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***NCDA Board of Directors Meeting***

**March 7-9, 2024 \* Charleston, SC**

Carolyn Jones, President Courtney Warnsman, Trustee

Lakeisha Mathews, Past President David Ford, Trustee

Marty Apodaca, President-Elect Deanna Knighton, Trustee

Dirk Matthews, President-Elect-Elect Carla Cheatham, Trustee

Julia Makela, Secretary Jim Peacock, Trustee

Missy Wheeler, Treasurer Stacy Van Horn, Trustee

Kathy Evans, ACA Governing Rep Deneen Pennington, Executive Director

**Thursday, March 7, 2024: Meeting Called to Order by Carolyn at 3:11 PM ET**

**1. Roll Call (Julia)**

13 in attendance; Carla is absent today.

A quorum is present.

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

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

Seconded by Courtney.

Jim added an item to report out on the Global Connections Committee (16c)

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

**3. Consent Agenda Approval (Carolyn)**

*Copies of the following relevant documents were provided by NCDA Headquarters on the Board webpage: December 2023 Board Minutes, February 2024 Membership Report, Career Convergence Co-Editor and CDQ Editorial Board CVs.*

Recognizing the ambitious number of items on this meeting’s agenda, Carolyn asked to make a motion to combine a few items that typically fall into routine discussion or approval into one consent agenda. The consent agenda items include:

* 1. Approval of the December Minutes
  2. Board Liaisons added to the Committee Page
  3. Membership Report – over 6,000 members! Up about 7% this year, in comparison to last year.
  4. Bureau of Labor Statistics Request (already in progress)
  5. Career Convergence Editor Approval (Courtney)
  6. CDQ Editorial Board Approval

**MOTION** was made by Marty to approve the consent agenda.

Seconded by Deanna.

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

**4. CMA Evaluation (Lakeisha and Deneen)***Please see the copies of the Evaluation Request and CMA Recommendations provided by NCDA Headquarters on the Board webpage.*

CMA responded to the Board’s evaluation from October 2023, noting that the feedback was surprising. CMA requested that the Board reconsider items that did not match CMA’s perceptions of the year’s activities, as well as identified some items with suggested edits for accuracy. CMA recommendations were provided in writing on the Board webpage and presented verbally by Deneen. Deneen requested that a set of clear Key Performance Indicators (KPIs) be developed for improved communication, so that CMA can be confident in delivering the on what the Board requests.

As the Board reflected on the CMA feedback, an important aspect that seemed to emerge was the question of what is being measured. CMA identifies clear successes in terms of *quantitative* *outcomes measures* across the organization – membership numbers on the rise, number of credential holders, training contracts, strong budget numbers. Without question, these are great successes that the Board appreciates. When reflecting on the evaluations, the NCDA Board is also considering *qualitative process measures* in the journey to achieve the numerical outcomes (e.g., member engagement, exhibitor experiences, marketing strategy). This is where the questions seem to stem from – an attempt to express areas for process improvement. Perhaps the communication struggles may stem from this difference in perspective which has not been well defined in terms of KPIs?

Moving forward, the Board choose not to change scores or feedback in the October 2023 evaluation. Rather, we propose to insert CMA’s responses as comments for the record into the October 2023 CMA Evaluation, with acknowledgement of Deneen (as CMA representative), Lakeisha (as presiding president during the 2023 fiscal year, which is reflected in the evaluation), and Carolyn (as presiding president during the 2024 fiscal year, when responses were added).

**MOTION** was made by Dirk to request CMA insert their comments into the 2023 evaluation for the record.

Seconded by Marty.

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

Additionally, the NCDA Board would like to amend the evaluation process in the following ways:

* Write Key Performance Indicators (KPIs) to better communicate expectations for processes and deliverables
* Expand the rating scale to a 4-point scale – providing more variability, and allowing the Board to identify truly exemplary or special achievements
* Rate all items on using the 4-point scale on two indicators: (1) Quality of Process, and (2) Achievement of Outcomes
* Include a self-assessment column, providing CMA with the opportunity to reflect on activities and provide input to the process
* Complete the evaluation process in September, so that all members of the active Board may contribute fully

**MOTION** was made by Carolyn to update the evaluation process to: (1) include key performance indicators, (2) expand the rating scale to 4-points, (3) include two rating scores for both process and outcomes, and (4) include a self-assessment section to provide CMA an opportunity to provide input write in, and (5) complete the evaluation during the September meeting.

Seconded by Courtney.

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

**5. Director of Credentialing Search (Carolyn)***Please see the Director of Credentialing Job Description provided by NCDA Headquarters on the Board webpage.*

We are preparing to conduct an international search for a Director of Credentialing, upon review of the job description by the NCDA Board. This is a *full-time*, *contractor* position. It is *remote eligible* with *some travel required*, and it will be *annually renewable*. The individual will receive reviews at the end of each employment year, with the goal of renewal. A *preferred start date is June 3, 2024*, so that this individual may be able to join us at the 2024 National Conference in San Diego. We acknowledge the timeline may be ambitious, and it can be extended if necessary.

We would like to include salary information in the position announcement. With some research, the Board suggests the following language: *“Salary range starts at $75,000, commensurate with credentials and work experience.”*

Additional edits to the job description requested include:

* “Degree in a related field AND five years credentialling experience.”
* Please clean up tenses – some is in future, some is in present tense.

**MOTION** was made by Jim to approve the job description with edits as outlined above.

Seconded by Dirk.

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

**6. Nominations and Elections Slate Approval (Lakeisha)***Please see the Elections Slate provided by NCDA Headquarters on the Board webpage.*

The new nominations and elections rubrics and submissions procedures greatly improved the process. Lakeisha mentioned a few additional updates that can be made for continuous improvement, such as: (1) updating the Survey Monkey form to limit candidates to selecting one position to run for, (2) increasing the word limit for the vision statement, (3) updating the application to make “years of experience” easier to identify for the rubric.

**ACTION ITEM:** Lakeisha will follow up with Julia and Deneen for application and rubric feedback based on review experiences this year. Julia will then lead efforts to carry this learning through to rubric development for remaining Board roles.

Lakeisha presented the slate for review.

**MOTION** was made by Marty to approve the nominations and elections slate.

Seconded by Missy.

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

**7. Treasurer’s Report (Missy and Deanna)***Please see the February Treasurer’s Report, 2023 Audit Report, and Committee Budget Request Forms provided by NCDA Headquarters on the Board webpage.*

***February Treasurer’s Report***

Nearly halfway through the fiscal year, we are on track for one of our best fiscal years in quite some time, particularly with consideration of the TEC and FCD contracts. Revenues in some areas are down as compared this time last year (e.g., professional development, publications), yet sales historically rise in the spring. Early bird conference registration has doubled in comparison to last year. We also recognize that travel costs have been considerably higher than last year.

We have approximately $600,000 of investment accounts that are not renewable. With our non-profit status, we need to have 3 months of operating costs available and the limit we can hold is up to 2 years. There is room to invest here. We are seeking advice from a financial advisor on next steps here. A decision needs to be made by the end of September.

**ACTION ITEM:** Investment exploration will be included on the agenda for our next meeting in April.

***Auditor’s Report***

NCDA is in a good financial place, with revenues outpacing expenses at this time. Our CMA contract will conclude in September 2024, and we are scheduled to sign a new contract in October 2024 with the new budget year. We recognize that this schedule does not quite align – leaving us operating without a contract for a few days. It has happened in the past and worked out, yet we may want to restructure the timeline in the future.

**MOTION** was made by Missy to approve the audit report.

Seconded by Lakeisha.

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

***Committee Budget Report Form***

September 1st is the deadline for all committees to submit their budget requests. Committee co-chairs should talk with their Board liaisons before submitting budget request.

Some discussion occurred around whether committees have information on what funds they can ask for. Can we give parameters? Not every committee needs funding. Is there a list of things that have been supported in the past, as well as things that will not be supported? More transparency is better. With the new budget report form, we anticipate having good examples after this year. Perhaps we can share them at the Committee Chair meeting?

Some suggested additions to the form included: (1) liaison name and (2) a chance to make connections to strategic plan.

**8. Code of Ethics (Julia and Marty)***Please see the updated Code of Ethics provided by NCDA Headquarters on the Board webpage.*

The Board provided support for all changes make to the Code of Ethics to date. They also requested an addition – to recognize the emergence of the use of Artificial Intelligence (AI) in career development spaces, and the need for ethical considerations and evolving guidelines in this space.

The NCDA Ethics Committee is asked to address this issue, and to bring the new version back to the NCDA Board for a vote on the updated Code at the April meeting.

**ACTION ITEM:** Julia will follow up with the Ethics Committee to seek additions of an initial acknowledgement of developments in AI and career development in the updated Code of Ethics.

Once this is complete, NCDA will seek opportunities to celebrate a roll out the new Code of Ethics – perhaps at the June 2024 conference, or a release at National Career Development Day, with a focus on ethics?

**Friday, March 8, 2024: Meeting Called to Order by Carolyn at 8:45 AM ET**

**9. Headquarters Update (Deneen)***Please see the digital marketing request, marketing report, job postings update, podcast annual report, Hub user feedback, AI publications policy recommendations, Vital Source report, and Headquarters general update provided by NCDA Headquarters on the Board webpage.*

***Marketing***

Marketing has evolved considerably over the years at NCDA, with team members across NCDA Headquarters engaged. Initially, marketing was focused on physical mailing lists, but this is no longer requested. We do not give out email lists of our membership. We have some magazine ads, with a few companies that regularly market in our magazine, but this is not a big source of income. When ad space in the magazine does not sell, we fill it with NCDA stock ads.

We have more steady interest in internet marketing that appears on our website. However, many people coming to the website seem to be going to the job seekers pages, which may not be a good fit for targeted marketing.

Marketing options are also presented to conference exhibitors. For example, exhibitors are offered add-ons such as push notifications through the conference app, vendors can purchase drink tickets to share, conference events to sponsor.

Katy specializes in the social media activities. The number of followers and engagement have built up to a strong baseline now. We know who is engaging, pushing, and sharing content. Katy has made a proposal to increase her time with us and to boost marketing on social media. We ran a test with boosting one ad this year on social media, and the return was considerable.

The Board also discussed that maybe it is time to bring in someone to review our overall marketing strategies and to make solid, holistic recommendations. Do we have the right strategy (for example, transaction vs. relational marketing)? Where might we want to dedicate additional resources or staffing? Might we want to advertise or table at additional associations (e.g., ACA)? Perhaps there is a marketing consultant from ACA or the American Society for Association Executives that we could contract for this purpose – to expand our brand and bring our piecemeal efforts together into a cohesive whole.

**MOTION** was made by Jim to explore the option of hiring a consultant for expertise in developing a big-picture marketing strategy for the association.

Seconded by Kathy.

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

**ACTION ITEM:** Deneen will work to locate potential contacts to come to headquarters to review our marketing information either in-person or via zoom. Deneen will bring two to three proposals to the Board by the June meeting.

We would also like to hold on to Katy’s requests. We are excited about what she is doing, and anticipate picking up on some of this in the new fiscal year. We would like the consultant’s input first so that the directions are a part of a larger marketing strategy.

***NCDA Job Posting Service***

NCDA Headquarters also provided data on our job posting service, which continues to grow. Proposals were made for add-on options to this service, which were benchmarked against peer organizations. All options seem reasonable to move forward on.

***Vita Source***

Vita Source approached NCDA to provide a non-exclusive, additional way to publish e-books. This would add to our array of access options. Other educational organizations are already using Vita Source. For example, Skip Niles’ *Career Interventions* book is e-published here.

There is some interest from the Publications Development Council in exploring this as a possibility for our monographs. In particular, we could start with: (1) Gaining Cultural Competence, (2) The Counselors Guide to Career Assessment, and (3) the Holland book. This would not include the FCD curriculum at this time.

Currently, we are gathering information to understand the e-platform. A contract would be required before moving forward.

**MOTION** was made by Courtney that NCDA explore working with Vita Source to consider sharing e-resources through their e-platform.

Seconded by Dirk.

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

**ACTION ITEM:** Deneen will collect more information to share with the Board.

***Podcast Report***

NCDA’s podcast has reached more than 11,000 downloads with 42 total episodes, all of which are now also available on YouTube. Our most popular cities include Chicago IL (109 downloads), Dubai (109), Charlotte NC (76), Aubrey TX (73), and Minneapolis MN (69). Our most popular countries include the United States (5,266 downloads), Canada (276), Japan (156), Australia (154) and Singapore (134).

Among the upcoming topics are two episodes featuring NCDA’s partnerships with The College Board, hosted by Celeste Hall, and the Coalition for Career Development, hosted by Sharon Givens.

***Hub User Learner Feedback Survey***

Overall, we are receiving good feedback on professional development options in the NCDA Hub. However, the system remains underutilized.

When it is ready, the standardized CCSP assessment will be housed in the Hub. This will be an exciting development, as it will introduce users to the environment for professional development resources. Digitech can’t quite handle the case study assessments yet. But, we will be revisiting this assessment need for the other credentials.

***AI Policy Recommendations***

The three NCDA Editors - Melanie Reinersman (Career Convergence), Melissa Venable (Career Developments) and Melinda Gibbons (Career Development Quarterly) - met to discuss the need for a general AI publications policy to be added to their respective submission requirements for NCDA’s main publications. They recommended a draft policy statement be added to submission forms as a “starting point” in establishing general AI policies in the future, as follows:

*The use of artificial intelligence (AI) to support the work submitted by authors is to be cautiously undertaken, as the nature of AI is dynamic and not necessarily transparent. Any AI tools employed in the creation of a submission (e.g., large language models (LLMs), chatbots and image creators) must preserve the requirements of the publication, including but not limited to, originality, accuracy, and professional integrity. Tools are the responsibility of the author to vet. Avoiding the generative use of AI, while cautiously considering editing use, is recommended.*

We also recognize that the policies of publishing partners (e.g., Wiley) would supersede NCDA.

**MOTION** was made by Deanna that we accept the new AI Policy statement as written.

Seconded by Marty.

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

***Headquarters Additional Updates***

Additional updates included:

* AARP signed a sponsorship for the 2024 conference. Their financial literacy lead will come to help present and would like to be a part of a panel. It may also be good to briefly highlight the AARP partnership on stage, perhaps on the second day.
* Deanna, Carla, and Courtney have been working with the College Board to discuss perspectives on career development. They are working on accessibility issues, what College Board exams mean for certain populations, and how career information in presented to high school students. The College Board will also be presenting at the conference.
* The National Career Development Guidelines have been updated for elementary, middle, and high school students. We’re hoping to share this work at the conference as well.
* King Saud University has invited the ministers of education from neighboring countries to a conference in September. There are wonderful opportunities here, but also a lot to consider. They funded the Arabic translation of the curriculum, but we hold the copyright. Now, they want to further define and adapt the resource. We need a new contract for the next steps. Also, our initial English-speaking master trainers were matched with Arabic-speaking instructors. Can we promote these Arabic-speaking instructors to master trainers as they are ready? Finally, we need an Arabic-language assessment for the CCSP, translating the standardized assessment once it is ready. There is much work to be done, which would require staffing.

**10. Committee Participation Recognition (Julia)**Seeking a way to motivate Committee membership and engagement, Deb Osborn (Co-Chair of the Research Committee) asked if there was a way that NCDA could send an official certificate or memo to all Committee members annually in order to acknowledge and thank them for their service. This could be helpful to those who benefit from “evidence” of service engagement for their work evaluations. This supports two positive results of the endeavor: (1) recognition, with positive vibes for our committee volunteers and (2) marketing / branding for the organization. A big win all around!

**ACTION ITEM:** Deneen will share this with the Committee Chairs at the conference in June, in preparation for gathering engaged committee member information in the September 2024 end-of-year reports.

**11. Training and Education Commission Updates**

Kelly Pierce shared updates from the Training and Education Commission (TEC). Some highlights included:

* The ***SCDA training*** is nearly complete, offering a 40-hour training program in five chapters. 8 hours of face-to-face training are required. It is expected to be ready to share in the next month.
* Adjustments have been made to the ***Career Practitioner Supervision training*** to make it applicable to a broader audience. Completion is targeted for Fall 2025. A marketing plan is being developed in cooperation with the Credentialing Commission to promote the program. A portion of curriculum sales (4-5%) would be set aside to fund marketing efforts so that additional funds are not needed at this time.
* Considerable potential also exists for ***expansion of training internationally*** (e.g., Arabic curriculum, Spanish translations). However, structures and infrastructure are needed to guide this work. Conversations are needed here with NCDA Headquarters and the new Credentialling Director. May also want to explore a consultant to help us strategize our international expansion experiences.

**12. Credentialing Commission Updates**

Monique Johnson shared updates from the Credentialling Commission. Some highlights included:

* The Credentialling Commission has welcomed ***two new members***: Melanie Adams (CMCS Commissioner) and Celeste Hall (SCDA Commissioner)
* A variety of upcoming ***educational activities*** and developments are planned, including an NCDA webinar, a video on how to maintain your credential, visits to constituency groups and State CDA training at the national conference, and a CCSP Networking session.
* Continued progress is being made on the ***CCSP standardized assessment***, with item testing in progress. The goal is to develop a bank of 300 items. The assessment is anticipated to be available by September 30, 2024.
* The Commission is ***exploring a coaching credential***, reflecting that “it is time to have a conversation in this direction.” There could be several ways to design this program and training. The first step is a conversation – possibly a taskforce conversation that engages the TEC as well.

**13. Linked-In Discussion (Jim)**The official NCDA LinkedIn site is: <https://www.linkedin.com/company/national-career-development-association/> There is a second LinkedIn group using the NCDA name at this location: <https://www.linkedin.com/groups/2095563/>

This group is moderated by Janet Wall, and was started by her many years ago – before NCDA had a presence in this space. Janet has recently asked Jim to be a moderator of this group, which has 21,000 members but very little engagement.

Jim brought forth a concern that the central NCDA efforts are likely hindered by this group using the NCDA name. Perhaps it is time for this previous group to remove the NCDA logo and change the name. Those who are interested in the official NCDA page should be directed to that page. This group can be reshaped as needed.

**MOTION** was made by Julia to recognize that this previous LinkedIn Group is not officially NCDA sanctioned and presents as confusing with the official NCDA LinkedIn page. Our recommendation is to remove the NCDA logo from the LinkedIn Group, change the Group name from NCDA, and encourage people from the group to follow the official NCDA page.

Seconded by Deanna.

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

**ACTION ITEM:** Deneen will follow up with Janet Wall to implement the changes to the LinkedIn group.

**14. The Future of Work Presidential Task Force (Carolyn)***Please see the Task Force description provided by NCDA Headquarters on the Board webpage.*

*Carla is the Board Representative to this Task Force. Carolyn presented on her behalf.*

John Long submitted a proposal to the board to establish a working group – such as a Presidential Task Force – on The Future of Work. There has been precedence for these types of task force groups in the past. The proposed goal of this effort would be to “explore the potential influence and implications that advances in technology and information/data management are likely to have on employment and career development in the U.S. and globally.”

The Board suggested exploring the idea within the context of this year’s strategic planning. How does this fit? What is the relationship to the efforts called for related to AI? What is the frequency or number of task force topics that we take on? And, is “future of work” our specialty topic? Who else is doing this work, and what do we bring to the table that is unique here?

**ACTION ITEM:** Carolyn will provide feedback to John and Carla, sharing that the Board will continue to consider this idea as we progress with the strategic plan. More conversation will be forthcoming.

**15. Country Divisions (Stacy)**Stacy received a request from a member in the United Arab Emirates to pursue establishing an NCDA chapter in UAE/Dubai. Our auditor has advised against international chapters that mimic state divisions. A preferred approach is to encourage these individuals to create their own international associations, with providing concrete examples of APCDA and New Zealand.

**ACTION ITEM:** Stacy will draft a response and share it with Deneen before sending.

**ACTION ITEM:** Deneen will share updated membership by country with the Board.

**16. Work Group Updates and Requests   
*a. CDQ Update (David)***

CDQ is back on track with article reviews. Melinda assembled a fantastic team, and they addressed the issues in record time. The Board is greatly appreciative!

***b. Government Relations Hill Day and Workforce Pell Act (Marty)***

The Government Relations Committee has been hard at work. Recently, NCDA endorsed the Workforce Pell Act, and has sent dates for their upcoming Hill Day in Washington, DC (May 15 – 16, 2024). Our attending delegation will include the four presidents, Missy Wheeler, and the two Government Relations Co-Chairs.

***c. Update on the Global Connections Committee (Jim)***

The Global Connections Committee is finding a new, positive pace and direction. The committee has invited everyone to gather and has met twice as a large group. They have engaged in a LinkedIn training with breakout rooms, resulting in a lot of engagement. One project has involved interviewing people around the world about what is going on in career development in their areas around the world. They are planning an article based on this.

**Saturday, March 9, 2024: Meeting Called to Order by Carolyn at 8:45 AM ET**

**17. Strategic Plan (Sub-Committee)**

Initial thinking and structure for an updated strategic plan was shared. The goal for this new structure is to create something big picture -- goals that can inspire task-oriented action among the committees. We are aiming to model after what ACA has with their “cross-cutting principles.”

Initial overarching goal ideas presented included: Credentialling, Membership (recruitment, engagement, and retention), and Advocacy. These could be themes to be highlighted.

Discussion that followed explored whether these goal statements could be more active and broadly encompassing. For example, it is not just about membership as a noun – as in the number of members – but what is intended here is also facilitating community and engagement among membership. How do we communicate that sense of energy and engagement among individuals that brings us together? Also, while we greatly value credentialling, we recognize this as one touchpoint within a broader set of professional development engagements that members encounter throughout their work life. Perhaps the focus can be on this broader set of engagements, so that the strategic plan is working for them continuously – with credentialling being one key step along that path.

Those conversations led to a consideration of additional terminology that might inform our three goal areas. For example:

* ***Fostering community***  
  *Also relates to:* Membership; member engagement; community of members; belonging; building the community
* ***Professional development***   
  *Also relates to:* career advancement; career empowerment; credentialling as one of the ways we do professional development; professional development to empower career professionals to…; provision of member resources, publications, and training
* ***Advocacy***  
  *Also relates to:* Collaborations

A reflection was offered that: *“We start in the core with fostering community among our members. Then, we offer professional development. Then, we advocate for our field. As such, our energies flow outward.”*

**18. AI Summit (Carolyn)***Please see the AI Virtual Summit webpage. The link is provided by NCDA Headquarters on the Board webpage.*

Registration for the AI Virtual Summit in April now has 143 registrants. We have three presentations, offering a cross-representation of AI in our world. The sessions will be recorded, with access available for 6 months.

**19. Global Conference Update (Carolyn and Deneen)***Please see the Board Logistics document provided by NCDA Headquarters on the Board webpage.*

***Update on 2024 Conference***

Current registration for the NCDA Global Conference in June is strong, with 605 people registered for the live meeting, 47 for the virtual. This is 50% more registrations at this time than have been at any other year at this date. Additionally, 77% of hotel rooms are already booked. Approximately 30% of accepted conference presentations have offered to submit virtual versions of their presentations as well.

Board members were encouraged to secure flights. Board activity assignments (e.g., keynote hosting) will be distributed at the next Board Meeting. Board members are also encouraged to sign up for “Mentoring Moments” at the conference – a new iteration of the mentoring initiative.

The self-care theme for the conference will be interwoven throughout. We will include a meditation room with soft, comfortable seating. Self-care handouts will also be available.

The Graduate student engagement initiative received (and funded) 38 applications. We will invite graduate students to stand up at the opening session and will seek an opportunity for a group photo to help them get to know each other. We’ll also encourage them to write about their experience for Career Convergence.

The Board is also considering a scavenger hunt idea, including activities such as visiting vendors, and seeking out a Committee Chair. Courtney, Missy and Stacy will explore this further.

Two lunches will be provided to conference attendees because there are limited walkable places to seek lunch.

***Update on Future Conference Locations***

We also discussed the 2027 conference, which is only three years away. The pricing structure for conference hotels has become very challenging – Austin costs have come in higher than Southern California now! The Anaheim Marriott hotel had a cancellation and is willing to host us at the previous pricing on a one-time basis, which is appealing for 2027… a good solution.

From here, we are looking into second-tier conference cities, and have pulled together a list. One consideration is where we have strong State CDA membership support. Texas comes up often, with some cities to consider including Arlington, Houston, Dallas, San Antonio. We are also considering Minneapolis. The biggest challenge is the number of breakout rooms needed – there are only so many hotels who can fit us, that we also can afford.

Our next step in growth may be moving into a convention center, but that could lead to a pricing structure that would require doubling our registration fees. This is something we would like to avoid. We are currently okay until 2028 and are hoping the pricing structure corrects to put less strain on educational, religious, non-profit organizations like us.

**20. NCDA-ARCS Transition Update (Julia)***Please see the minutes from the last NCDA-ARCS transition meeting, provided by NCDA Headquarters on the Board webpage.*

The NCDA-ARCS transition is well underway to create a new NCDA Committee dedicated to program assessment, evaluation, and outcomes. Our draft proposal and committee launch timeline is as follows:

|  |  |
| --- | --- |
| **Time** | **Task** |
| March 25 | Team meets to draft proposal |
| Weeks of April 1 / 8 | Proposal editing via email / meet if needed |
| Mon, April 15 | Finalized proposal sent to NCDA Board |
| Wed, April 24 | NCDA Board Meeting & Vote |
| May | Julia & Co-Chairs work with NCDA Headquarters to get committee info added to NCDA website |
| June 26 – 28 | Announcement at 2024 NCDA Conference & first in-person meeting |

**21. State Career Development Associations and State Counseling Associations**

The Illinois Career Development Association (ICDA) has had approximately 60 members and has not waivered for many years, despite a desire for growth. They are in the process of revising their membership guidelines. They struggle because individuals must be a member of the Illinois Counseling Association to be a member of ICDA. Many career professionals in the state are isolated because they do not meet this requirement.

What is an appropriate strategy to make membership more inclusive to state chapters? This has been a long-standing challenge. NCDA has sought support and connections with the Executive Director of ACA in the past, but proactive action or guidance has not resulted.

Many states have navigated these struggles. For example:

* The Maine Career Development Association remains a division of the Maine Counseling Association, but they separated their registration / membership process.
* In North Carolina, the Career Development Association (CDA) separated from the Counseling Association (CA) after a vote of the membership.
* In PA, the CDA separated and had to change their name
* In VA, the CDA remains a division of the CA, but only CDA Board members need to hold membership in the CA

NCDA cannot promote a particular path – remaining or separating – for each state. But, maybe we can help connect state contacts who have been through these journeys? Help them discuss their experiences and strategize responses? We could provide a space for a forum or discussion, so that members know where to seek support and ideas to move forward – whatever direction they decide is best for their state.

**MOTION** was made by Jim to Adjourn

Seconded by Courtney

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

**Adjourn at 10:45 AM.**

*First draft of meeting minutes was submitted to the President and Deneen Pennington on April 17, 2024 by Julia Panke Makela. Last Updated April 22, 2024.*