# **NCDA Board of Directors Meeting Minutes**

# **Tuesday, June 19 and Wednesday, June 20, 2018**

**Phoenix, AZ**

**Present:**

Paul Timmins, President

David Reile, Past President

Spencer (Skip) Niles, President-Elect

Kathy Evans, President-Elect-Elect

Lisa Severy, ACA Governing Representative

Brian Hutchison, Treasurer

Sharon Givens, Trustee

Celeste Hall, Trustee \*

Seth Hayden, Trustee \*

Wendy LaBenne, Trustee

Hyung Joon Yoon, Trustee

Lakeisha Mathews, Trustee

Melissa Venable, Secretary

Deneen Pennington, Executive Director

\* arrived after the meeting start due to flight delays

Meeting was called to order by President Paul Timmins at 8:08am MT, June 19th.

Roll Call was conducted by Melissa Venable.

**Approval of the Agenda** (Paul)

MOTION was made by David to accept the agenda.

Lisa seconded.

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

**Approval of May Minutes** (Melissa)

Corrections were provided: roles of attendees listed incorrectly, and Bill Symonds will not have co-presenters in his brief presentation before the General Session.

MOTION was made by David to accept the minutes with the changes listed above.

Brian seconded.

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

**Report Out on Action Items** (All)

Ethics Committee Decision Chart - Lakeisha shared that the group is working as a committee to develop a formal process for investigation of ethical complaints, for the board to review. There are concerns about processes if a complaint involves an NCDA member that is also an ACA member. The Board needs to discuss the adjudication process. ACTION ITEM: Deneen will add to a future meeting agenda.

**Treasurer’s Report** (Brian)

Brian provided his full report in advance of the meeting. As of May 31, 2018, NCDA is at 64% of projected revenue, 54% of projected expenses. Running a net profit for the year. Reminder that we are 75% though our fiscal year. Conference income is higher than last year at this time, as are sponsors and exhibits. FCDs ahead of last year; training fees from South Dakota and South Carolina pending. While membership is slightly down, ACA data for June is still pending.

Current financial snapshot includes budgeted carry over from Second Century fund, which has not yet been factored in. We may be able to proceed without or at a reduced amount applied to revenue.

MOTION was made by Skip to accept the treasurer’s report with no changes.

Lisa seconded.

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

**Committees, State Divisions, and Constituency Group Updates** (All)

Deneen shared that several board members have attended and presented at state conferences recently.

***State Divisions (Wendy)* –** In Pennsylvania multiple people are looking to develop conections and potentially a state-wide group. Additional forward movement in Texas, Oklahoma, Arizona, and Iowa. Recent and upcoming webinars include NCDA Leadership Panel and a State Panel on recuitment and engagement. The state handbook revision process is beginning. Two award winners this year: Louisiana and Missouri.

***Diversity Committee (Sharon)*** *–* Met recently with co-chairs. Open discussion at conference planned for hot topics. Looking at people/groups perceived to be underrepresented, such as African-American males, and planning an event for Houston conference.

***Private Practice, Business/Industry, and Agencies Constituency (Sharon)*** – 3 webinars have taken place this year and were well attended. Started a virtual book club. This year at conference starting a resource journey in four categories of the constituency; advance work was done with members and a call for items. Ideas for next year include: Tuesday Talks monthly, book study with CEUs, possibly a site visit in Houston.

Joon shared his work with the Corporate Consortium. The Consortium includes NCDA members and non-members and there may be some area for collaboration with this constituency, providing exposure to membership in general. This was closed group, primarily HR professionals, but may need to be revisited. Could also be a future PDI topic.

***International Student Services Committee (Brian)*** – This group is doing work related to best practices and cultural competencies that includes research and writing; a sub group is working on pilot study and has a session at the confernece. Funding request forthcoming. There is an active LinkedIn Group with 325 members.

***Global Connections (Joon)*** – This group is updating policies on International affiliates. Election of a new chairperson may be coming. The current Chair, Scott Fisher, may need to rotate off at the end of September. Joon will work with Seth on recommendations. The Board was reminded that the President-Elect coordinates committee chairs, with approximately 2-year terms, and staggered terms for co-chairs.

***Career Development Quarterly (Skip)*** – This publication is moving forward well. Paul Hartung continues as the editor. Skip has also been connecting all committee chairs in calls this year as the President-Elect.

***Leadership Academy (Kathy)*** – Recruiting committee members to run this program has been challenging. The 2019 class was selected and conference presentation coordination is going well. The 2018 class mentors are also stepping in with coordination. Leading this committee requires having graduated from LA at least a year prior. A current LA project explores the status of LA processes and will provide recommendations. The role of the LA program as a talent pipeline for NCDA during the past decade has been important. We may need a review and revision to reboot the LA with more senior leadership involvement and more board member mentors.

***Research Committee (Seth)*** – There are two presentations at this conference. Asking for submissions for second century initiative funding. Tweaked the process for submission this year, and participation is encouraged. Deneen said she would add this to the general conference announcements.

***Counselor Educators and Researchers Constituency (Seth)*** – There is some shared interest with the Research Committee; raising awareness and potential for coordination/collaboration. Deb Osborn will share tips for teaching and researching career development as author of related monograph, during the constituency meeting, and the credentialing commission will also share updates.

***Counselor Ed Academy (Seth)*** – Currently 11 people. This group is focused on action resarch projects. They are actively recruiting novice professionals to provide this experience as a boost at the early career stage.

***NCDA Month (Lakeisha)*** – Leann Morgan, current chair, is transitioning out while Ron Cathey is transitioning in. Looking for next year’s theme as related to the conference theme.

***Higher Education Career Counselors and Specialists Constituency (Lakeisha)*** She spoke at the Missouri state conference, which was predominantly higher ed. There is an interest in higher ed group for a career coaching credential - NACE may be working on this. There is some value in providing counseling vs. coaching awareness and young professionals are particularly interested in this. In some states higher ed is more focused on coaching, not counseling licensure.

***Technology Committee (Melissa)*** – Co-chairs Barbara Thomson and Kathyy Bettee-Freeman are both new this year. They hold periodic conference calls and continue working with Melanie Reinsersman on web content and a monthly Career Convergence feature. The committee has a presentation at the conference.

***Veterans Committee (Melissa)*** – Co-chairs Emily Sawyer-Kegerreis and Charles Lehman are working with the Government Relations Committee on Transition Assistance Program legislation. Seth provided a recent webinar.

***Government Relations Committee (Lisa)*** – Representatives from the Government Relations Committee and LobbyIt will present during the Board meeting tomorrow.

***ACA Updates (Lisa)*** – ACA’s annual confererence was in Atlanta in April. The NCDA reception was not well attended; we may not need to continue this. A more strategic approach might be to encourage joint NCDA-ACA members to submit their own proposals, brainstorming topics – career and mental helath, school counseling and career, grad student award winner – as a potential for three presentations for next year.

Licensure portability is a current discussion. An interstate commerce pact is being pursued and is encouraging.

ASCA has announced a separation from ACA. An ACA task force now active on school counseling. We should be aware of an overalap with our NCDA School Career Counselors and Specialists Constituency, and the relevance of CSCDA credentialing. Lisa provided a background on ACA culture and direction on related issues. David provided background on ASCA and Western Pathyways.

The role of coaching in the field is important to consider. Many agencies are poised to direct changes in the profession. Inclusivity needed with open doors and invitations to representatives from multiple perspectives to participate in larger conversations.

**Conference Update** (all)

Deneen shared that 1002 people have registered, including 343 first-timers; also anticipate some walk-ins. The latest schedule is posted. In the future – do we want to collect more demographic information as part of membership and/or conference registration?

Kuder is sponsoring the International Reception – there will be several speakers from Committees and an award presentation, please plan to attend.

Paul asked Board members to help attendees, presenters, and exhibitors find ways to stay engaged and connect with NCDA, e.g., writing, committees, conferences, credentials.

**Request from University of Colorado, Colorado Springs**

Paul forwarded details of this request and answers to questions from a previous board meeting in an email prior to this meeting. The requesters provided a revised letter draft with more general language that was not program specific. Discussion included how to proceed with this request for a letter of support or endorsement from the University of Colorado, Colorado Springs.

MOTION was made by Lisa to move forward with a letter of support, which Paul will draft and circulate to the Board prior to sending.

Lakeisha seconded.

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

**Training Task Force Recommendation (Paul and Deneen)**

A proposal was made available pre-meeting to include a possible transition plan to begin October 1. Many existing council members are interested in continuing with the new structure. Important to ensure that expectations are clarified. Plan for succession is iincluded in the proposal, which includes Board involvement in the transition. There are several positions to fill, and challenging decisions to be made related to the details of the new training entities processes and funding.

Next steps: create a list of tasks that need to be accomplished in the next year, develop a sense of budget requirements, determine Cynthia’s potential role and staffing needs, develop a schematic of the desired process, identify CEU opportunities.

MOTION was made by Celeste to move to create an NCDA Training and Education Council (TEC) to provide oversight and advisement of NCDA’s three training programs including Facilitating Career Development (FCD), Career Practitioner Supervision (CPS), and School Career Development Advisor (SCDA) and any such future training curricula approved by the Board.

Lisa and Sharon seconded.

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

**Complete College America (Paul)**

Paul provided an update of the ongoing CCA Initaitive. An original draft was presented to the Board in Long Beach (October 2017). An updated version is forthcoming; CCA is looking for some sort of support or endorsement from NCDA. They have a representative at the conference, who is also presenting a roundtable session. There is a posssible meeting with Paul, Skip, and Lakeisha during the week to connect. There is an upcoming confrence in July, to which Paul is invited. More information to come.

**International Task Force Recommendation (Skip)**

The task force was comprised of: Skip, Joon, Kathy, Alberto, Scott Fisher, Connie, Deneen. They took a close look at all types of International relationships with NCDA. Brian disclosed his role as President of APCDA before the discussion proceeded.

Three calls took place with varying attendance due to scheduling conflicts. The focus was primarily on International Affiliates, the viability of IAs, and clarity relative to expectations and benefits. Partnership issues seem to be more specific to each of those existing relationships. There was careful review of the Policies and Procedures Manual as a guiding document. Discussion included organizational membership option, in lieu of IA designation. Impact of all logistics on NCDA HQ staff should be considered. Currently, there are 5 IAs w/ varying degrees of interaction, three considered “active.”

Deneen shared that the Organizational Membership option would streamline and simplify logistics, eliminate need for vetting, and add tracking opportunities.

Discussion included:

* Need to clarify expectations, and inclusively of providing resources, services, etc.
* Relevance of “international” nomenclature to convey the reach of the organization. Perhaps have an “International Organizational Membership” option. NCDA membership already mapped (Global Connections info on the website) as a helpful visual .
* Concerns about potential process for ethics violations and organizational memberships. Need to include Board / President conversation with existing Affiliates to communicate desired changes and potential benefits, seek feedback.
* Consider timing related to existing IA renewal schedule (this fall). Deneen’s recommendation is to start Oct 1 with fiscal year.

MOTION was made by Skip to eliminate International Affiliate designation, pending a vote on organizational membership on August 15th

David seconded.

* Discussion continued to clarify fees and dues currently with IA and planned with organizational membership structure.

Motion passes (no opposing votes, 2 abstentions).

ACTION ITEM: Paul and Deneen will follow-up with a plan for communicating the transition with current IAs.

Discussion continued with the consideration of what constitutes an “organization” for organizational membership. Would a sole proprietership be an organization? Could an individual member choose to register as an organization? This would potentially be more expensive, but may be preferred depending on the member’s work and context. There are also ethical considerations related to organizational members: NCDA Code of Ethics, terms of membership.

Partnerships could have a “project coordinator,” identfied as primary point of contact within NCDA. They are unique, case-by-case, coming to the organization for unique reasons, so it is challenging to design general policies and procedures for this. Look to NCDA HQ perspective for administering. Reserve changes to Policies and Procedures Manual at this time.

**International Credentialing Book (Paul)**

Deneen received feedback from Publications Development Council on publishing this book. They have no problem with Board going forward if it so choses. There is shared concern among the Board about the amount of work, process, and sequence of events that have not been ideal, however it was agreed that it makes sense to complete this resource for members. The PDC’s initial consideration related to viability for sales.

As voted on in previous meetings, Joon confirmed he will proceed with copyediting. Revised document will then be provided to be available (replacing existing version) on the NCDA website. He will use non-NCDA funds to do formatting and printing. He also identified a vendor identified to do a limited printing of 25 copies. Brian suggested the possibilty of a second edition, that might be published at a later date.

Discussion included:

* Any further editions would be separate items to be submitted through the PDC and if declined the authors/editors would be able to submit to another publisher.
* PDC has clarified that they do not consider submissions that are non-revenue generating as part of their purview. But there is a precedent that PDC can address if a pressing issue, and important to membership.
* An ISBN should be issued through NCDA process if an NCDA publication.
* Role of “publisher” as “owner” in controlling and distributing a publication.
* Costs related to International shipping.

MOTION was made by David for Joon to provide camera-ready copy of a completed version of the document to NCDA Headquarters, which will handle printing of the book on an as-requested basis at cost.

Kathy seconded.

Motion passes (no opposing votes, 2 abstentions).

**Conflict of Interest Policy (Skip)**

This document was drafted by Deb Osborn and Cynthia Marco Scanlon while members of a past Board. Deneen reviewed minutes from the last year’s board meetings to track progress since Deb and Cynthia moved off of the Board last year. In September 2017, David agreed to take on the remaining tasks related to moving this forward.

Deneen noted that this issue is not time sensitive, but having something in place before October 1 is desirable.

Discussion included:

* Who should sign, what should be disclosed?
* Need to provide those considering leadership positions, such as those on the Board, to understand expectations in advance.
* Who would be responsible for reviewing the forms? The NCDA Brain Trust, Nominations Committee, President/President-Elect/Past-President, Most immediate past presidents not sitting on the Board, and Ethics Committee were all named as possibilities.

ACTION ITEM: Lisa Severy volunteered to take this project on and move it forward, including writing a proposal for review.

**Approval of CDQ Editorial Board FY 18-19 Members (Skip)**

New nominations and nominations for a second term were provided to the Board before the meeting from the Editor, Paul Hartung. One additional nominee was added on the morning of this meeting and sent out via email. Discussion included:

* Some concern that the majority of nominees represent counseling psychology background, given the publication’s purpose statement to cover a wider spectrum of career development practitioners.
* The nominee list is not a full list of editorial board members.
* There may be some self-selection based on academic reward system, research-focused interests.
* Liaison will review total editorial board members to be mindful of broader constituency representation and recruiting for future members.

MOTION was made by Seth to approve Paul Hartung’s recommendations.

Brian seconded.

Motion passes (no opposing votes, 1 abstentions).

**NCDA Values Survey (Joon)**

Joon and his team of graduate students provided a project update to the Board. This included: a video introduction to the study, presence of a table at the NCDA Showcase in the expo area with researchers available for questions from members, alignment of the project with Vision 2020 goals.

There were 371 respondents, with 226 completed surveys, representing all constituency groups, including international members in the initial survey that took place prior to the conference. Preliminary results were shared, including a look at member demographics, ranked critical incident categories, wish list items of NCDA members from the survey and interview phases of the project. A list of 8 preliminary shared values was created.

The presenters invited feedback and questions from the Board to clarify their work in the upcoming stages of the project. Ideas included: potential follow-up with additional representatives of minority populations; replication focused on specific marginalized groups; further validation of the shared values; document analyses of Board minutes, conference programs, publications, etc.; increased diversity on in the research team needed.

Next Steps: Board Members to review critical incidents and shared value definitions for possible revisions and alignment with NCDA mission and purpose statements.

MOTION made by Brian to appoint three board members in addition to Joon, to get a better representation of diversity on the project team, and serve as the “definition of values” team that responds to this report.

David seconded.

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

ACTION ITEM: Celeste, Lisa, and Kathy volunteered to work with Joon and his team.

David made a motion to adjourn the meeting until Wednesday, June 20. Skip Seconded. Motion carries.

**Meeting Reconvenes – Wednesday, June 20, 2018**

**Present:**

Paul Timmins, President

David Reile, Past President

Spencer (Skip) Niles, President-Elect

Kathy Evans, President-Elect-Elect

Lisa Severy, ACA Governing Representative

Brian Hutchison, Treasurer

Sharon Givens, Trustee

Celeste Hall, Trustee

Seth Hayden, Trustee

Wendy LaBenne, Trustee

Hyung Joon Yoon, Trustee

Lakeisha Mathews, Trustee

Melissa Venable, Secretary

Deneen Pennington, Executive Director

Paul called the meeting to order at 8:32am MT.

A review of the day’s schedule of visitors took place.

**FCD Advisory Council / Training and Education Council**

FCD Advisory Council members shared introductions and updates. This council is morphing into the Training and Education Council, as passed during a Board vote yesterday. Work ahead includes alignment of current training with credentialing work, developing instructors, and more. The Board recognized the great work the council has achieved this far and encouragement for the next phase of work.

Shirley Rowe, FCD Advisory Council Chair, shared questions related to Board priorities for tasks moving forward and sough direction from the Board direction on details such as how to update and fill open and upcoming positions. The Board shared that initial priorities include: developing a plan for meetings and instructor training for supervision and curriculum for the upcoming year – document what needs to be done and budgeted for, so preparations can be made.

Other upcoming issues/tasks include:

* Developing capacity for SCDA training (instructor qualifications, preparation, etc.
* Creating a universal process, workflow
* Determining logistics and operations details for pricing, website, registry management, continuing education
* Expanding learning beyond conferences.
* Establishing short-term, long-term goals and timeframes as a first step.

**Coalition for Career Development**

Bill Symonds provided the Board with an update from the Coalition for Career Development.

**National Career Development Summit** will take place Sep 12 (flyer provided with – website for more information) designed to produce a call to action for increased momentum for career development as a central focus of education. This group seeks to transform the education system, getting middle and high school students to develop specific plans and have a direction upon graduation whether it’s college, military, or the workforce. This includes an increase in experiential learning. Goal: get this on a national agenda during this one-day summit. Approximately 500 attendees are expected, many by invitation.

Concerns were shared related to coordination with the current role of the school counselor, and the ratio of students-to-counselors in some states. Six essential strategies for creating effective state career pathway systems – provided via handout.

**School Career Development Advisor Credential** is part of the overall discussion. An overview of the initiative in South Dakota was provided. Other states are interested in launching similar initiatives. This training is the work of NCDA.

Discussion included:

* How quickly do we need to have people trained for this growing program?
* As states adopt initiatives, the need to meet their needs will rise.
* Identifying states that are interested in the idea won’t happen all at once. Showcase what’s working in the first states – show importance of evaluation the initial initiatives, outcomes, savings, impact and the factors that affect them.
* Need to work with states to increase awareness of the credential as beneficial to the work they are already doing to support their development and training.
* Research needed into what individual states are doing. Collaboration needed and encouraged.

**LobbyIT / Government Relations Committee**

Diana Bailey Government Relations Committee co-chair and Jason Ortega from LobbyIt provided updates and shared handouts.

Diana expressed appreciation for the Board’s continuing support of LobbyIt. The monthly meetings and reports are essential and the cost-benefit to the organization is high. The committee has several sessions during the conference and is focused on relationship building and awareness across NCDA groups and committees.

Jason shared the unique aspects of working with associations including positioning across states, and comprehensive strategy building in Congress in which the Senate side particularly important. Jason provided an overview of the current political climate and issues dominating floor time, making time for career development topics difficult to get. It is important to set long-term goals and march forward toward them consistently. It’s a gradual process. Current focus of our efforts on Career and Technical Education is solid – bipartisan with interest across sectors. He anticipates a higher presence at NCDA conference next year potentially, to increase awareness of NCDA legislative work and how to get involved among NCDA members. He received great feedback from meetings and work on Transition Assistance programs, which included with Emily (Veterans Committee). There are additional opportunities going forward, including credentialing.

Additional areas of focus might include:

* TAP reform – ties well with ongoing conversations. Not many organizations currently involved in this. Potential partnerships with each of the armed services
* Industry Certification – increasing commitment to career development options, other than college
* Higher Education Reform – student success, post-November elections. Opportunities for advocacy for students and counselors, and clarification of professionals on campus – mental health, career centers, academic advisors.

**NCDA Credentialing Commission**

Connie Pritchard and Cynthia Marco Scanlon provided an update, introduced members of the Commission.

Updates

* Have exceeded goal of 500 credentialed individuals in first year; end of May 2018: 526.
* LA project (conducted by Mason Murphy) led to development of an international member application process.
* Met with the SC DOE in Charleston regarding career specialist training and recognizing CCSP and GCDF credentials. SC is the only state that requires GCDF specifically. Working to get legislation changed.
* CSCDA in pilot mode – first of three in progress. Testing the process, software, and assessment.
* Working with Coalition for Career Development – coordination ongoing. Western Pathways conference was a good opportunity.

Marketing

* Revamped content on the website – streamlined pages, key points, costs, requirements, FAQs
* Two articles published in Career Convergence and June Career Developments Magazine
* Created plan for 2018 – where commission members will be this year as speakers
* Revamped presentation materials
* No formal marketing efforts to date, but a lot of organic outreach

Program review – will reach 1st year anniversary in August

* Following NCCA standards, working toward this accreditation in the future.
* Reliability of scores, particularly with CCSP
* Evaluating scoring methodology, reviewer procedures and training. Working toward a technical manual for scoring.

Continuing Education

* Document in progress to be added to website
* What is it, what’s required, what counts being determined
* Auditing process to start as first group of credential recipients reach 3-year renewal stage

Operational Updates

* Study guides now available online, except for educator and supervisor
* Updates being planned, with video, etc.
* Finalizing budget and meeting plans
* Two new members coming onto the Commission in October
* Continuous improvement approach in progress based on feedback
* Striving for consistency

**PAC - FCD Commercial Partner in China and Taiwan**

Ivy Liao expressed her appreciation for five years of support from NCDA. She provided a background of the PAC (People Achievement Consulting) organization, which offers assessments, consulting, and product development. She provided insight into the Chinese market and policies related to skill development for teaching and counseling professionals.

Ivy shared the benefits of partnership with NCDA and the development of the Chinese career methodology, which includes tiers of competency and curriculum for each in-class learning, practice, and supervision. An online platform is new in 2018. The numbers of those certified, and partners, have grown significantly since 2017. Continued expansion of partners is anticipated in the future as China becomes more open. This might include working with NCDA to develop a Chinese version of the credentials. The proposed blueprint for the next two years includes a continuing education program (2018), NCDA credential program (2019), and membership services program (2020).

Discussion included:

* Ivy is in close communication with Connie for credentialing questions.
* China does not offer a lot of student choice for education, but this is increasing. Students and parents need help learning how to choose (university, vocational school). There is an education revolution – choices in not only schools, but also majors, and in high school courses as well that are driving need for assistance with career planning.
* As the NCDA contract with PAC ends next year, these two organizations will discuss future opportunities and representation.

A MOTION was made to adjourn. Unanimous vote to adjourn at 11:45am.

*First draft of minutes sent to President and Deneen on July 9, 2018 by Melissa Venable*