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**NCDA ANNUAL REPORT**

**CAREER CONVERGENCE WEB MAGAZINE**

**September 9, 2025**

**Editor**: Melanie Reinersman, [webeditor@ncda.org](mailto:webeditor@ncda.org)

**Associate Editors**: Natasha Barnes, Brittany Collins, David Dietrich, Jane Frisch, Candina Janicki, Vonya Hodrick, Maisie Lynch, Jill Minor, Meredith Montgomery, Elyse Pipitone, Billie Streufert   
**Field Editors**: Mason Murphy, Willa Smith, Regina Gavin Williams

**Committee Activities to Date**

* Published new issues on the first of each month (except Jan.) bringing the total issues up to 233, since 2003 (Strategic Goal #2- Career Empowerment: Publications)
* Published 7 new articles, plus one Tech Tip, each month. Electronic distribution to over 28,000 emails on the first of the month and over 1700 articles archived
* Investigated and achieved Board approval for new auditory player plug-in, so articles posted April 2025 and after can be played anytime (Strategic Goal #1- Community: Engagement)
  + Avg monthly clicks: 150; Highest Clicks: 197 (June); July lowest
* Achieved record-high hit rates for articles related to retirement, theory, and Gen Z (Strategic Goal #2- Career Empowerment: Publications)
* Held virtual call with editorial team on December 18, 2024 and live meeting on June 19, 2025 at conference (Strategic Goal #1- Community: Engagement)
* Considered Multiview’s offer to place advertisements in web magazine (Strategic Goal #1- Community: Create new networking opportunities)
* Noted 2 Associate Editors & 1 Field Editor resignation; on-boarded 1 new Assoc. Ed. and 1 new Field Ed. (Strategic Goal #1- Community: Engagement)
* Selected winner (by editors’ votes) the annual “Career Convergence Recognition Award” – Allison Levine, winner (Strategic Goal #1- Community: Engagement)
* Published articles in cooperation with NCDA committees, e.g., GCC, LA & NCD month (Strategic Goal #1- Community: Engagement)
* Social media each month handled by NCDA Social Media coordinator, with links to the issue and each article, increasing hit rates (Strategic Goal #1- Community: Recruitment)

**Projected Plan/Work Planned to be Completed through September 30.**

* Continue to publish monthly issues of the web magazine
* Consider Multiview’s offer to place advertisements in web magazine