**PUBLICATIONS DEVELOPMENT COUNCIL: Mid-Year Report**

**February 23, 2018**

**Chair Members**

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Melanie Reinersman (NCDA Staff);

Joon Yoon (Board Liaison)

**Council Purpose**: The Council coordinates the development of a high quality publications program that meets member needs, advances the field of career development, and increases the number of publications generating income for NCDA activities.

**Committee Activities to Date**

1. New NCDA Board Liaison (selected by NCDA President), Joon Yoon
2. Mid-year conference call February 15, 2018
3. Emily Bullock-Yowell became PDC Chair beginning October 2017
4. Publication sales report reviewed; found equality in sales of print versus ebook in this fiscal year
5. “Strengths-Based Approach to Career Development” 2nd edition manuscript received and reviewed by two content editors (Makela & Briddick) and the copyeditor (Reinersman). On schedule for publication by conference time in June 2018.
6. *International Practices of Career Services, Credentials, and Training* proposal received, reviewed, and rejected
7. Review of 2nd edition of the Ethics monograph appeared in October edition of *Career Convergence*
8. Review of 2nd edition of Teaching Career Development monograph appeared in fall 2017 Career Development Network Journal

**Projected Plan through September 30, 2018**

1. Publish, market, and seek reviews on Strengths 2 monograph
2. Finalizing release of a call for proposals on Career Coaching
3. Determining viability of upcoming project topics (i.e., Marketing; Veterans; K-12 curriculum revision)
4. Awaiting submission of proposal on Organizational Development
5. Submit Budget Request for “Gaining Cultural Competence” 2nd ed (Evans) – manuscript due 10/1/2018
6. Identify Chair Elect
7. Continued revisions on Proposal Submissions Guidelines document to reflect requirements for second editions
8. Requested a Publication Sales Report specifically on conference sales of print versus ebooks
9. Plans for additional marketing efforts toward libraries and academics underway
10. Meet in Phoenix during NCDA conference