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***NCDA Board of Directors Meeting***

**September 10, 2019**

**Conference Call**

**Attendees**

Spencer Niles, President Patrick Akos, Trustee

Sharon Givens, Trustee Carolyn Jones, Trustee

Kathy Evans, President-Elect Lakeisha Mathews, Trustee

Seth Hayden, President-Elect-Elect Celeste Hall, Trustee

Brian Hutchison, Treasurer Hyung Joon Yoon, Trustee

Melissa Venable, Secretary Deneen Pennington, Executive Director

Observing: Courtney Warnsman , incoming Trustee

**Not in attendance:** Paul Timmins, Past-President; Lisa Severy, ACA Governing Rep

**Meeting Called to Order by Spencer Niles at 3:00pm ET.**

1. **Approval of the Agenda (Spencer)**

MOTION was made by Celeste to approve the agenda.

Seconded by Sharon.

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

1. **Approval of the June Minutes (Melissa)**

MOTION was made by Carolyn to approve the minutes.

Seconded by Kathy.

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

1. **Report out on Action Items (All)**

* Presidents Group – working to propose ways NCDA can move forward with a continuity of culture across board membership is ongoing. More to follow at a future meeting.
* Seth – Membership Task Force – Task Force will form soon with more information at the October meeting related to participants, overall aims and objectives. Seeking clarification of work to move forward.
* Sharon – Town Hall sessions – There is planning for a session to explore membership-related questions and concerns at the Charlotte CPI in February.
* Deneen – Leadership Roster – HQ staff will provide a leadership orientation in October that includes signing the NCDA Conflict of Interest statement. This will also be sent to all volunteer leaders.
* Skip and Deneen – Response to Coalition - draft a letter to the Coalition re: invitation to Western Pathways event. An MOU has been drafted regarding NCDA’s role as training partner at an upcoming Western Pathways event. Still need to have a discussion with Bill Symonds to settle on a plan.

1. **Treasurer's Report (Brian)**

Brian provided a full report to the Board in advance of the meeting. Conference revenues were less than expected this year, but potential for improved financial outcomes as we move to the planned three-city conference rotation. The Second Century Fund carryover was used this year, so that fund is now defunct. Training and education revenues are underperforming expectations based on last year. One part of this is that the school advisor training projections have not been met. Right now we are at 80% of expected revenue coming into a new fiscal year. Expense projections were on target this year.

Recommendations moving forward include:

* A thorough budget analysis is needed with decision-making around publications specifically.
* Take a conservative approach to income projections; expense projections have been reasonably accurate.
* Predicting Alternative Pathways revenue is uncertain, as are future FCD audiences. Look at possible saturation points. New marketing efforts may be needed.
* Part of the new Credentialing Director’s role should be helping frame next year’s budget.
* There was a focus on CCSP and School Advisor credentials this year. Is there capacity to add to the focus next year? Consider global market.

MOTION was made by Celeste to approve the Treasurer’s report.

Seconded by Seth.

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

1. **Membership Report - August (Deneen)**

A full report was provided by Deneen in advance of the meeting. Currently, NCDA has 4393 members. Of note, only 57% of credential earners this year are also NCDA members. This is incentive to work with promotional members in the coming year to extend their membership following the promotion time frame. There has been a slight increase in International members, otherwise percentages have been pretty much stable.

Discussion included:

* Would it be helpful to know what degree category (counseling / non-counseling) members hold?
* Deneen will update the forms soon and add a dropdown option.

1. **Work Group/Publications Updates**

a. Publications Development Council Request on E-Publishing and financials (Joon and Deneen)

The PDC sent HQ a statement on e-publishing after the Houston Conference. Deneen provided background of work with current vendor Omnipress, which is discontinuing their fulfillment service. After research into other vendors and options, NCDA does not make publishing profitable enough for a third-party. HQ is now doing the work in house. Deneen also shared that e-Book sales are almost nonexistent. The Career Knowledge series has had some success, but this is not under the PDC umbrella. NCDA can provide eBooks, but needs to watermark and send as PDF. Sharing and posting these files is a concern. Joon shared the PDC position: need to have an ePublishing option to move forward.

Discussion included:

* Marketing and other issues to consider, including e-book preferences of members.
* 150 pages or less recommended industry-wide for an ePublication. Most NCDA publications are longer.
* Joon has a contact in his network that might be helpful to suggest options other than watermarked PDF. There is a question of set-up costs vs. anticipated sales.
* We may need to pull back on publications – many do not seem to have a buying audience. Look at PDC process and criteria for approval.
* Need to (re)define what we consider publication success (i.e., revenue, service to members, service to the field in general).
* Review reasons why we are publishing, and what we are publishing (e.g., formats).
* Market analysis may be helpful.
* Publications are mentioned in NCDA’s mission statement, which is adequately addressed through the CDQ, CD, and CC publications.

Moving forward – We need to develop a strategy for NCDA publications in general, not a strategy for PDC specifically. Bring all NCDA publication editors together to work on this. ACTION ITEM – Kathy will form a Task Force at the association level to determine what we hope to accomplish and ways to get there relative to publishing.

b. Veterans Committee and report about NASWA Meeting (Melissa)

Charles Lehman provided a report of his attendance at the National Association of Workforce Agencies Conference in advance of the meeting. Melissa shared highlights to include: stats related to numbers of veterans separating from service and their transition plans as they relate to both education and employment pursuits.

* Still a lack of career counseling modules in the required TAPS program
* Older veterans still in the workforce need training – skills and job search
* List of job search sites provided via URL in the full report and a link to the SBA’s resources for veterans and spouses (another population in need of services)

Discussion included:

* Is there a market for a training option specific to those providing career-related services to veterans?
* Yes – the Veterans Committee and Government Relations Committee have been working with LobbyIt to share the need for trained professionals among those providing transition services to military servicemembers; and increase awareness of NCDA credentials.
* A recent Leadership Academy project included the development of a training opportunity for those serving veterans. This will be on the program at the 2020 Global Conference in Minneapolis as a first step.

c. Career Convergence New Editor (Counselor Ed Dept) (Deneen)

Victoria Shivey, an NCDA Counselor Ed Academy alumni, currently at VCU has been recommended by Melanie. Deneen provided additional information about Victoria’s qualifications.

MOTION was made by Brian to approve appointment.

Seconded by Celeste.

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

d. Counselor Ed Academy (Patrick)

Seth, Celeste, and Patrick worked together with the support of Rebecca Dedmond. Evaluations of the Academy were positive. Melina Gibbons will be continuing as a Co-Chair in the coming year, and a new Co-Chair needs to be identified.

Action items include:

* Create a flier/materials for ACCES conference
* Link the work of the Academy to NCDA’s to strategic plan
* Intentionally link the Academy experience to each conference’s theme to this at each conference
* Create opportunities to evaluate the Academy beyond only participant satisfaction
* Consider budget constraints and sources and volunteer nature of Academy instructors/facilitators.

e. CDQ Editor Search 2020 (Patrick and Deneen)

Paul Hartung’s tenure ends September 2020. There is a process is place to identify a replacement. Patrick will be the CDQ Liaison and continue to work with Deneen on this.

f. TEC Update (Sharon, Celeste, and Deneen)

**SCDA Recommendation:** This group with Mary Ann, Bret Anderson (TEC), Celeste Hall, (School Trustee), Sharon Givens, (TEC Board Liaison), Deneen and Aaron Leson (Credentialing) met to develop a structured approach to how training is offered, including instructor criteria and pricing recommendations. Details were provided in advance of the meeting. Moving forward, all oversight will be from the TEC. As determined at the last meeting, the SCDA design team disbanded. Connie and Malka had already initiated an agreement to conduct training, premature to the development of a proposal process and training template, which will proceed. For all future training, a template must be created and will be shared with the TEC and Board at next meeting. Also being developed, a proposal process for anyone who wants to provide training.

Discussion included:

* Pilot data was collected - is there any feedback? Mark has received this data and will incorporate into instructor training. No summative evaluation was done.
* We need to develop in-depth contractual agreements for any future training pilots to set expectations and accountability.
* There was a question about the use of the word School vs. Youth (re: SCDA). Deneen shared that “SCDA” originated with the Coalition and is trademarked by NCDA.

MOTION was made by Celeste to approve this report and move forward with instructor training.

Seconded by Carolyn.

Motion passes (10 votes Yes, no opposing votes, 1 abstention).

1. **Values Survey – Final Report (Joon)**

A full report and slide presentation were provided by Joon before the meeting. The final count: 381 members participated. Diversity and Inclusion turned out to be of highest priority to focus as an organization to meet the needs of NCDA members. The subsequent priorities wereInnovation, Community, Accountability, Competency, Professionalism, Integrity, and Inspiration. Report included quantitative differences by constituency group and age. Recommendations for applying results to NCDA decisions, work, and initiatives are included in the report.

Requests of the Board included appointing a Task Force to continue the study. This is Joon’s last month on the board in his current term as Trustee at Large. Values Study team members are very interested in continuing with the project. This team also requests the study be added to the Global Conference program in three ways: showcase table, town hall meeting, and an individual session devoted to the study. This will be on the agenda in October to allow more time to discuss.

1. Center for Postsecondary Readiness and Success Requests (Deneen)

American University (DC) wants NCDA to be involved in this center’s activities. The new director recently participated in the Counselor Ed Academy. Two requests: 1) a board member to be on their advisory board, and 2) assistance to help finalize their career and readiness competencies. This would also mean having access to our network to get feedback on these competencies once finalized. Patrick and Celeste shared an interest in participating. Will work together going forward.

1. NCDA and the University of Bologna Proposal, Endorsement Letter, and Support Letter (Lakeisha)

Lakeisha presented a proposal to potentially expand NCDA brand and exposure internationally through a joint symposium with the University of Bologna in Italy. Through her experience with peers from the University this summer, there was an exchange of ideas and possible partnerships, and recognition that NCDA is not widely known among career professionals in Italy. The proposal and two sponsorship letters were provided to support a symposium at the University of Bologna.

Discussion included:

* Opportunities for expansion are clear, but there are concerns related to costs and budget availability based on previous budget discussions.
* Are more tangible outcomes possible? Such as presenters at future conferences, publication submissions, others.
* Are more tangible outcomes possible for NCDA on-site participants? Such as presenting at their event, tours, discussions with employers and elected officials, collaborative research potential.
* NCDA has connections with IAVEG; there are Italian professionals in that space. Are there other opportunities to extend global reach and awareness in a different scope? Questions to consider: Is Italy the right location for this kind of effort? Is a higher education partner the best approach?
* Presidents can make decisions based on their travel budgets each year.
* What is the appropriate engagement on this level? How do we prioritize these kinds of efforts and engagements?
* Additional conversation on this topic anticipated at the October meeting.

1. CAS Meeting/Application (Lakeisha)

A completed application for NCDA’s membership in the Council for the Advancement of Standards in Higher Education (CAS) was provided in advance of the meeting for review. Lakeisha would be NCDA’s representative to CAS as the Trustee for Higher Education. She will present to CAS how and why NCDA should be added to the membership, as invited by CAS. Higher education is our largest constituency group and so this seems like a natural connection.

To conclude the meeting, Skip thanked both Joon and Brian for their years of service, dedication, and leadership in their roles on the Board. There contributions are appreciated by all Board members.

Motion was made to adjourn. Unanimous vote to adjourn at 4:57pm ET. Meeting adjourned.

*First draft of minutes sent to the President and Deneen on September 11, 2019 by Melissa Venable.*