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***NCDA Board of Directors Meeting***

**February 23-25, 2022 \* St. Petersburg/Clearwater**

**Wednesday, February 23: Meeting Called to Order by Sharon at 3:15 PM ET**

**1. Roll Call (Julia)**

11 in attendance at start. Stacy joined at 3:55pm, during Treasurer’s Reports. 2 absent (Lisa and Diandra).

A quorum is present.

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

**MOTION** was made by Marty to approve the agenda with addition listed below.

Seconded by David.

Add to treasurer’s report – approval of a change for Veteran’s Committee

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

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

**MOTION** was made by David to approve the June minutes.

Seconded by Courtney.

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

**4. Report on Action Items**

***Podcast Platform Information (David & NCDA HQs)*** *Please see (1) Professional Development Survey Results, (2) Market Analysis Cost Comparison, and (3) Market Analysis FY 2020 Data files provided by the National Office. Additional reflections provided here:*

Interest was expressed in having an NCDA podcast. The format is easily consumable, “current”/popular, and would attract people to the website. The cost is minimal – a monthly fee for hosting.

Advice from those who host podcasts is to develop several episodes before release, thereby having a bank ready for steady release. It gives listeners something to look forward to – a way to stay engaged with the organization. The length of podcasts could vary depending on the topic, with a goal of no longer than 45 minutes to 1 hour.

Varying the podcast topics and speakers could also be a good fit with the NCDA Strategic Plan Goal 1, regarding bringing forth diverse voices across the field. Some ideas shared included:

* Dr. Seth Hayden: Intersections between career development and mental health
* Dr. Moore: Black men in career development
* An overview of the Coalition
* Highlighting CDQ authors or new resources published by NCDA – as a chance to introduce the resources and the people who are involved in them, as well as to demonstrate enthusiasm for the work.

**5. Membership Report (Deneen)**

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

The February Membership Report shows a total of 5,538 members, which is within 5 members of last year this time. Overall, membership numbers are holding well. Total credentials awarded are also showing strong numbers, having exceeded 2,600.

Please note that we have changed the response options to some of our demographic questions in late 2021, ensuring language is more current and inclusive. Time is required for members to have opportunities to use the new response options, which we expect will see increased use as 2022 progresses. We also note that for the first time, members indicating non-counseling (51%) has exceeded counseling (49%), however this is expected to level back out to 50%/50% as memberships related to early-bird conference registrations come in over the next few weeks.

**6. Treasurer’s Budget and Audit Report (Charles)**

***Treasurer’s Budget Report***

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

Charles provided a high-level overview of revenues and expenditures. As of January 31, 2022 (the first four months of our current fiscal year), we are tracking well across budget line items, as illustrated in the provided spreadsheets. A few items of note include:

* We have received income of $6,875 from international projects and collaborations.
* We have received additional funds of $2,500 from the Arizona Career Development Association. This is a result of the state chapter being recently dissolved. It has been requested that remaining funds be used toward national conference expenses.
* The new Professional Development staff expense line is related to our new position for developing and delivering online training programs. Melissa Venable has been hired for this role.

Reserve and investment accounts are also doing well. We have seen approximately $7,500 in gains since October. We will continue to hold off investing the $200,000 per plans in earlier discussions, with the understanding that the stock markets are likely holding steady or decreasing in the near future. We will continue to watch and plan for next steps here.

**MOTION** was made by Courtney to approve the Treasurer’s Budget Report.

Seconded by Sharon.

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

***International Work Budget Approval***

*Please see the Al Tumooh/ADEK and Mathematica Budget Report spreadsheets provided by the National Office. Additional reflections provided here:*

The Board discussed a need for changes to the budget policy regarding the negotiation and administration of contacts for international work. Current contracts have not included a set overhead percentage for the time and expertise that Creative Management Association dedicates to this work as the organization facilitating the grant. For example, it is not unusual for a grant organization to receive 30% of the contracted budget as “indirect cost”. Currently, we have been working this out contract by contract. It would be helpful to have a set policy to apply consistently, particularly as we begin to receive more inquiries.

Several strategies were brainstormed, and questions to address were raised. For example, perhaps we could start with a 30% indirect cost policy, which is split – 15% to headquarters, 15% to association for resource development or seeking additional expertise? What would the threshold be when we need to seek additional expertise? Can we start with a draft policy and revisit it after we have some experience implementing it – perhaps review the draft policy after 1 year or other pre-determined time frame? Do we need to build in conflict-of-interest language and/or practices?

**ACTION ITEM:** Charles, Sharon, Deneen, and Lakeisha will connect on developing a policy that the Board can revisit in the June meeting.

***Veteran’s Committee Budget***

The Veteran’s Committee has a budget of $2,600 to use to attend two conferences: The U.S. Department of Labor and the Student Veteran’s Committee conference. However, due to a conflict, they will not be able to attend both. They would like to reallocate funds, using them to share the NCDA veterans monograph with NCDA Conference attendees. Additional budget can also be allocated to support setting up the new online training to support veterans career development.

**MOTION** was made by David to approve the proposed budget changes.

Seconded by Lakeisha.

Motion passes (11 yes; no opposing votes; 1 abstention – due to book authorship).

***Audit Report***

*Please see the Audit Report PDF provided by the National Office. Additional reflections provided here:*

We have an approved audit report for last year. No findings or concerns were reported. We will use work from the audit when we present three-year trends in the Annual Meeting Report.

**MOTION** was made by Lakeisha to approve the Audit Report.

Seconded by David.

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

**7. Officer Reports, Part 1 of 2**

***Nominations and Elections Slate (Seth)***The Nominations and Elections Committee has some remaining work to do in building the slate of candidates for this year’s elections. They would like to request some additional time to put the slate forward, extending the deadline to March 15, 2022 for applications and March 31, 2022 to submit the slate.

**ACTION ITEM:** Members of the Board are welcomed to help reach out to potential candidates to encourage them to consider running. Suggested language: If you are interested in serving and would like to learn more about the nature of serving in these roles, please feel free to reach out to Seth, Lakeisha, or Skip.

A suggestion was also made for a “fireside chat” at the annual conference or a “Zoom virtual chat” with the current President, Past-President, President-Elect, and President-Elect-Elect that would be open to all members. The chat(s) could give interested potential candidates a closer look at what the president roles are like. What is the time commitment? What is the capacity needed? Can I devote the time? There was a sense that perhaps a sense of uncertainty or unfamiliarity with the role – perhaps a sense of intimidation –could be feeding into hesitancy to run for the role. Demystifying the role could be a helpful step, and a way to identify potentially interested candidates.

***Mentoring Program (Sharon)*** *Please see mentoring program overview PowerPoint provided by the National Office. Additional reflections provided here:*

The 2022 Pilot Mentoring program begins with an overarching goal to foster career development via structured, trusting, and collaborative relationships among career professionals and NCDA. It calls upon the mission and vision of our association:

*Inspiring Careers – Empowering Lives*

*The National Career Development Association (NCDA) provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals.*

The Objectives of the program are to

* Provide guidance and support to career professionals.
* Encourage an exchange of ideas, practice, and scholarship.
* Facilitate NCDA’s mission of providing professional development.
* Connect members, so as to foster community and longevity with NCDA.
* Promote the strategic plan of NCDA.

The program timeline is as follows:

* Nov 2021 – Jan 2022: develop program plan
* Feb – June: create program process
* June – July: announce program at conference
* June – Aug: send invitations and accept applications
* Sept: match mentors and mentees
* Oct 2022 – Sept 2023: mentoring
* Dec 2022 & Sept 2023: evaluation

Mentor and mentee training will be built into the program, with a focus on boundaries and structures for effective relationships cultivated around professional goals, resources, and skill building. Ideally, we will seek a 1-to-1 match, mentor to mentee. We may have to have 1-to-2 matches early in the program as we are building.

Mentee requirements include:

* NCDA member in good standing for at least 1 year
* 2-5 years work experience in the field -- *a suggestion was made to consider phrasing this as “2 – 5 years academic or professional experience”*
* Limited to first 50 qualified applicants

Mentors will be invited from the following NCDA groups: NCDA Brain Trust; Board of Trustees alums; Credentialing Commissioners; Training/Education Council Members; and Committee Chairs. – *A suggestion was made to consider adding Leadership Academy alumni.*

The official relationship would be for a period of one year.

Current project activities include:

* Drafting mentoring program guidebook
* Planning conference presentation: Courtney Warnsman, Karol Taylor and Melanie Reinersman
* Collecting resources
* Developing system processes for managing applications and evaluations
* Drafting new NCDA web page

Discussion topics addressed the following:

* Might the candidates write a personal statement in their application to get a sense of what they are looking for from this program and help with the match process? Possible questions might be: What does mentoring mean to you? What would you like out of this?
* How do we make certain we are not competing with our own programs? How do we clarify the difference between this and the Leadership Academy? How are the experiences different? Who might apply to one versus the other?
* We also acknowledged that we can’t reach all audiences and needs in the beginning. We would like to start small, then iterate and build.

***Unpaid Internships (Lakeisha)***Lakeisha shared reflections on the challenges of unpaid internships – creating barriers to access for students who have challenges affording to pursue credentials that require these experiences, as well as for those who seek to gain these experiences to help transition to post-graduate opportunities. She is helping to organize an Unpaid Internship Symposium hosted by the Center for Research on College / Workforce Transition, National Association of Colleges and Employers (NACE), and National Survey of Student Engagement (NSSE) to address this issue. The Symposium is seeking sponsors for the event. There is no monetary cost for sponsorship. Just looking for groups to acknowledge the importance of this issue and to help in advertising. Is NCDA willing to promote this issue and event?

**MOTION** was made by Lakeisha to inform the Center for Research on College / Workforce Transition that NCDA will support, through sponsorship, the 2022 Unpaid Internship Symposia.

Seconded by Marty.

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

**Adjourn for the day at 6:02PM**

**Thursday, February 24: Meeting Called to Order by Sharon at 9:02 AM ET**

**8. Meeting with the Training and Education Council (TEC)**

Leann Morgan, TEC Chair, provided the Board with updates on key initiatives.

***Facilitating Career Development (FCD) instructor training.***

We have approximately 250 FCD instructors in total. NCDA has been offering webinars three times per year to support their teaching of FCD classes. We have been providing sessions by chapter, with each session dedicated to best practices and highlighting the work of 5 to 6 instructors. We are up to Chapter 7 now. Attendance has been great, with 40 – 60 instructors attending each session live – a good percentage of total instructors. We use the Zoom platform so that instructors can chat, using breakout rooms to share ideas and get to know each other. Additionally, all sessions are recorded so that those who are not able to attend still have access to the material. Recordings are shared via the NCDA website.

***Supervision credential (Certified Career Counselor Educator – CCCE)***.
We are working in a collaborative process with the Credentialling Commission as we ask the question of “How can we engage more people who provide supervision?” Do we reach out to market the credential to a different group? Perhaps the Certified Master of Career Services and Certified Career Counselor groups? We need to make the credential more accessible to those who want to become credentialed and want to become trainers for the credential. This will be a part of the TEC’s discussions later during this meeting.

We have revised the process for attaining the credential so it looks more like the FCD, and are working to be responsive to membership who do not have counseling degrees. Given that the nature of higher education career centers is not moving in the direction of counselors, we need to be responsive to the growing need. Financially, it will be more in our favor to go in this direction. We believe that crafting something more viable and attractive to more members could be something special. We anticipate that this time next year we will be offering the first new supervision training.

***School career development advisor program.***

We have had a patchwork of curriculum available for those interested in taking a school career development advisory program. However, this had to be completed with the FCD curriculum, or participants had to have three years of experience. We’d like to rebrand this curriculum so that it can be more cohesive and standalone – it feels muddled as it is. We are currently developing an RFP to bring this curriculum together, with an instructor manual to support it.

Additionally, the current offerings cost $1,700 per person for schools. That cost is too high; it is prohibitive for a lot of schools. We need to build a viable product that can be connected to schools. Questions to consider include: Who is our audience? What are their values? What are their needs? What resources will fit the need (e.g., Moodle site, format)? How will our core message come through?

***FCD Curriculum.***

Chapter 6 of our FCD curriculum has been our diversity chapter and it was outdated. The TEC released an RFP last fall and secured Cobretti Williams. Senior Editor, Diversity, Equity, and Inclusion at BestColleges,com to review and update the chapter. The chapter will be updated both electronically and in print and will be sent to instructors.

Also, this coming fall it will be time for our three-year update of the curriculum. We will be discussing reviews at this meeting and determine the path for small or large updates. Requests will come to the Board for a budget for the updates. Fall 2023 will be the release target for new materials.

Both FCD and supervision training have been on the shelves for years. Rebranding and reshaping to key audiences will be very helpful in elevating the trainings. Some potential new targets of interest include Goodwill, social services, etc.

**9. Credentialling Commission**

Aaron Leson, Credentialling Commission Chair, provided the Board with updates on key initiatives.

***CCSP Updates***

Overall performance for credentials is going very well. Over 100 Certified Career Services Provider (CCSP) credentials were awarded in January 2022 alone.

Current state of CCSP

* $100 app fee for certification
* Applicants answer 4 scenarios (2-3 paragraphs each)
* Blind reviewed by 2 reviewers
* Volunteer reviewers (10-15 people)
* Utilize SMApply system

The Credentialling Commission is starting the revision of assessment scenarios. Improvement of assessment is a continual process.

***Researching a Multiple-Choice Assessment Technology***

The Board requested research of a multiple-choice approach to competency testing with new technology to administer this assessment. The Credentialling Commission and National Office researched five technology companies (three in-depth). None was a clear leader. Costs varied, ranging from $20,000 to $30,000 per year. Aaron provided a Microsoft Word table that compared the three companies that were considered in-depth.

The results of this research suggest that creating a standardized, multiple-choice assessment would require:

* Time frame of 1.5 to 2 years
* Approximately $75,000 to $100,000 to complete
* Seeking feedback from a variety of sources

We believe that, in the long run, this would have more sustainability than the current approach. We want this approach to assessment to go beyond: “what is a helping skill?” Rather, the assessment should address “how do you use helping skills?”

The value in doing this work is that it would bring further legitimacy to the credentialling initiative. A standardized assessment will be necessary if we decide to attain accreditation through NCCA or ICE.

However, we acknowledge that a “perfect” technology vendor does not exist to solve all the Credentialling Commission needs / challenges. There will be an ongoing need to either customize a system or use multiple systems in this process. The costs of running the current system during development of the CCSP assessment, plus the costs of building a new system and the assessment itself, will be expensive.

Recommendations of the Credentialling Commission (CC) and Requests to the Board include:

* CC Seeks Board approval to create standardized assessment for the CCSP Credential.
Board Approval, Allocation of funds, Creation of RFP (April 2022)
Initial investment = $75,000
* NCDA hires and pays reviewers for the CCSP applications as we go through the process
Offset ongoing delays
Use reviewers during the content development to control reliability and validity
Board approved $7500 this fiscal year – request extension of same amount for next fiscal year.
* Pursue agreement with Digitech to support initial tech platform
* “Bundle” the sale of the FCD Student Manual and CCSP application immediately, to help collect new revenue to support these costs. Suggested pricing of $299 per manual (16% increase over $250 current price).

Bundled pricing difference was shown on slides. The hope is to be able to communicate that this is not solely intended as a price raise on students. Rather, it is a shift in message. This is not just a training course. It is a training and credentialling course. One payment provides access to both experiences / opportunities.

Follow up questions and discussions addressed topics such as:

* Concerns were expressed that, if we bundle, we have to collaborate with the TEC. Fears may exist regarding increasing the price of the training.
* Regarding building the assessment, item writers would be identified through an RFP process. Perhaps 20 – 30 people contributing, who are experts in their area.
* A challenge was mentioned that as we work to move the CCSP onto a new platform, we’ll be on two platforms for a while. However, CCSP is the biggest. It makes sense to move this one first. Eventually we can work to get all under the same umbrella. CCC may be next in terms of numbers after CCSP. CMCS probably third, followed by CSCDA and CCSCC.

Further discussion and Board decisions on requests are provided in Section 13 of these minutes.

***Exploring Career Coaching Credential***

Some interest was also expressed in a career coaching credential. NACE has something new in this area. Every year, we seem to be getting more comfortable with and interested in this direction. We have to think about capacity here. Would it pull people away from the CCSP? Let’s start with an environmental scan. Who needs this? What is the audience? How is it similar or different to what we already offer? Perhaps the commission can collect that information as a place to start.

**ACTION ITEM:** The Board asks the Credentialling Commission to conduct an environmental scan of career coaching and the need for a credential in this area to share at the June Board meeting.

**10. Officer Reports, Part 2 of 2**

***State Divisions Report (Stacy)***We extended the deadline for grant opportunities for the State Divisions due to a broken website link. Proposals are coming in, with several expressing interest for trainings, technology, and so on. We have also received several speaker requests (e.g., Idaho and Virginia requested Lakeisha, Connecticut requested Carolyn, Maryland requested Sharon and Stacy, California requested David).

Issues continue regarding tensions between the State Career Development Associations (State CDAs) and State Counseling Associations (SCAs). In particular, Ohio is struggling right now because the Ohio Counseling Association reached out with a requirement for SCA members on their State CDA Board. The Ohio CDA was not in a position to comply with the requirement. The SCA offered time to change the leadership and stated that at least 30 of their members had to be Ohio Counseling Association members as well. Even if they have 30 OCA members now, can they be ensured of maintaining it over time? Is this something we have control over?

The Ohio CDA is very strong and could successfully operate separate from OCA. Yet, even if the decision is to separate, they want to keep the relationship across associations strong to collaborate. Separation does not have to be contentious. It can be a recognition that the two groups have different administrative needs at this time, but then still leave room for partnership around client needs as appropriate. Deneen and Stacy have been providing consultation to the Ohio CDA leadership as they navigate this challenging situation.

This is a long-term discussion for the Board, as it is an issue that will likely be reflected in other states. Every place is different. What does the SCA provide that is lost when State CDAs separate? There appear to be two main items:

* Support with 501.3c taxes
* Credits for continuing education

What would it look like if NCDA became a parent organization to fill these gaps? It is a paradigm shift. We do have the foundations to take this on financially. But, do we have the staffing capacity? it would have to be done in a fair and equitable way if other states sought this option as well. For example, concern was expressed that MD may be experiencing a similar situation to OH in the near future. NM, NJ, and NC have also experienced recent struggles.

Many questions then followed, for example:

* If we do it for one state, do we need to be willing to do it for all? What does that look like? On what schedule?
* What would be the impact on Headquarters if we chose to go this way? What type of time commitment would this be? What additional resources and/or structures would help address the load?
* Is there an affiliation fee (an amount given to NCDA for the support provided) in order to defray the costs?
* How would dues be collected? Would they be incorporated in some way, with some going to national and some to state? Would members join both national and state divisions? Or have a choice?
* Do we market this option, or do we allow State CDAs to come to us and then say, “yes we have this”? They will talk, and the word will get out. Many want it to be an option.
* In what ways might NCDA be liable for activities in the affiliated states? This may be a conversation that we need to have with our auditor to more fully understand what we are taking on.
* If NCDA were to offer a parent organization option, how do we communicate the intent? We want to make it clear that we are not actively trying to break up functional relationships – not trying to pull state organizations under us. This is simply an option provided with the aim of assisting struggling State CDAs with a structure that supports them to thrive and grow.

It was noted that there are five states in ACA’s model (e.g., GA, NY) that do not have separate state affiliation, and then the national organization sets aside a budget for the state. It is similar to NCDA’s state grants. Maybe this can be a model to look at?

The challenges expressed here have persisted over such a long time. NCDA has reached out consistently to ACA, as well as to State Counseling Associations, seeking consultation and resolution. Yet, we have not found sustained interest or traction for making progress on this issue. We need to be responsive to our membership and profession, which at this point, may require taking a different approach.

Perhaps the case of Ohio can be a pilot for examining ways to separate the State CDA and SCA, while maintaining a healthy collaborative relationship. NCDA can use this case to explore what it would take to become a parent organization, testing out financial and capacity implications. As we learn more together, we can determine next steps for the larger picture.

**ACTION ITEMS:**

1. Deneen will talk with the auditor about pilot ideas with OH.
2. Leadership of NM will talk with State Counseling Association to maintain collaboration moving forward.
3. Stacy will stay in touch with Deneen and NM leadership, as well as work with OH, to share updates on this discussion.

***Headquarters Report (Deneen)*** *Please see headquarters report document provided by the National Office. Additional reflections provided here:*

For professional development expansion, we are planning to pursue Digitech, and to start with developing two training programs this year -- Veterans and Diversity. This is a particularly helpful project because it gives us a chance to work with the vendor before we dive in on the technology developments for credentialling.

Several questions remain to be explored regarding the new professional development courses and resources. For example:

* What strategies exist for marketing?
* How will we push this course out? Who will it go to?
* How will we show the value of the programs?
* How can we honor people who participate?
The current plan is to provide a completion certificate – something they can post on their wall. We are working on the terminology for this certificate, which would be provided in a PDF and JPG format, in case they want to post it.

**11. Strategic Plan Review (2020 – 2024)**

*Please see (1) NCDA Strategic Plan 2020-2024, (2) Strategic Plan Policy, and (3) Addition to the NCDA Strategic Plan Policy documents provided by the National Office. Additional reflections provided here:*

Our aim with the 2020-2024 strategic plan has been to implement it gradually, allocating resources and energy in a thoughtful way. Today’s discussions reflect on progress and next steps.

***Current Policy & Addition to the Strategic Plan Policy***

Seth and Carolyn collaborated to outline additional language for the Strategic Plan Policy including the following two ideas:

1. Who is tasked with creating the Strategic Plan

The development and implementation of the NCDA strategic plan will be facilitated by the President Elect-Elect and the Past President over the defined time period of the plan. These parties will have the ability to include additional NCDA members in this process when deemed necessary.

Note that “additional NCDA members” could be Board Members, Committee Chairs, etc. The flexible language allows us to bring people on who have expertise depending on the focus of the activities at hand. The plan itself can help inform who would be included and encourage outreach into membership to develop leadership opportunities.

2. Oversight of implementation and reporting

A quarterly report will be provided to the NCDA executive board regarding progress on the strategic plan. A report on the progress on the strategic plan will be provided to NCDA members at the annual conference. Additional resources for the effective development and implementation of the strategic plan will be requested by the President Elect-Elect and the Past President on an ongoing basis.

This new language aims to formalize a process for tracking progress, addressing the question of “are we staying on track?” We notice the use of various terms such as “long-range plan” and “annual plan”, along with “strategic plan.” seems different. We are trying to be more consistent, perhaps changing the terminology from “long range annual plan” to “strategic plan”.

It could be helpful to have someone reviewing the reports from committees, and noting items related to the strategic plan together into a single document. Can we have a way to track this that tells a united story and inform our decision making?

We may also want to clarify the period of time for an overall review and to initiate the next strategic plan. The next plan would be scheduled to begin development in late 2023, for the plan that would be in place from late 2024 through 2028.

**ACTION ITEM:** Seth and Carolyn are asked to (1) integrate additional language as described above, and (2) update the language of the current policy into a “Strategic Plan Policy” document, which can be brought to next meeting for a vote.

***Review of Strategic Plan Progress***

The Board divided into three groups to reflect on Strategic Plan progress to date, each considering a single goal with its corresponding objectives. Based on what we know around the table, we addressed the following questions:

* How are we doing?
* What needs to be done?
* Who is going to do it? (Who is responsible?)
* How are we going to track progress?
* What is the timeline?

The purpose of this activity is to acknowledge progress made, as well as to recognize where we are heading next.

***Goal 1. Diversity, Equity, and Inclusion***

How are we doing? The group provided an 8 out of 10 rating on this goal to date. Example successes included the diversity scholarships provided for the conference over the past two years, a host of DEI programming, the Working Wardrobes service project planned for the 2022 annual conference – just to name a few.

Additional ideas for continuing to further this goal included:

* Offer a coffee chat gauging the need of our diverse members at the conference. David and Marty offered to help. Stacy is willing to take notes.
Could also do this quarterly in a virtual setting.
(Objective 1A)
* Consider a special issue of Career Developments with a guest editor
Project contributors could include Mei, David, Diandra
(Objective 1B)
* Continue the calls for conference scholarships, as in past years.
(Objective 1C)

***Goal 2. Membership***

*2A. Activate new methods, meaning, ideas and strategies and create an infrastructure for sustainability of new members*

2A1 – We started a membership committee. We would like to check progress regarding innovative strategies and idea generation. Courtney can check with Paul Timmons to create a tracking process by the next in-person Board Meeting in June.

2A2 – A survey is in progress, carried out by Garrett and Lisa. Findings will be presented with the due date of the Leadership Academic project in Summer.

2A3 – Discussion on this topic is “bundling membership with other states and/or other events like conference”; waiting on financial analysis of options. Charles and Deneen are making progress, with more information expected at the June Conference Board Meeting.

2A4 – Some questions were raised on this objective. What categories of prospective members might we focus on? Is the metric of 5 -10% response rate an appropriate metric – as we have little control over this outcome? Might we focus on a part of the outreach that we can more directly influence? Some work remains to be done here still.

2A5 – The graduate student membership group has been established and is quite active. We will continue to monitor and connect with them to learn about interests and support needs.

*2B. Develop a corporate and outreach committee*

2B1 – There has been good progress here, as evidenced by partnership examples such as: AARP, Working Wardrobe, Google.

*2C. Collaborate with other associations to increase membership*

2C1 – There has been good progress here, as evidenced by the AARP collaboration. We will continue to monitor progress and report out at the October Board meeting.

2C2 – There has not been progress here to date. We need to connect with NCDA Marketing staff. Possible next steps could be to export and analyze LinkedIn and social media data to identify participants who are not association members, using this information to create outreach invitations. We would like to track progress and report out at the October Board Meeting.

***Goal 3. Professional Identity.***

*3A. Increase NCDA Members who are credentialed.*

3A1 – This objective has been achieved – 30% of members are credentialed!

3A2 – More work remains to be done on this item. We envision potential partnerships with NCDA’s marketing lead and the Credentialling Commission – perhaps marketing our credentials to three major entities (e.g., Goodwill)? If we could set a plan to reach out to one organization every 6 months, perhaps this could make the goal manageable within other association priorities.

3A3 – More information is needed to assess progress regarding what is being done in this area. There is a current Leadership Academy project in progress on the topic of the benefit of being credentialed. More information is coming soon. Perhaps this could also inform the marketing work.

*3B. Reassess constituency group to ensure representation of career advisors, coaches, counselors and K-12 career practitioners in NCDA operations.*

3B1 – In Summer / Fall 2021, work was completed to revise demographic and professional identity data collection for NCDA. It was integrated into NCDA membership survey in November / December 2021.

3B2 – Updated data are currently being collected in NCDA membership survey. We would like to collect this data for a full year, giving membership time to respond to new items. Once data are collected for 2021 – 2022, we can analyze trends and then report findings at first meeting in 2023. This will help us integrate our new understandings into our “prioritization of resources based on results”. Deneen and Julia can connect on this.

**ACTION ITEM:** We would like to include an invitation to Leadership Academy mentors to provide project debriefs at the annual conference Board meetings. A Google Drive repository could also be developed for results of past Leadership Academy projects so that these materials could continue to inform future directions of the association.

**12. Work Group Updates and Requests**

***Career Convergence Editor Approval (Courtney)***

**MOTION** was made by Courtney to approve both Amy Pierce-Danders and Linda Evans as Career Convergence editors.

Seconded by Carolyn.

Motion passes (11 in favor, no opposing votes, 1 abstention).

***Career Developments Magazine (Deneen)***

Melissa Messner resigned from her editor role. We have been experiencing difficulties getting people involved in production of the magazine since the pandemic began. With the summer approaching, we needed to move quickly and Melissa Venable and Jen Laird stepped in to assist during the gap. We are currently in good shape for the upcoming issues.

In order to be equitable, and RFP is needed moving forward to search for a new editor. We’ll move in that direction.

***Veteran’s Committee (Charles)***

Approximately 12 years ago, NCDA started with a taskforce to help counselors who are serving veterans. Approximately 3 years ago a Leadership Academy project, carried out by Heather Robertson and Suzanne Fletcher, developed a set of competencies to support work with veterans. We are now planning a PDI at the 2022 NCDA Conference, including a panel of veterans to talk about transition issues. This will serve as the foundation for the online veterans training program that is in development.

**Adjourn for the day at 4:35PM**

**Friday, February 25: Meeting Called to Order by Sharon at 9:05 AM ET**

**13. Revisiting Requests from Credentialling Committee (Deneen)**

***Recommendations and Requests***

* ***Request to Consider:*** *The Credentialling Committee seeks board approval to create standardized assessment for the CCSP Credential. This would require board approval, allocation of funds, and creation of an RFP (April 2022). The initial investment = $75,000*

***Discussion:*** Board is in support of this request, believing we have talent within the association to support this work well and complete it appropriately.

Once we get this set up, what will contribute to the cost to keep the assessment on going? Two primary factors were considered: the technology and an assessment specialist / project manager. *(Yet, maybe the Credentialling Commission could take over the project management?)*
If we bundle the cost of CCSP training and credentialling, the expectation is that we will be able to cover the cost of this project, with a buffer.

Additionally, the Board encouraged that, as we think about “subject matter experts” for building assessment questions, let’s be sure to think about diversifying the lens. Think outside the people we are used to, which would be in-line with our strategic plan.

***General consensus – We will do the standardized assessment and bundle the price.*** Price change will occur October 1, 2022 – next fiscal year. So, there is time to get the word out. The messaging will be important. *(See bundling discussion below.)*

**MOTION** was made by Lakeisha to accept the proposal for a standardized assessment as requested by the Credentialing Commission, with a cap of $85,000 over the period of 18 months, ending September 30, 2023.
Seconded by David.
Motion passes unanimously (no opposing votes, no abstentions).
* ***Request to Consider:*** *NCDA hires and pays reviewers for the CCSP applications as we go through the process to offset ongoing delays. Use reviewers during the content development to control reliability and validity.
Board approved $7500 this fiscal year – request extension of same amount for next fiscal year.*

***Discussion:*** The Board asks that this request be made again during our next budget cycle.
* ***Request to Consider:*** *Pursue agreement with Digitech to support initial tech platform.*

***Discussion:*** Digitech is being used for the professional development site. That will give us a chance to more fully evaluate it. Please use information from this experience to make the final decision.
* ***Request to Consider:*** *“Bundle” the sale of the FCD Student Manual and CCSP application immediately, to help collect new revenue to support these costs. Suggested pricing of $299 per manual (16% increase over $250 current price).*

Currently the cost is $150 for the manual and $100 for the credentialling application. The extra price also offsets the cost for the diversity curriculum writer.

As mentioned above, a decision was made to bundle the price. However, lingering questions for implementation remained. For example:
	+ How do we share the reason for the bundling? What is the messaging?
	+ What happens when a GCDF is required for a job? But they have now paid for the CCSP?

	**MOTION** made by Carolyn to move forward with the bundling with the stipulation of increasing the minimum prices for FCD training manual and the role out to instructors would include informational sessions.
	Second by David.
	Motion passes (9 yes, 1 no, 2 abstain)

**14. 2022 Annual Conference Update (Sharon and Deneen)**

***Board Logistics / Travel*** *Please see Board Logistics for the 2022 Conference document provided by the National Office. Additional reflections provided here:*

Please book your airfare to the conference. The Orange County airport is closer to the hotel, but LAX is okay as well.

***Board Schedule***

*Please see Board schedule for the 2022 Conference spreadsheet provided by the National Office. Additional reflections provided here:*

Please see this document for your roles and responsibilities at the conference. It is recommended that you personalize the schedule to yourself and share it with the NCDA staff. Your presentations should not interrupt your Board responsibilities. Note that the Board meetings start on Saturday, June 25. Most will need to stay over to Thursday, June 30.

***Community Event: Working Wardrobes***

Conference scholarships are being provided for the *Working Wardrobes* staff. Cheryl Love will coordinate their events. The TEC will help with Sunday afternoon events, as they will be onsite already. The group wanted to know the latest on interviewing, employer relations, technology use, etc. Support for their clients will occur via zoom for social distancing and will happen on the last day of the conference. It would be great to have Board involvement. More information coming soon.

Current registration:

242 Live Conference Only

35 signed up for hybrid

18 one day in Anaheim

The goal is a minimum of 500

123 Virtual (the goal is over 1,000)

***Career Teaching Academy***

*Please see the following page of the NCDA Website for more information:* [*https://ncda.org/aws/NCDA/pt/sp/education\_academy*](https://ncda.org/aws/NCDA/pt/sp/education_academy)

**15. Board Expectations and Trustees Log (Sharon)**

*Please see Board Expectations and Trustees journal documents provided by the National Office. Additional reflections provided here:*

**ACTION ITEM:** The Board Expectations document has been updated. Please review it.

**ACTION ITEM:** We would ask that Trustees set up a Google Doc and to start to journal activities for succession planning. Please include required and personal activities, as well as any pertinent information for the next person.

**16. NCDA Harris Poll (Charles)**

*Charles shared a hard copy draft of a brochure. Additional reflections provided here:*

We have been exploring what information and resources we can provide to counselors to use coming from the NCDA Harris Poll.

While most respondents shared that they do not use career counselors, those who do describe very favorable experiences. Charles provided a copy of a draft brochure from NCDA with this information, a link to the poll, and place for individual counselors to include their contact information.

Feedback on the draft was to be certain that we are intentional with the language throughout – career counselor vs. career specialist vs. career professional. Do the terms match the poll? Are they consistent? And, do the fit the audience we intend to reach with this resource?

We also brainstormed possible social media partner pieces – posts on LinkedIn, slides for Instagram, etc.

**17. Leadership Academy (Marty)**

This year we had a “COVID Class” in our Leadership Academy. Three members are doing great, with projects and activities well-paced to be completed by the 2022 conference. Three members have experienced lags in their project progress this year due to unanticipated environmental barriers, family needs, etc. We’re actively moving forward where we can and will support members to continue into an additional year where it makes sense to do so.

**Adjourn**

Adjourn at 11:47 AM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on March 23, 2022 by Julia Panke Makela. Last Updated March 24, 2022.*