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***NCDA Board of Directors Meeting***

**October 12 -14, 2023 \* Sunny Isles Beach, FL  
Ocean Grand Room**

*Carolyn Jones, President Cecil Broadnax, Trustee*

*Lakeisha Mathews, Past President Carla Cheatham, Trustee*

*Marty Apodaca, President-Elect David Ford, Trustee*

*Dirk Matthews, President-Elect-Elect Jim Peacock, Trustee*

*Julia Makela, Secretary Stacy Van Horn, Trustee*

*Deanna Knighton, Treasurer Courtney Warnsman, Trustee*

*Kathy Evans, ACA Governing Rep Deneen Pennington, Executive Director*

**Thursday, October 12, 2023: Meeting Called to Order by Carolyn at 3:08 PM ET**

**1. Roll Call (Julia)**

12 in attendance. David is absent today.

A quorum is present.

**2. Welcome / Introductions / Ice Breaker (Carolyn)**

Carolyn led the Board in introductions and activities related to work and personal values. We acknowledged the November conference theme of self-care, recognizing that as engagement is increasing in the workplace and in our professional association activities, it is important to maintain our attention to care for self as well. We discussed responsibilities, expectations, and the meaning of perception, setting the tone of our work together for this year.

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

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

Seconded by Stacy.

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

**4. Approval of the September Minutes (Julia)**

*Please see the copy of the September 2023 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by Marty to approve the September minutes.

Seconded by Lakeisha.

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

**5. Report out on Action Items**

***Board Members asked to reshare NCDA Hub posts on social media (All)***

Katy Anderson, NCDA’s Social Media Coordinator, has reported increased engagement in social media, and thanks Board Members for contributions in recent months. NCDA will be starting a Hub “discount of the month” program on selected offerings. Please continue to reshare these social media postings as you see them come through.

***Continued Updates regarding the Assessment and Research in Career Services Network (Julia)***

Julia provided an update on good progress with the Assessment and Research in Career Services (ARCS) transition. The ARCS Transition Team is firmly interested in transitioning to NCDA as a committee; other options have been turned down at this time. There will be a meeting of the ARCS Transition Team in the next 2 – 3 weeks to finalize a message and survey to membership. The survey will inform ARCS membership of the decision and NCDA opportunity, and request participation in a “stay in touch” survey for ARCS members to indicate interest in moving with the group to NCDA. The survey will collect information on individual names, institutions, roles, whether people are currently NCDA members, and whether people would be interested in being part of establishing the initial committee at NCDA. We’ll also be looking to identify initial committee co-chairs.

The message and survey will be released in November, with initial reminders sent through mid-December. A “last call” for participation will be sent in January, with a plan to discontinue the ARCS listserv at the end of January. ARCS members who opt-in through their “stay in touch survey responses” will be contacted in early 2024 for continued engagement in what will become the NCDA committee.

As a strategy for encouraging ARCS members who are not currently NCDA members to make the transition, we will highlight the first-timers membership rate with NCDA.

**ACTION ITEM:** Julia will continue to work with the ARCS Transition Team, and will keep the Board informed on progress.

***CDQ Oversight Options & Approval of Editorial Board Members (Deneen and David)***

*Please see the bios provided for new CDQ Editorial Board Member candidates (Briddick, Falco, Fickling, Limberg, and Tate), as well as the list of returning members, as provided by the National Office on the Board webpage.*

Deneen shared an update on the Career Development Quarterly activities to address our tremendous backlog in articles to be reviewed. Following the June meeting, we have discontinued the relationship with the previous editor and have committed temporary funding to bring in a “cleanup team” to address the backlog. In addition, candidates were considered for a new editor position. At this time, the Board is asked to consider a recommendation of Dr. Melinda Givens for the role of editor.

**MOTION** was made by Jim to approve Dr. Melinda Givens as our new CDQ Editor.

Seconded by Lakeisha.

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

Additionally, the Board was asked to consider new additions to the CDQ Editorial Board, including Dr. Lia Falco, Dr. Melissa Fickling, Dr. Hande Sensoy-Briddick, Dr. Dodie Limberg, and Dr. Kevin Tate, as well as the list of returning Editorial Board Members.

**MOTION** was made by Courtney to approve the proposed new and returning CDQ Editorial Board members.

Seconded by Marty.

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

Dr. Melinda Givens is also seeking approval of a graduate assistant through the end of the fall semester. Due to the mid-term start of the editorial role this cost is not covered by her institution, yet it will be picked up in future semesters. This request will be seen in our annual budget conversation later in this meeting.

The Board also discussed regular reporting strategies to help avoid falling into this struggle in the future. Wiley can provide a monthly report which shows trends on submissions, and how they are moving through the review system. In his role as Board Liaison to the CDQ, David will review these reports and share regular highlights with the Board. Additionally, we have closed article submissions to the CDQ until January so that we can work our way out of the backlog.

***Maintaining communication with O\*NET Ally program (Deneen)***

The O\*NET Ally Program plans to open the application period for information related to career development in January 2024. Deneen and Courtney are on their email list and will follow up at that time.

**6. Membership Report (Deneen)**

*Please see the September 2023 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

The September 2023 report shows 5,528 members, with category percentages largely unchanged. The percentage of members coming through ACA continues to dwindle, now showing 8% of membership. However, there seems to be a “glitch” in the ACA system that is making it hard to renew ACA and NCDA together. This 8% may be misleading, with considerably more individuals holding dual membership.

The Higher Education constituency continues to carry the largest draw, with 40% of members in this area. Ethnicity percentages are holding steady as well. There were some double counts in the number of credentials in the last report. This report has addressed that, providing an accurate count of credentials at 3,868 awarded. International members are holding steady at approximately 11%.

**7. Year-End Treasurer’s Report (Deanna and Deneen)**

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

The year-end report shows a net profit of nearly $25,000. Revenues were at an all-time high this past year, however, expenses were as well. On the revenue side, the Training & Education Council (TEC) sales were particularly strong, as well as the international contracts. We expect these strengths to be maintained into the next year. Professional development profits remain flat. A new initiative of offering of 50% off a different Hub course each month is expected to help. Credentialling expenses may also be adjusted, decreasing in coming years.

**8. Work Group / Officer Reports**

***ACA Update (Kathy)***

ACA’s first Governing Council meeting was held three weeks ago. This meeting brought together representatives of the 19 divisions and 4 geographic regions of the association. Example topics of discussion included:

* Potential of moving the 2025 ACA convention from Orlando, FL to another location due to lawsuits related to key social issues (e.g., book bans, abortion bans). What is the most effective way to voice discontent / demonstrate support? It is moving the conference to a new location? Or, is it better to have the conference there, but engage in a benefit or other educational efforts?
* Reflecting on committee goals and engagement
* Potential upcoming changes to the ACA Governing Council structure aimed at increasing effectiveness, likely with a decrease in the size of the group.

**Friday, October 13, 2023: Meeting Called to Order by Carolyn at 3:08 PM ET**

**8. Work Group / Officer Reports - Continued**

***College Board Update (Deneen)***

Approximately 8 months ago the College Board approached NCDA requesting our expertise and input on a new format for the PSAT and SAT reports this fall. It has been a good collaboration, with quite a bit of contact over this time period. We were able to review material for the student and parent reports that accompany test results, as well as career exploration content on a slide deck for teachers and school counselors. Carolyn has also been invited to their New York City expo, where she will be co-presenting with Allison Daniels on career exploration. Celeste has also worked with them on a one-pager that will serve as a guide for starting conversations on career exploration with students.

NCDA will be receiving credit on the College Board constituency page, which recognizes our contributions. We will also be able to share content for this page. The College Board will also be at our national conference this summer, and will contribute a $5,000 sponsorship.

The goal is to have everything for these reports and resources completed by the end of October. The College Board will be administering over 6 million tests. Report information will be tailored to both test results and local labor marketing information (e.g., “here are some in-demand jobs in your state”). Attention has been paid to ensuring that language is open and inclusive, with sensitivity to issues around marginalized groups and standardized testing.

The College Board had reviewed NCDA’s website and noted being impressed with our DEI focus – a priority they share. Tests are now being administered during the school day, with school boards paying for the testing to enhance access.

***Career Convergence – New Editors (Courtney)***

*Please see the bios provided for new Career Convergence editor candidates (Janicki, Moore, and Montgomery), as provided by the National Office on the Board webpage.*

Melanie is excited to share that we have a full slate of editors for Career Convergence. Bios were shared with the Board for consideration.

**MOTION** was made by Courtney to approve Janicki, Moore, and Montgomery as new Career Convergence editors.

Seconded by Marty.

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

***Nominations and Elections (Lakeisha)***

A new Survey Monkey form has been created to assure that Board applicants qualify for the roles they are applying for (e.g., years of NCDA membership, years in the career development field, past service roles). If they do not qualify, they can be notified and encouraged to apply for another role for which they are eligible.

The current Nomination and Elections Committee includes: Sharon Givens, Seth Hayden, Lakeisha Mathews, Kimberly Cartledge (SC) and Blanca Rosales-Ahn (NJ). The Committee will meet in November. The positions up for election this year include: President-Elect-Elect, Trustee for Counselor Educators and Researchers, and Trustee for State Divisions. We now have updated rubrics for these positions that include the pre-qualifying questions and more clearly defined criteria that ensure we are considering all requested information in an equitable way. We will be reaching out to current Board members soon to help us complete rubrics for remaining positions that are filled in future years.

Current Board members are encouraged to reach out to help encourage applicants for the upcoming elections cycle.

**ACTION ITEM:** An e-Vote will follow regarding the updated rubrics for the positions up for election this year. Julia will also follow-up with Kathy and Deanna for input on developing rubrics for the ACA Governing Rep and Treasurer roles, respectively.

***Government Relations Committee (Marty)***

The Government Relations Committee (GRC) shared that it is no longer optional for us to have a presence in legislative discussions. The never-ending battle for public policy is not going away, and the landscape is changing rapidly. The GRC created a workplan with input from our representatives at LobbyIt. Marty shared his belief that we will be in good hands if we invest in this, as demonstrated by the narrative that accompanies the GRC’s budget request. Board members were encouraged to review that narrative before the budget discussion to follow.

***Credentialling Commission (Deneen)***

The Credentialling Commission seeks approval for Melanie Adams to be added as the new CMCS commissioner, as well as for Debra Ruddell to continue in another term as CCC Commissioner.

**MOTION** was made by Jim to approve Melanie Adams and Debra Ruddell’s roles on the Credentialling Commission.

Seconded by Courtney.

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

***New Global Connections Committee (Jim)***

*Please see the GCC Description document provided by the National Office. Additional reflections provided here:*

The Global Connections Committee (GCC) is requesting a change to their committee purpose/description, as described in the provided attachment. The Board recognizes that there has been discussion for quite some time with the GCC about purpose, description, and organization. This is a good conversation to have in cooperation with the larger NCDA strategic planning discussions that will occur throughout this year.

There is interest in bringing together a smaller, ad hoc committee to connect with the GCC – as well as additional NCDA committees, in the interest of providing equitable engagement – to engage in listening sessions, explore the survey results from earlier this year, and strategize next steps.

**ACTION ITEM:** Jim recommends forming a subcommittee to work with GCC Leadership to create a new purpose / description statement.

**ACTION ITEM:** Carolyn, Courtney, Dirk, Marty, and Stacy will come together to plan a survey and committee conversation questions that can be consistent across committees to give input into strategic planning.

**9. 2023 November Virtual Event (Carolyn and Deneen)**

November is National Career Development Month, and our Career Practitioner Institute is planned for November 15. The CPI theme is the intersection of wellness and career success. Our speakers include Dr. Shainna Ali (Integrated Counseling Solutions) and Dr. Candy Ho (University of the Fraser Valley and CERIC President). They are coordinating and connecting their speeches. Board members may pre-register for free to this event. Access will be on-demand and available for 90 days.

**10. Planning for the 2024 Annual Conference (Carolyn and Deneen)**

A total of 314 proposals were submitted for the annual conference – close to the highest number ever! Deb Osborn is the program coordinator. Reviews are well under way, and due to be back by November 7. Then we will look to scheduling, with feedback to those submitting by December 5. The theme resonates well with current needs in the world -- *The Interconnection of Career Development and Mental Health: Strategies and Techniques to Promote Well-Being and Success.* The *Career Developments* magazine themes will also tie into this throughout the year.

**Saturday, October 14, 2023: Meeting Called to Order by Carolyn at 9:18 AM ET**

**11. Evaluation of Management Contract with Creative Management Alliance (Lakeisha)**

The Board reflected on the past year of activities with Creative Management Alliance. Feedback would be shared in a later report. Next year is a contract renewal year.

**12. NACE Statement on Unpaid Internships and the Need for Federal Action (Marty)**

*Please see the NACE Statement on Unpaid Internships provided by the National Office on the Board webpage.*

The NCDA Government Relations Committee would like to release a statement that indicates support for the NACE Statement on Unpaid Internships, based on recent NACE research and publications.

**MOTION** was made by Jim for NCDA to support the NACE Statement on Unpaid Internships.

Seconded by Lakeisha.

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

**14. Budget Approval (Deanna)**

*Please see draft budget documents provided by the National Office on the Board webpage, including the full NCDA FY23-24 budget, as well as requests from NCDA Committees.*

Deneen and Deanna walked the Board through the draft budget documents for FY2023-2024. We recognized various items such as: decreases in conference revenues, increases in travel budgets, publication revenues increasing, and professional development revenues not increasing as much as anticipated. Deneen used the past three years of data to make projections, as we are inching our way out of the COVID years.

Our international contracts make a considerable impact in the short term. For example, a significant contract with Saudi Arabia is anticipated to net a $600,000 profit next year. This will provide some funds to invest in capital projects or add to reserves. However, this is not embedded into the coming year’s budgets because it is a one-year occurrence. It is a great opportunity, and we need to make it worthwhile. For example, do we raise our budget for bringing in dynamic conference speakers?

A next step in the Saudi Arabia contract will be working on a credentialling exam option. We need to figure out a standardized option, following the experience with our CCSP standardized exam. We also need to figure out the platform and international master training. There are still some steps to pursue here.

Committee budget requests were also considered individually.

* The ***DEI Committee*** wants funds to pay webinar speakers. They have also asked for webinars to be offered for free in the past, to increase accessibility. This has been a request for several years now. This is complicated because we need to provide equity across webinars. If speakers for these are paid, what about others? If DEI webinars are free, what about others?   
    
  We need one webinar model across the association. For example, CERIC has a revenue sharing model that we may want to consider. This might be enticing because it encourages presenters to advertise.   
    
  Also note that when we first offered webinars, we offered four per year and they were well attended. Now we are doing one per month and the attendance is lower. If we offer too much, does it water the offerings down? Also, every webinar is available on our YouTube page – free of charge. Only charges are for the CEs.   
    
  The Board is willing to allocate the requested funds, but we need to put it toward something other than paying webinar speakers. Maybe consider scholarships?
* The ***Counselor Education Academy*** requested funding for video demonstrations of six career counseling theories. Approved.
* The ***Ethics Committee*** requested support for design of the updated Code of Ethics. Approved.
* The ***Global Connections Committee*** requested a table runner (approved) and fleece blankets (not approved). The Board is in support of the idea of having a swag option available via committees. The National Office will work on a swag option that can be made available across committees in an equitable way.
* The ***International Student Services Committee*** requested a variety of support items. The Board approved the research project and research incentive. We encourage the committee to return to request the funds for “research and writing” if it is needed as the project progresses.   
    
  Speaker honorariums are not approved at this time, similar to the DEI request for paying speakers. We’d like to determine a practice that is equitable to all committees. We ask that graphic design and social media requests be made through the NCDA National Office, rather than freelance.
* The ***Leadership Academy*** budget is approved to support participant engagement in this program.
* The ***TEC*** budget is approved.
* The first two items on the ***Veteran’s Committee*** budget are approved (launch on demand training and Employing US Veterans Conference). The third item (“attend another conference”) was not approved at this time, as the details on this engagement are too vague.
* The ***Government Relations*** committee has requested considerable budget changes this year. These include (1) moving our contract with LobbyIt to Level 2 pricing for the full year in order to strengthen NCDA’s voice in legislative matters, and (2) attend the ACA Legislative Conference in DC to foster stronger ties with ACA and allow for more effective coordinated advocacy. Both changes were approved.

**MOTION** was made by Dirk to approve the FY23-24 budget.

Seconded by Marty.

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

**Adjourn**

Adjourn at 4:22 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on November 19, 2023 by Julia Panke Makela. Last Updated November 28, 2023.*