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***NCDA Board of Directors Meeting***

**June 28, 2021 \* Via Zoom**

3:00 – 5:00 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 3:01 PM ET**

**1. Roll Call (Julia)**

13 in attendance as we start.

Courtney joined at about 3:45pm, at which point all were in attendance.

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

MOTION was made by Charles to approve the agenda.

Seconded by Kathy.

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

**3. Approval of the April 2021 Minutes (Julia)**

MOTION was made by Celeste to approve the April minutes.

Seconded by Sharon.

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

**4. Report out on Action Items from April Meeting (All)**

***Bylaws Discussion with State Divisions (Carolyn)***

Carolyn reported on an ongoing discussion regarding relationships between State Career Development Associations (State CDAs) and State Counseling Associations (CAs). In many states, in order to be a member of the State CDA, individuals must first be a member of the State Counseling Association. Additionally, in order to hold a leadership role in a State CDA, an individual must first be a member of that State CA.

The challenge arises when, in order for an individual to be a member of a State Counseling Association, an individual must hold a graduate degree in counseling. This requirement does not make sense for State CDAs. While some career professionals do have an educational background in counseling, others do not (as also reflected in NCDA’s membership; see Section 6 of these meeting minutes). There are many different paths to becoming a career professional – many different specialties that add value to the field of career development. As outlined in NCDA’s Code of Ethics, the contributions of all career professionals are welcomed and valued within CDAs.

Several State CDAs that are not able to extend membership to individuals without a graduate degree in Counseling have reported that they are struggling to grow their membership or to find leadership to continue their local and regional efforts. Examples highlighted in this meeting included: Florida, Maryland, Michigan, New Jersey, New Mexico, Tennessee, and Texas. Some of our largest states are seeing decreases in membership and involvement related to these struggles.

Furthermore, it was acknowledged that, this practice of requiring a Counseling degree and Counseling Association membership as a pre-requisite for CDA membership in State associations is incongruent with practice at the National level. Membership in the American Counseling Association is not dependent on a graduate degree (they have a non-counselor membership category) and membership in ACA is not required for NCDA membership.

In particular, the State of Florida is seeking attention in this matter. Their current Past President, John Long, is due to retire at the end of this current term and there is no new leadership ready to step in who meets the criteria of having completed a graduate degree in counseling.

Lisa mentioned that Brandi McIntyre and Amy Smith at ACA have been informed of these situations. They expressed being previously unaware of our challenges at the State level, and wanted to “bring it up the line.” We expect follow up later this week.

This is clearly an important topic, and we need to have a clear understanding of the nature of what is going on. We want to know ACA’s perspective and what guidance they might have. We also need to revisit with the group that generously offered their time for early discussions on this matter. We want to create strategies and/or policies because this will continue to come up as new chapters want to join. As an association, we are paying careful attention to this conversation and communication will be key.

**ACTION ITEM:** Carolyn, Lisa, and the team at the National Office will continue to share updates on State CDA Bylaws.

***Website High Priority Items (Courtney)*** *– Discuss with Diversity Committee*

Courtney shared that a high priority item on the website was the way that demographic data (e.g., race, ethnicity, gender) is collected on surveys, profiles, etc. Some of the categorization options are antiquated (e.g., having a category of “other”, rather than “not listed: \_\_\_\_\_\_” or “prefer to self-describe: \_\_\_\_\_\_\_”).

There have been many reasons for the categories that are currently listed – for example, following categorizations currently used by ACA (as our parent organization) or disseminating surveys created by authors outside of NCDA leadership. However, we aspire to do better and to provide leadership in this area.

Julia has experience in survey development and access to equity-minded assessment resources that can guide our practice. She will review current NCDA Membership forms, make recommendations for changes, and provide references to support the recommendations. Additionally, she will provide support to develop mappings to connect our newly revised demographic categories to those provided by other resources that use more dated or less detailed approaches.

We can work toward a resource for survey developers who wish to connect with NCDA membership, providing guidance regarding appropriate and sensitive collection of demographic data.

**ACTION ITEM:** As a first step,Julia will share resources and articles with information on improved demographic data collection survey language with the National Office. She will draft recommendations for updated language on our NCDA membership form.

***Harris Poll Dissemination Plan (Deneen, Charles, Patrick, and Sharon)*** *– See Agenda Item #9 Below.*

***Credentialing Check In about CCSP New Review Process (Lakeisha and Celeste)***

Lakeisha reported that she has met with Aaron and credentialing work continues to move forward. The Credentialling Board continues to focus on portfolios, and we are waiting on follow-up information here. The team is working on a summer meeting in August.

***Policy Statement Procedure (Seth and Deneen)*** *Please see draft procedure provided by the National Office in a Word document. Here are some additional reflections:*

Deneen drafted a procedural document articulating how NCDA can be responsive, transparent, and consistent in our approach to requests for policy statements from the association.

Request must be made via email to the Executive Director, including five specific items:

1. NCDA member ID or Committee making the recommendation
2. Explanation of the problem/challenge
3. Explanation of how the problem/challenge related to the NCDA Mission and affect NCDA’s members
4. Rationale on why NCDA should support or put out a statement
5. Possible solution to the challenge (what NCDA resources would be helpful, should a webinar be scheduled to discuss, what policy changes may need to be made, etc.

Please note that Board members will submit requests using this process as well, as Board members are NCDA Members. This makes the process for submitting statement requests equitable for all association members.

When requests are made, they become a priority of the Executive Director and the President. One change to the draft statement was suggested to include a recognition of the need for time sensitive responses. This is acknowledged in the motion below.

**MOTION** was made by Patrick to accept the Policy Statement Procedure with the addition of an item under Internal Policy stating that “We are mindful of the need for response in a timely manner”.

Seconded by Sharon.

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

**ACTION ITEM:** Add this new procedure for *Requests to the NCDA to Release Statements about Current Events* toNCDA’s Policy and Procedures manual. We will revisit how the statement is working at the next Board meeting.

***Strategic Planning Feedback (Strategic Planning Task Force)***

Kathy requested that all Board Members to connect with their committee assignments regarding contributions to the Strategic Plan. Several Board members (e.g., Sharon, Carolyn, Julia) verbally acknowledge reaching out and beginning these discussions. We are moving forward.

***Circulate Membership Committee Description (Deneen)***

Deneen shared the description of the former NCDA Membership Committee, which is as follows:

*Membership Committee (2-year term)*

The Membership Committee is responsible for the development of a national membership campaign reflecting and supporting the significance of NCDA within the professional counseling field. The committee is responsible for developing a comprehensive membership development plan reflecting strategies for a membership recruitment program, development of membership materials, and dissemination of information highlighting the purpose, activities, publications and benefits of NCDA membership. The chairperson provides divisions and international affiliates with membership materials and obtains input to determine needs, other distribution options, and ideas to revise the continued membership campaign efforts.

Before the next fiscal year beginning in October 2021, Deneen requests a revised description to add to the NCDA website. This will be helpful in recruiting committee members.

**ACTION ITEM:** Sharon can share the former Membership Committee description with Paul Timmins, who has agreed to Chair the Membership Committee, to seek input.

***School Counselor Task Force Project ideas (Celeste)***

Celeste has continued to meet with the School Counselor Task Force, and the team is bringing three recommendations to Board to consider.

*Recommendation #1: Undertake a revision of the NCDA Career Development Guidelines including an intentional K-12 focus.*

K-12 School Counselors are not sure where to turn for a comprehensive set of standards. Undertaking a revision of standards that would focus on connecting with community, collaboration with schools, socio-emotional learning, etc. has become a primary focus.

*Recommendation #2: Request that the TEC include marketing and additional instructor training for the School Career Development Advisor (SCDS) course.* Include members of the K-12 Constituency in a focus group to ensure that the course reaches and meets the needs of those who work in the K-12 setting.

*Recommendation #3. Partner with Counselor Educators to encourage more K-12 career development work in the early grades (K-5) and provide more webinars and professional development which focus on the early grades.*
The Taskforce would like to focus on this goal during the 2022 NCDA Conference. Are there individuals in the Anaheim area who are doing good work in this area? Might we involve them in the conference next year?

Other recommendations have been included in the handout for information.

The Board reflected on ideas for moving forward. Much discussion focused on Recommendation #1 with the professional standards, which may be connected to our Professional Identity Strategic Plan goal.

The current Career Development Standards – National Career Development Guidelines (<https://ncda.org/aws/NCDA/pt/sp/compentencies_ncd_guidelines>) are not limited to K-12; they address career development across the lifespan. They were a significantly funded project, undertaken with many partners over a number of years. Is NCDA the place to address a potential revision of this? Perhaps it would be helpful to begin with some research on standards development – how to initiate and who would the partners be? This is a large initiative if we do it right.

Maybe we start with the K-8 or K-12 standards, and move forward as we learn? A challenge is that states have their own standards in place.

It seems like we are in an information gathering stage. Linda Kobylarz would be a go-to person to begin with. Rebecca Dedmond and Pat Schwallie-Giddis would also be key people to connect with.

For a next step, we explored the idea of Celeste moving forward to lead efforts to create these relationships, as well as encourage additional input and communication from K-12 members.

We may want to explore various options. On one side, we could consider revision of the full standards. On the other side, we could consider the Taskforce updating the current K-12 standards to make them more contemporary and user-friendly. There are different potential scales of this project.

**ACTION ITEM:** Celeste will connect with the Task Force to further explore recommendations and will build relationships with those involved in past standards development. She will share additional information at the next Board meeting.

Also noted in this discussion was that the NCDA Bookstore does not have a resource dedicated specifically to K-12 career development. There are some resources with a dedicated chapter (e.g., new Evans & Sejuit Multicultural Career Counseling monograph), but nothing specifically for this audience. This is a notable gap. Kathy expressed some interest in helping to address it. Julia can also mention the identified gap to the PDC in her liaison role.

***Leadership Academy Mentor Invite List (Marty)***

The Leadership Academy participants and mentors are meeting prior to the conference (tomorrow). Participant and mentor pairs include:

|  |  |
| --- | --- |
| **Participant** | **Mentor** |
| Amanda G. Schagane | Celeste Hall |
| Jackie Peila-Shuster | Julia Makela |
| Garrett Nilsson | Lisa Severy |
| Jonique Childs | Courtney Warnsman |
| Emily Gomez | Carolyn Jones |
| Yang Ali | Lakiesha Mathews |

All projects align well with the NCDA Strategic Plan.

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

*Please see the detailed May 2021 Treasurer’s Report provided by the National Office in an Excel document. Here are some additional reflections:*

NCDA finances continue to be in good shape. All revenue and expenses have progressed as planned. The Certification program is on track regarding the number of certificates applied for and awarded. Additionally, we have received higher numbers in certificate renewal requests than budgeted for.

The conference profit will exceed original and revised budget expectations, even taking into account hotel cancellation penalty. We are looking at $100,000+ profit through May, without considering late registrations.

Regarding revenues and investments, the retired CD has been transferred into a new $200,000 bond mutual fund. We now have reserves almost equal to an annual budget, which helps us account for contingencies. Last year, we funded two one-time projects – the NCDA-Harris Poll and the website project. We now have sufficient funds to consider a next project.

**MOTION** was made by Marty to accept the Treasurer’s Report.

Seconded by Patrick.

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

**6. Membership Report (Deneen)**

*Please see the detailed May 2021 Membership Report provided by the National Office in an Excel document. Here are some additional reflections:*

At the time of this report, NCDA membership totaled 5,313 members, approximately 100 more than last year at this time. Our numbers were up last year as well. At the time of this report, 2,274 credentials had been awarded.

We have noticed that the percentage of members joining through ACA is dwindling. Approximately 90% of memberships come through our NCDA office directly. Regarding degree type, approximately half have counseling degrees and half do not – a good balance.

**7. Work Group and Task Force Reports**

***TEC: New Members Approval (Sharon)*** *Please see the bio for Craig Ratzlaff provided by the National Office. Here are some additional reflections:*

Craig Ratzlaff as served on the TEC in the past and can jump right in and get going. There are many good projects in progress with the TEC and work is getting done in a collaborative way. There are actually two new positions that are requested to be filled at this time, with the second request being made to appoint Mark Danaher, who is already serving on the Council.

**MOTION** was made by Sharon to approve Craig Ratzlaff and Mark Danaher as a members of the TEC.

Seconded by Celeste.

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

***TEC: OWDS Materials and Bret’s Request (Sharon)*** *Please see Bret Anderson’s Request provided by the National Office in a PDF document. Here are some additional reflections:*Bret Anderson has requested to use previous NCDA materials, and to modify them for personal use in a training curriculum. This is a curriculum and training that the TEC has recommended that NCDA does not move forward with due to the cost that the association would have to incur to embed it into our other training programs.

Approximately 18 – 24 months ago, Bret wanted to revise the materials with NCDA. Bret was the lead author and the only one expressing interest in doing so. We had approved the update. However, during the process there were too many gaps (e.g., out-of-date competencies, not the right population for NCDA to focus on at this time). This is federally funding work, and Bret has some contract work with approximately 2-3 lingering state partners. NCDA is not using these materials and does not have plans to do so in the foreseeable future.

If Bret uses these materials in this way, would others be able to use them as well? Yes, as long as they have been a trainer in the past. We are just granting him the permission to use our materials. Additionally, to our knowledge, all other trainers using this curriculum have retired. If NCDA had a future opportunity to do something with this work, we do maintain the copyright and could pursue this work again. Bret would only be using the materials to reference.

We can approve this request conditionally. Revised materials should not use the NCDA logo and should indicate that it is adapted from a curriculum adapted by NCDA.

**MOTION** was made by Lisa to approve request with updated language stating: "Adapted from curriculum created by NCDA. NCDA maintains the copyright for this material."

Seconded by Carolyn.

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

***Diversity and Cultural Inclusion: Free Webinar Request (Courtney)***

The Diversity Initiatives and Cultural Inclusion Committee expressed an interest in wanting to put on some webinars, and to potentially offer them for free. They expressed concern regarding accessibility, such that fees may prevent some individuals from participating.

There have been a number of requests like this coming from a variety of directions in the association – the National Office is being inundated with webinar and similar requests. These webinars are not hard to run, and the topics are fantastic. But, the requests are coming in for continuing education, registration, career talks, etc. We need some help with the bigger picture before next fiscal year. How can we do this in a way that combines accessibility, practicality, and sustainability?

Can we bring this together under the umbrella of the strategic plan? Make it a part of the big picture – if we all join together, we can be more impactful.

We are not saying “no” to individual ideas and requests. We are asking for a plan to standardize the calendar. What are the opportunities, formats, etc.? When is something free vs. paid? Would a more regular, predictable schedule or format help drive attendance? Rather than trying to react to requests, can we have a menu of options?

And, not everything has to be a webinar. Maybe there is a historical attachment to that format. However, Courtney’s monthly connections with the Agency/Business Industry/Private Practice constituency are an excellent example of a successful alternate format.

***PDC: New Monograph Proposal (Julia)*** *Please see the monograph proposal provided by the National Office in a Word document. Here are some additional reflections:*

Julia briefly introduced the proposal for a second addition monograph, followed by a Board vote.

**MOTION** was made by Courtney to approve the request for moving forward with the monograph proposal.

Seconded by Lisa.

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

*Vote occurred at 4:15PM; 2 members left before the vote occurred.*

**8. Update on 2021 Conference Stats and Historical Conference Comparison (Seth and Deneen)** *Please see the 2021 Conference Stats (Excel) and Historical Conference Comparison (Excel) documents provided by the National Office. Here are some additional reflections:*

The National Office has been engaged in considerable training in the new conference platform. There has been a lot to learn and tackle, but we are confident and ready to go. There is a good mix of live, simu-live, and pre-recorded sessions. We have been learning a lot regarding how we can do a virtual component in the future as well.

Registration is close to 1,250 attendees. This week, we have been getting calls for adjusting registrations to the higher number of continuing education credits. More than 30% of attendees went for the higher fee / higher number of continuing education credits.

**9. Harris Poll Dissemination Update (Charles and Patrick)** *Please see the 2021 NCDA-Harris Poll Dissemination Plan (Word) document provided by the National Office. Here are some additional reflections:*

The NCDA-Harris Survey is scheduled to be administered July 14 – 23, 2021. Initial results will be returned in September 2021.

The next step is to consider the list of activities for dissemination of findings. The current plan is a much more interactive plan than dissemination of the past survey. It is particularly important to publicize the importance of career services broadly. How do people get career services? How does career services work? We want to send the message that people can look to NCDA for this type of information. It will be important to reach both NCDA members and external audiences. Some external audiences included in our brainstorm included: ICCDPP (International Centre for Career Development Public Policy) and IAEVG (International Association for Educational and Vocational Guidance).

All Board members were asked to consider the dissemination plan closely. Is it enough? Where might we need to add more? What is our timeline? Resources for dissemination will need to be included in next year’s budget.

**ACTION ITEM:** All Board Members, please consider the attached dissemination plan and provide feedback to Charles and Patrick. What additional dissemination ideas need to be added to the list? Who will be accountable for each item? What would be a reasonable timeline for each item?

**10. Mentoring Program (Sharon)**

Sharon shared that it would be beneficial for NCDA to have a mentoring program. She has met with ACA staff and gained good insights on how they recently restarted their mentoring program – things that worked and did not work. We are thinking about a pilot program to get things going. The goals and focus would be retention, membership expansion, and building upon the “vast amount of talent that people could share” across our association.

Considerable interest was expressed across members of the Board. We’ll continue to explore the possibility of a pilot program and a budget for this initiative. ACA also indicated willingness to continue sharing information on how they put things together to make their program a success if we would like to move forward.

**11. Planning for Next Fiscal Year (Sharon)** *Please see FY 21-22 Planning Calendar posted by the National Office.*

The FY 2021-2022 calendar was provided to the Board for review by the National Office. We are expecting an in-person conference, as well as CPIs. The October CPI includes a planned visit to DC and the Hill in order to build awareness of our brand / reputation as a national association.

**12. Announcements**

Plan for the Fall 2021 CPI hosted in Alexandria, VA on October 15th (Board Meeting October 13-14).

Deneen has conference call planned to discuss collaboration with AARP - over 50 job seekers

**Adjourn**

**A MOTION** was made to adjourn by Celeste. Charles provided a second. Unanimous vote to adjourn at 5:24 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on July 15, 2021 by Julia Panke Makela. Last Updated July 23, 2021.*