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***NCDA Board of Directors Meeting***

**June 25-26, 2022 \* Suite 304 – Anaheim Marriott**

*Sharon Givens, President Marty Apodaca, Trustee*

*Seth Hayden, Past President Courtney Warnsman, Trustee*

*Lakeisha Mathews, President-Elect Celeste Hall, Trustee*

*Carolyn Jones, President-Elect-Elect Diandra Prescod, Trustee*

*Julia Makela, Secretary David Ford, Trustee*

*Charles Lehman, Treasurer Stacy Van Horn, Trustee*

*Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director*

**Saturday, June 25, 2022: Meeting Called to Order by Sharon at 3:08 PM PT**

You are an essential piece to NCDA. Every member is connected to fulfill the mission of NCDA.

**1. Roll Call (Julia)**

11 in attendance at beginning. Carolyn and Diandra joined at 3:30 pm PT. Deneen not in attendance.

A quorum is present.

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

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

Seconded by David.

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

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

**MOTION** was made by Seth to approve the April minutes.

Seconded by Courtney.

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

**4. Report on Action Items**

***Nominations and Elections Committee Recommendations for Improvement (Lakeisha)***

Lakeisha and Seth worked together on building the nominations slate this year. They recognized some gaps in the rubric for determining eligible candidates, with additional clarity needed on some criteria and updates needed regarding diversity language. We would like to propose updates before the next round of nominations.

The purpose of these updates is to provide clear direction to the Nominations Committee, so that their process is simplified. The Nominations Committee is not judging the quality of materials (e.g., not making more stringent criteria for members to run for office). Rather, the updates are to make it easier to determine if minimum requirements are met (e.g., a person running for Trustee for Higher Education works or has worked within a Higher Education setting). All criteria should point to something concrete that can be identified as “yes, met” or “no, not met.” The intention is that the Nominations Committee checks the minimum requirements, and then the Membership ultimately determines who is selected through the voting process which results in vetting and approval of the selected candidate.

**ACTION ITEM:** Seth, Lakeisha, and Sharon will discuss a strategy for revising the nomination rubrics, bringing their proposals back to the Board.

***GCC Country Director Plan (Lakeisha, Lisa, Carolyn)***

*Please see the GCC Updated Report provided by the National Office. Additional reflections provided here:*

Support was discussed for the possibility of setting up international regions with individual ambassadors for NCDA, similar to the State CDA infrastructure. Perhaps there would be Board contact, similar to the State Trustee role that Stacy serves in. The language of a “Director” for the regions was less preferred because it can be confused with other NCDA Board roles. “Director” may communicate that this individual is serving in a different type of role, or that the region is a separate entity. We want to support international membership and these opportunities, but to be clear on titles and set the groups up for success within NCDA. There are some countries with “NCDA hot spots” that already have movement in this direction. For example, activities in Canada were highlighted in our discussions.

Some potential challenges were mentioned regarding taking the direction of mirroring State charters. For example, considerable effort goes into establishing a State charter. And, this can become more complicated with additional needs of addressing time zone differences and language translations.

Considering an “ambassador role” may set some foundations that could move us in the direction of mirroring State CDAs. We want to be responsive. The incoming Trustee-at-Large who is focusing on international constituencies will have their hands full. What tools and options can we provide to them to explore and create pathways that makes sense for the long run?

NCDA’s hesitation with a longer-term solution of a director or ambassador is putting the role in the hands of a single person. That is not the approach in other areas of the association. How would this person be selected? What would be their term of office? What would be their scope of influence? Recognizing an organization seems a better approach in the long run.

We also discussed the value of the new Trustee-at-Large role. As NCDA establishes relationships with global presences, we want to make certain they are well connected with the NCDA Board and the association as whole – in addition to the Global Connections Committee. The role of the GCC in growing these opportunities is greatly appreciated; we also want to make sure all members and member organizations have access to the broad array of resources and networks that NCDA has to offer.

***State Division Management Support Discussion with Auditor (Sharon, for Deneen)***

*Please see the IRS Group Questionnaire document provided by the National Office. Additional reflections provided here:*

**ACTION ITEM:** ACA has notified NCDA that it is out of compliance with ACA Bylaws which requires all our Board members to hold ACA membership. Deneen will contact those out of compliance. We will also add to our elections messaging a notice that members of the NCDA Board are required to be Members of ACA.

Upon review and consideration from our auditors, it has been determined that the NCDA National Office cannot support financial management of state divisions. If we do it for one state, we would have to be able to do it for all states. We do not have the capacity to take this on, and there are long-term financial considerations. It would require expanding the National Headquarters staff significantly in order to support states in this way.

ACA has a new president and executive director, both beginning their roles on Friday, July 1, 2022. It may be a good opportunity to connect with fresh leadership and explore whether there can be a different solution going forward. We are aware that challenges continue to simmer in a number of states – New Mexico, Ohio, Virginia, Florida – to name a few. Additionally, it is important to know that ACA is seriously considering downsizing the Governing Council, which may discontinue our role in that capacity.

**ACTION ITEM:** Marty and Charles will connect with the New Mexico State Associations to continue to support their processes. Lisa is also happy to support, and to encourage their counseling association to follow the national model.

**5. Membership Report (Julia, for Deneen)**

*Please see the June 2022 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

As of June 1, 2022, we are at 5,618 members, which is a 5% increase as compared to last year at this time. We continue to track and review member demographics. Regarding ethnicity, approximately 39% of members are reporting ethnicities other than white, with 4% indicating “not listed”. Location data indicate that many who respond to the ethnicity question with “not listed” responses are located outside of the US (mainly middle east). We’re investigating adding a write in box next to the “not listed” options to gather input on what terms may be preferred by our audience. Other demographic breakdowns (percentages) are similar as compared to previous years.

Also note that 2,794 credentials have been awarded, up 23% (from 2,271) as compared to June 2021.

**6. Treasurer’s Report (Charles)**

*Please see the May 2022 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

Despite some lower income numbers (e.g., conference income, investments down) and higher expenses (e.g., Board travel), NCDA remains in good financial condition overall. As a non-profit, we have navigated the pandemic well, and are in very good shape moving forward.

***National Conference***

Regarding the National Conference, we initially projected at $50,000 profit. This will not be reached as we did not have the registration that we predicted. However, Deneen was able to make some cuts in significant expenses and we saved approximately $100,000. We anticipate coming very close to breaking even.

***Annual Budget***

A recent item-by-item review of the Annual Budget, with projections of income and expenditures through September, looked favorable. We are currently short on advertising revenue, but anticipate this will pick up in job listings. International and Mathematica contracts are also assisting with revenue. Membership is strong. We are currently a little behind expectations on Facilitating Career Development curriculum, yet we anticipate this will pick up in the fall. Additionally, expenses have been lower than anticipated. The NCDA-Harris Poll publicity was less expensive than anticipated. Publications have been costing less. Committees have not been spending as much as expected. We will likely save $95,000 in anticipated expenses. This will leave us at an annual budget that is close to breaking even, perhaps a small deficit.

***Reserves***

We have more than $1,200,000 in reserves. You may note that some of these funds are currently in checking and wire accounts. This is temporary and related to conference. Note that we do not need to touch funds in the reserves at this time, even though funds are currently down. Financial advice encourages holding on to investments, as they will go up and down over time. It may take a few years to come back, but these are our long-term investments. They are critical in cases where we do not have a balanced budget or for an unexpected major event.

***Bond Market***

A few years ago, we had a CD coming due and recommended putting the resources into a Bond Fund. It turns out the Bond Fund was not a safe as expected due to inflation. However, it is something that we do not need to touch at this time. We will continue to hold on to it for 1 – 3 years, anticipating that it will come back and make a profit with time.

**7. Officer Reports**

***Strategic Plan Report (Seth and Carolyn)***

*Please see the Strategic Plan accomplishments infographics document provided by the National Office. Additional reflections provided here:*

The Strategic Plan Subcommittee worked to create a structure for sustainable oversight and management of strategic plan activities, ensuring we continue to attend to these initiatives and inform members of progress. The Past President and President Elect-Elect will be Co-Chairs of this work to bookend the oversight. This year, additional members were also brought in to contribute, including Board Members (Marty and Courtney) and a membership representative (Jon Schlesinger). A notable result of this work is the attached infographic to communicate Strategic Plan accomplishments, which was shared via our website and social media, as well as communicated throughout the conference.

***Conflict of Interest Policy (Sharon and Presidents)***

*Please see the conflict of interest document on the Board website.*

The aims of the Conflict of Interest Policy are to be responsive (as opposed to reactive), and to focus on equity and access. We want to establish some basic language and understanding surrounding opportunities, contracts, and RFPs that clarify ethical guidelines.

The Board discussed potential ways to strengthen conflict of interest language. For example, clearly stating that, if you participate in the RFP development process, you are not eligible to apply for the RFP. We may also explore including in NCDA RFPs a line that askes “if you are on the NCDA Board, have you reviewed the conflict of interest form?” This may be particularly important for contracts where NCDA funds come from NCDA membership funds. Questions were raised about:

* Does Board current membership provide an inappropriate advantage, and
* Is there a need to balance the “time to serve on the Board vs. the time to earn”?

Finally, the question of honorariums being offered to Board Members who present at State conferences was also raised. We clarified that honorariums were not appropriate, but it would be helpful to have written documentation of this to direct State CDAs to. This could take some pressure off Board Members when declining honoraria.

**ACTION ITEM:** Stacy will draft a modification to the presentation request form to more clearly state that honorariums not paid to Board members who present at state conferences.

***K-12 Resources (Celeste and Charles)***

*Please see the K-12 Anaheim Board Report document provided by the National Office. Additional reflections provided here:*

The Board discussed challenges that exist in K-12 schools that create barriers to providing students with access to career information and counseling. Charles expressed particular concerns that there is not as much career counseling going on in high school as there should be. Contributing factors include large case loads, mental health and crisis counseling demands in schools, and counselors and advisors with “too much on their plates.” Charles suggested working on providing compact resources (videos, webinars, interest inventories, step-by-step information on using ONET and other career information) that emphasize educational opportunities.

Celeste expressed larger systemic concerns. Rather than a resources problem, she focused on having support for the time to dedicate to career development, and a need for a “strong world-of-work focus” that is k-12 system-wide. Courtney suggested starting with asking the counselors what else we can do to support them – asking the constituency group what they need. What are your roadblocks?

An example of a system-wide focus was provided – Career and Technical Education in Baltimore City. In this case, the solution came from the top – the Superintendent and the State Legislature worked together to get the infrastructure established. Middle and high schools received incentives to get teachers and counselors working together to make an impact. It was observed that, when it is legislated, resources and space are coordinated for progress. This may be a model to review more closely.

Do we need to take a closer look at lobbying and advocacy efforts in this area?

**ACTION ITEM:** Julia will gather recent Strada and Georgetown reports on dedicated career development attention in schools for advocacy and lobbyist narratives.

***National Career Development Month activities report***

A brief update was provided on the National Career Development Month Poetry and Art Contest. The process is now completely conducted online, which greatly facilitates communication and judging.

Ideas for future cycles:

* Might we consider inviting students to talk about their work for video content on NCDA social media?
* Might we send notice of winners to the state representative as a way to advocate for career development?

***NCDA Harris Poll (Charles)***

Charles shared that the NCDA Harris Poll brochure is now available on the website. Sample paper copies were also shared in the Board meeting.

**8. Working Group Reports**

***Leadership Academy Project Reports (Marty)***

*Please see the project updates for members of the Leadership Academy Class of 2022, available on the NCDA website at* [*https://ncda.org/aws/NCDA/pt/show\_detail/363367?layout\_name=layout\_details&model\_name=news\_article*](https://ncda.org/aws/NCDA/pt/show_detail/363367?layout_name=layout_details&model_name=news_article) *Additional reflections provided here:*

The Leadership Academy continues to progress strongly. Five participants would be present at the conference: three who successfully completed the program, and two who were continuing into the next Leadership Academy group. A Google Drive will be available with survey results, presentations, and directions to grow the Leadership Academy over time.

***TEC New Member Approval (Celeste)***

*Please see the CV’s for proposed new members, Dirk Matthews and Edna Davoudi, provided by the National Office. Additional reflections provided here:*

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

Seconded by Seth.

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

**9. Conference Review – Any question on anyone’s role?**

*Please see the Board Schedule document provided by the National Office.*

**10. Additional Documents Provided to the Board for Reference:**

* Headquarters Report
* Professional Development Update
* Government Relations Update
* CCSP REP for Standardized Test

**Adjourn**

Adjourn at 5:23 PM PT.

**Sunday, June 26, 2022: Meeting Called to Order by Sharon at 8:14 AM PT**

**11. Professional Development (Melissa Venable)**

*See summary on the board page*

The NCDA ***Podcast*** series is a set of Career Practitioner Conversations available through an account set up on Buzzsprout (<https://ncda.buzzsprout.com/>). As of this meeting, three episodes had been posted, with 175 downloads, with an international reach (including the US, Europe, Asia, Africa, and Oceania). Three additional shows were scheduled to be recorded in July through September. The format of these episodes is 2 -3 people having an unstructured conversation.

NCDA has identified a learning management system (LMS) to support delivery of online content – DigiTec Interactive. The LMS will be known to the NCDA community as “***The Hub***,” and it will be a one-stop shop for access to On-Demand Training micro-courses, webinars, and more.

NCDA’s ***On-Demand Training*** is established for a series of micro-courses that will allow users to earn CEUs upon course completion. The initial set of three courses will be related to DEI, including:

* Use of inclusive language in career development materials
* Understanding microagressions
* Working with a diverse career development team (w/emphasis on younger populations)

A Quality Matters Continuing and Professional Education Rubric is being used to assess courses. We’re aiming for 1 hour sessions, that offer 1 CEU. Cost and fee structures are in development. The platform has potential to translate educational materials into other languages.

We have been holding off on the launch of “The Hub” until we get three educational modules completed. We want to make sure we have a variety of offerings, as we get only one chance at making a good impression.

Regarding ***Webinars***, NCDA can currently support one per month. Alicia is handling logistics, and Melissa is focused on programming.

**ACTION ITEM:** Board members are invited to review the Calendar of Events on the website home page, located “below the fold”. Are there events that are not on this calendar that need to be added? Any improvements needed here? Please provide feedback to Melissa.

**12. K-12 Schools and Resources, Revisited**

Charles encouraged us to revisit the discussion about providing career information resources to K-12 schools. NCDA holds expertise on career development, while ASCA has the credibility with schools. A conversation across associations could be valuable.

There could be several approaches to go about this. For example, many resources exist on the NCDA website, but it can be a lot for school counselors to sort through. Is there a way to streamline and simplify these resources for the audience? Or, ASCA has a toolkit. Are there ways to integrate with things they are already familiar with? Perhaps a bigger vision may be a joint credential. ASCA’s credential training is 6 hours and ours is 30 hours. Could we meet in the middle somewhere? A conversation would be a good place to start.

We recognize that 9% of the NCDA membership comes from the K-12 constituency. How does our membership overlap with or relate to ASCA’s membership? Perhaps we can build additional clarity about what we offer to this constituency. How can we better communicate that we are firmly committed to this important group?

There may also be an interesting Leadership Academy project here. Who in K-12 is saying “I need to be a part of NCDA?” Who is dedicated to career readiness? School counseling? Etc. Do we have insight into this? If K-12 members are not members of ASCA, what is the reason? Do they struggle with the professional identity of not being a “school counselor” – similar to the ACA challenges that some of our other members face? There are many intriguing questions here to explore.

**MOTION** was made by Charles to request that NCDA discuss with ASCA whether it would be useful to provide a module in an agreed upon format on how to quickly and effectively provide basic career information to K-12 students.

Seconded by Celeste.

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

**ACTION ITEM:** Celeste and Sharon will take next steps to start a conversation between NCDA and ASCA regarding collaborations and resource development.

**13. Credentialing Commission (Aaron)**

The Credentialing Commission shared highlights of three key projects, as well as some brief notes on additional activities.

***Standardization of CCSP assessment*** has been the biggest project in recent weeks. The RFP was scheduled to close this week, and we have knowledge of two confirmed bidders to date. After reviewing proposals, interviews could be conducted with both using standardized process and scorecard. We hope to have someone to present to the Board by the end of July.

***An Environmental Scan was completed for the supervision project.*** The CCSCC was not moving at all. We believe that with some adjustments it would serve its purpose, and we could put it back out there. Results will be reviewed with the TEC this week, and we will develop next steps. We are asking: Who is the target? Is that market big, broad, and interesting enough to move forward? We expect the end result to be a case study exam (because numbers applying will still be smaller than the CCSP, for example), but not the current case studies that are being used.

***Paid reviewers are on board for the CCSPs.*** By the end of the fiscal year, we will be able to provide an update regarding how this structure is affecting the work flow. We are exploring who is interested enough to make this their part time job. When we get the standardized assessment going, this pay structure will go away.

Additional quick notes on other activities included:

* Working on videos for the NCDA YouTube channel, as previous ones had become outdated
* Made minor revisions to some of the questions on credentials that have been problematic (areas people have been having trouble passing)
* Credentialling newsletter will be out in the next 2 weeks.
* Cleaning up the CCC application (600 hours, 60 CCEs, or FCD class). We thought we were clear, but still identified questions.
* We have nearly 2,800 credential holders, and we expect to exceed 3,000 this year. Katy Anderson has been doing a good job on social media, getting the word out.
* NCC has moved to a case study approach with multiple choice questions. Maybe this becomes the sweet spot.
* There is still a lot of interest internationally – in Beijing, India, Middle East, etc. Our reach is wide.

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

The TEC team reported that the updates to Chapter 6 of the FCD manual, which is focused on diversity, equity and inclusion. The new version will be coming out soon, and is reported to be “wonderful.”

Three additional funding proposals were presented to the Board:

***Facilitating Career Development (FCD) Curriculum***

This includes:

Updated the remainder of FCD curriculum, including updates related to language and current events (e.g., COVID): $25,000

Design and layout: $6,000 – $8,000

***School career development advisors.***

This content had been borrowed from the FCD training, but was not honed into K-12 setting. We want to make it a stand-alone curriculum so that individuals don’t need to go through FCD to get the SCDA. The aim is to make the experience worthwhile and profitable by specifically tailoring to this setting.

This requires updating 4 chapters of practical knowledge: $15,000

Design and layout: $6,000 – $8,000

***Supervision credential.***

A workgroup of 3 individuals from the TEC and 3 individuals from the Credentialling Commission have been working on an environmental scan. The goal is to move the credential way from a clinical focus to make it more relevant to those who supervise in a variety of settings – college and university career centers, K-12, prison system, etc. It should be for anyone who supervises those who do career work, and could include 20-25 different job titles. The workgroup will be diving deeper into the data from the environmental scan later this afternoon (during the conference meetings). They will be reflecting on questions such as: What member group can we market to for the most impact?

The RFP calls for a revision of the training process manual: $25,000

Design and layout: $6,000 – $8,000

They are also considering providing virtual training options through the DigiTec platform. Can they make it less taxing on personnel? Can they make it more self-sufficient, and help people move more efficiently toward credentialling? However, there is a “big training ask” there, and it will depend on what the LMS can offer. They will let the LMS get “off the ground” first, and continue to watch for options and opportunities here.

If we need to spread out the TEC work or budget, what might be the priority or order of projects? The FCD Curriculum project is furthest along, and could possibly be completed this fiscal year. The SCDA project could be scheduled for next fiscal year, and the Supervision Credential could wait until next year as well.

**ACTION ITEM:** The TEC will put the requests in writing to submit to National Office. The Board will consider these requests in the September meeting, along with our review of budget.

It was noted that the Board appreciates the new, heightened sense of collaboration between the TEC and Credentialling Commission.

**15. Committee Transition Planning**

Transition planning has been more challenging this year throughout the organization. It is harder to find people who are willing to step into leadership roles. It seems that people are “maxed out.” We need to start grooming people for these roles early on, and to engage more actively in personal outreach.

Some areas that need immediate attention include:

* DEI Committee
* Graduate Student Committee

Please reach out to the Leadership Academy alumni group, state leaders, and other quality candidates in your network.

**Adjourn**

Adjourn at 11:26 AM PT.

**Wednesday, June 29, 2022: Meeting Called to Order by Sharon at 8:30 AM PT**

**16. Conference Debrief**

The Board gathered for conference reflections.

Some positive highlights included:

* Energy of the conference – good to see after two years of people being away
* Large number and high-energy of new comers. Need to do more to bring them in and keep them coming back.
* Good keynote speakers
* Diversity within sessions and across speakers
* The extended time for the constituency meetings was appreciated
* Received some feedback at the State Leadership Training that we were “very inclusive and approachable”
* Speaker Q&A was appreciated. May need a “handler” for speakers in the future to help manage the crowds.

Ideas for the future:

* At the Welcome Reception, could we have spaces dedicated to common interests? Maybe state-based?
* Can we send an email to all first timers – thank you for coming, glad you were there. Be attentive and intentional with them. Maybe a video message from David and Lakeisha, or one from their Trustee? Maybe a special message from Sharon?
* Do we send follow up messages to presenters? Volunteers? Chairs?
* We need a more clear explanation of the different presentation formats, particularly in the new comers session.
* Can we have more description of the committees and committee meetings – clear that anyone can show up?
* Perhaps at the next conference we can have a tip sheet that breaks some of these things up (presentation formats, committee meetings)
* Can we have the roundtables in a place where there is less noise? Accessibility in the roundtables can be a challenge in the current format.
* Perhaps we can have a “pre-conference podcast”
* May want to offer additional support for those looking for meal companions. For example, a “meet up spot” or bulletin board by registration to communicate gathering locations for newcomers or those who are on their own.

**17. Marketing Consulting Debrief (Katy Anderson)**

*Please see the Social Media Breakdown and Gameplan PowerPoint provided by the National Office. Additional reflections provided here:*

Social Media Breakdown and Gameplan

May June 2022

K8 Marketing

Katy shared the social media objectives for NCDA, including to:

* Increase NCDA’s visibility to attract new members.
* Engage current members through valuable information and community building efforts.
* Create channels that provide easy to obtain, and understand, information pertaining to the social media pillars.

She walked us through the monthly, weekly, and daily strategies employed to achieve these goals, including 2022 benchmark metrics, with data on the current status on our Facebook, LinkedIn, Instagram, and Twitter accounts. Media must be packaged differently for different platforms. Every post drives users to the NCDA Websites, linking them to further information and engagement.

Ultimately, the goals of this work are to help NCDA, (1) make real connections; (2) let your followers get to know NCDA, (3) get comfortable with video (4) continue posting regularly based on analytics; and (5) engage and excite new and potential members, consumers, and interested parties.

What are we marketing for? Our messages are not intended for the general public, but rather, for members – we aim to support, retain, and gain more members.

Videos will be particularly important going forward as a strategy for humanizing NCDA – a human touch. Videos are a key method for reaching constituency groups. They are short and informal -- feels natural, and provide a “hook” to get someone interested and to go where you want them to go. The goal of a video is to answer the bare minimum – as easy as possible, and direct viewers to the next action.

Videos may also be helpful when our products come out. The authors can produce short videos. Perhaps CDQ articles and award winners may produce videos as well. This should be organic. Melanie is communicating with authors about this, and we can share the videos via Instagram and Facebook.

Many of our Committees have social too. They need to contact NCDA National Office for consistency. We need to set protocols; have an ambassador for social media. social@ncda.org

**Adjourn**

Adjourn at 9:23 AM PT.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on August 9, 2022 by Julia Panke Makela. Last Updated August 11, 2022.*