finances for the in-person CPIs have continued to struggle due to increases in travel costs, venues, food, etc.

Looking forward, we have a hotel contract for October 2021 in Alexandria, VA, and have agreed to return to the Denver hotel (where we canceled the February 2021 due to COVID) in February 2022.

Now is when we would start looking further out. There may be a larger discussion to be had regarding going virtual for some conferences. Maybe a mix of in-person and virtual CPIs? An added benefit of virtual is that we can continue to sell the recordings after the event.

We have always had webinars, but we seem to have 10 times more people register and attend when we have a full Institute.

1. **Update on February CPI (Seth)**

The February 2021 CPI will focus on the state divisions, with creativity as a focus.

We have lined up an international keynote speaker, focusing on “Creative Career Coaching.”

Session descriptions, times, etc. can be found on the CPI webpage at <https://ncda.org/aws/NCDA/pt/sp/cpinstitute>

1. **Mission Critical Global Alliance MOU (Charles)**

*The Board was provided with a copy of a MOU for consideration between the Mission Critical Global Alliance (MCGA) and the National Career Development Association (NCDA). Here are some highlights from our discussion of the opportunity:*

The MCGA has proposed this MOU to work with NCDA. The organization came to us through Mike Marlowe, who has been very active in NCDA and had been previously employed with the Automation Federation when NCDA held a similar MOU with that organization. The MCGA is involved with training groups that engage in cyber security and similar work. They are requesting our assistance in promoting and advocating for opportunities in that field.

We anticipate mutual benefit in engaging in this MOU. We will share their information – they will share information about us. Costs or drawbacks to this engagement are not perceived at this time.

MOTION was made by Kathy to approve accepting and signing the Mission Critical MOU.

Seconded by Courtney.

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

1. **Nominations and Elections Committee Update (Kathy)**

The Nominations and Elections Committee has been working to seek out interested candidates for Board positions that will be open in the coming year, including:

* Counselor Education & Research Trustee
* State Trustee
* President Elect-Elect

A good number of people have expressed interest in running for office. The next step is to see if they submit applications. Applications are due January 20.

Once applications are received, the Nominations and Elections Committee will see how many we have, and whether there is a need to narrow the field.

1. **Approval of new Career Convergence Associate Editors (Courtney)**

The Career Convergence team has put forth three individuals for consideration as Career Convergence Associate/Field Editors, with their CVs made available. They are seeking Board approval at this time.

* + David Dietrich, Associate Editor
  + Melissa Fickling, Associate Editor
  + Janine Rowe, Field Editor

Most content areas in Career Convergence have articles secured through April or May of 2021. Submissions continue to come in. The publication is healthy, and in need of getting these Associate Editors up and running.

MOTION was made by Courtney to approve David Dietrich, Melissa Fickling, and Janine Rowe as the new CC Editors.

Seconded by Kathy.

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

**13. Graduate Student Constituency Recommendation and Committee Update (Sharon and Julia)**

*Please see the full proposal (provided on the Board website), recommending the formation of a Graduate Student Constituency Group, led initially by the Trustee-At-Large, with the Graduate Student Committee providing input into programming to grow membership numbers. Here are some highlights from our discussion of the proposal:*

The motivation behind this proposal is to increase numbers and sustain graduate student participation within our membership. We aim to connect with graduate students early in their careers, and to create a pipeline for continued involvement in NCDA.

We explored questions of where to draw capacity from among NCDA leadership and membership. One consideration was the existing Counselor Educator and Research Trustee – they may have capacity. However, concern was raised regarding not wanting to exclude graduate students from programs that are not related to counseling (e.g., higher education, human resources).

There also appears to be capacity with the current Trustee-at-Large who is focused on the Leadership Academy, and the two focus areas have synergy. Placing this with the Trustee-at-Large may be good for a trial period. We can explore how it goes, and then later consider if a new Trustee role is needed to cultivate this constituency group. At this point, creating this as a new constituency group would not require a by-laws change because no new Board position is being added at this time.

*Question: What is the advantage of creating a constituency group, over relying only on the committee that currently exists?*  
The National Office shared that when someone joins, they are asked what constituency group they belong to. Many graduate students do not respond to this question – they do not identify with the groups as listed. As a result, it is difficult for us to track graduate student membership, and to communicate with graduate students as a group. Having a constituency group would allow us to better focus on this group for professional development and to cultivate their continued membership and involvement in the association.

MOTION was made by Sharon to establish a graduate student constituency group, guided by the Trustee-at-Large, within NCDA.

Seconded by Julia.

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

**14. New Initiatives (Charles)**

***Hotline Exploration***

Charles shared an idea of setting up a hotline for the general public to receive career guidance through NCDA. This would be in response to the large demand for assistance coming out of this pandemic. As an initial brainstorm, he suggested it would be staffed by volunteers, and would not provide counseling. Rather, it would refer callers to counseling resources, certified counselors, or self-assessment resources on the website. We are uncertain if there would be a large demand for this, or very little demand at all.

For context, it was mentioned that NCDA did have a hotline at one time in the past. It was offered via a toll-free number. Reflections were that “we received every sort of call imaginable,” and that “people got mad if we didn’t give career advice over the phone.”

The general reaction was that the expectations for an initiative like this would need to be carefully thought through. There are some challenges to work out. We would need specific details on structure, who will staff it, how to direct calls, etc.

Some questioned whether this was closely aligned with our mission. Do we provide direct service to the public? Or, do we support the career professionals who provide that direct service? Our mission is more in line with the latter, and we need to be careful about getting ourselves spread too thin to serve our members.

The concept is nice. But, the infrastructure and funding to do this well are significant. And, doing it poorly is incredibly costly to the health of the organization. Maybe we can look for alternatives? Perhaps using technology and our website to communicate places to access resources like this where it is in their mission to serve the public?

***Career OneStop Webinar in February***

Charles called our attention to an upcoming webinar in February regarding Career OneStops, which will address the considerable need for services in response to contemporary economic shifts. *Please watch your NCDA email for more information.*

***Info for high school counselors***

Charles is working with Celeste and Deneen on some career development resource and information for high school counselors. Due to time running short, Charles will follow up outside of meeting.

***Harris Poll***

A proposal was provided for a 2021 NCDA Perceptions from Working America Survey, conducted in collaboration with Harris Poll. Please see handouts provided on the Board website for details on progress to date.

Additionally, Whiston and Blustein (2013) report was shared regarding the Effectiveness of Career Interventions: <https://www.ncda.org/aws/NCDA/asset_manager/get_file/63826?ver=167>

There is much work to be done to move this forward, such as:

* gathering collation partnerships,
* updating questions / industries / etc.
* deciding on a survey launch timeline

The next step is to set up a committee to tackle this work before we sign the contract. Charles requested volunteers. Patrick expressed interest.

***ACTION ITEM:*** Establish a Committee to work on the 2021 NCDA Perceptions from Working America Survey (Harris Poll) project. Board members are asked to contact Charles to express personal interest, or to pass along names of other potential strong candidates.

**15. Tribal Education Department National Assembly (TEDNA) Update (Deneen)**

*An update of TEDNA activities is provided in a handout on the Board Website. Here are some additional brief reflections:*

The three grant specialists will begin to complete the pilot FCD and SCDA training, starting just after the first of the year. The expectation is then to replicate this training with a group of “career specialists” to have them trained by the start of the 2021 school year. Enthusiasm is high as this project gets underway. It is expected that this initiative will open a lot of doors.

**16. Establishing a Presidential Taskforce on Strategic Plan**  
Kathy Evans is taking the lead on this initiative. A report will be made at the February CPI.

**Adjourn**

A MOTION was made to adjourn by Sharon. Celeste provided a second. Unanimous vote to adjourn at 4:29 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on December 22, 2020 by Julia Panke Makela.*