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**NCDA Board of Directors Meeting
February 6, 2020
8:00am – 12:00 pm ET**

**Charlotte, NC**

**APPROVED MAY 12, 2020**

**Attending:**

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| Kathy Evans, President   | Patrick Akos, Trustee |
| Spencer Niles, Past-President | Celeste Hall, Trustee |
| Seth Hayden, President-Elect   | Carolyn Jones, Trustee |
| Sharon Givens, President-Elect-Elect   | Lakeisha Mathews, Trustee |
| Melissa Venable, Secretary   | Paul Timmins, Trustee |
| Charles Lehman, Treasurer | Courtney Warnsman, Trustee |
| Lisa Severy, ACA Governing Rep | Deneen Pennington, Executive Director |

**Meeting Called to Order by Kathy at 8:04 am ET.**

**Meeting with TEC (8:00 - 8:45 am)**

Bret Anderson led the discussion beginning with a review of the TEC’s recommendations related to the document “Policy Planning for NCDA Sponsored Training Programs.”

New nomenclature proposed to describe the various roles includes: Master Trainer Preceptor. This role trains FCD master trainers and currently includes: Malka, Connie, and Ellen. Criteria list developed with a rubric. Deneen shared that this work is a continuation of the last Board meeting in which the training community was perceived to be closed to new people. The Board votes later in the agenda on these recommendations with some wording changes to add newly generated role descriptions. The Preceptor role, once established, can be used in other contexts.

Discussion included:

* Reviewing applicants. Who will be doing this? Select three members from a group of individuals identified through this process to ensure subject matter expertise.
* Right now, this pertains to the school counselor training and FCD, other areas to be added in the near future.
* Bret shared the need to use this template to inform members of the process and how leaders reach these roles. An inclusive process is desired. Future discussion encouraged and welcome.

Mary Ann shared a curriculum update based on input from several instructors and council members. Instructor survey also gathered suggestions. In the middle of collecting edits due March 15, then prep and ready for sale in August. More significant updates to some chapters anticipated for next agenda, which would require a budget request.

Discussion included:

* eBook? This is now available, more of a subscription model with access to PDFs which can be downloaded.
* Copyright statement being added to every page in 4th edition.
* Every three years curriculum is reviewed, which is happening now – looking for outdated language, copy edits, outdated resources and references, plus suggestions from instructor survey. A “soft” update now with more later.
* School curriculum? Up and running. Need to look at how to bring to the next level. There is some duplication for some students since curriculum was built from other programs: overlap of chapters, which students are essentially paying for twice. Currently there are 15 instructors as lab to build with their input. Need to go through school counseling chapter and ensure page numbers etc. align where it’s used in other training curriculums. Consider alternate ways to purchase the “extra” chapter, such as packaging as separate chapters. Need to figure out logistics for this.
* Online is in same platform as the new CG7. Purchase a subscription. On-screen walk through of online access was provided. At some point need to move to true online resource model with dynamic navigation beyond standard PDFs. Need to see what demand will be as well. Price same for eBook and print now, except for shipping of printed model.

**Approval of the December (Melissa)**

MOTION was made by Skip to approve the minutes.

Seconded by Celeste.

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

**Report out on Action Items (All)**
a. Melissa to develop system for minutes retrieval (done)
b. Deneen to develop rubric to select strategic plan facilitator (done)

**Treasurer's Report (Charles)**

Charles provided a packet of annotated budget materials to Board members and walked through the following:

* Treasurer’s report – budget looks good so far this fiscal year. Some line items are seasonal. Highlights:
	+ Revenues
		- Advertising – waiting for info from new leaders of Career Development Network.
		- Credentialing – running a little bit low compared to this time last year.
		- Royalties – down significantly, but expecting to meet.
		- Training and Education – up from last year at this time.
		- Total revenue tracking with expectations.
	+ Expenses
		- Counselor training SCDA up from expectations.
		- Total expenses lower than this time last year.
* Credentialing
	+ Running a little below expectations for this this year so far. Watch CCSP numbers closely - so far 98 of 700 anticipated. Deneen working with Aaron to monitor plans for marketing and social media.
		- Discussion:
			* Is there credentialing saturation?
			* Assessment phobia?
			* Some comparison to GCDF continues.
			* Should we revisit goal? Was set in October based on last year’s numbers. Goal is to cover expenses with credentialing with credentialing revenues.
			* More discussion happening with Deneen and key board members. Thorough consideration of credentialing as a business needed.
* Expenses
	+ Paid for technology licenses early this year.
* Conference
	+ Registrations coming in but too early to know if will meet projections.
* Reserve and investment accounts
	+ NCDA has benefited from investments and stock market trends, anticipating changes. Reserves are adequate. Need to stabilize the budget and move forward with revenue initiatives
* Overall – first quarter always sluggish. There are some things to monitor, but we are on a fair track. Could we survive a crisis? Yes, but probably just one. Reserves in good shape.

MOTION was made by Charles to approve the Treasurer’s Report

Seconded by Lisa.

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

Deneen and Charles talked to a financial advisor as previously discussed and did independent research – proposing to move some reserves from the low-interest CD coming due and other small funds to a higher yielding Bond fund. Several funds are available, low-risk with better returns expected. A suitable fund option with Vanguard was presented. No concerns expressed.

MOTION was made by Charles to move $250,000 of reserve account into Vanguard Total bond market index fund in May 2020.

Seconded by Kathy.

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

NCDA was approached by someone who wants to make a donation to remember a past President who has passed away. It was proposed that we could set up a separate donation fund. One idea is that this would be the “presidential fund,” small to start. Publicize and let people know it’s an option. Would need to decide who controls and requests use of the funds.

Discussion included:

* Could lead to future creation of a Foundation per discussion from the strategic planning session yesterday.
* Questions about who would monitor and approve use – should go through board for use.

MOTION was made by Charles to establish and publicize and maintain a fund for donations for use as determined by the Board.

Seconded by Paul.

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

We are always looking at finances as a strategic goal. A lot of work takes place to look at ways to reduce expenses and increase reserves, such as through federal grants and other funding opportunities. Pursuing and seeking out opportunities will be important for the future.

Discussion included:

* Current Google partnership as a point of discussion, with future collaborations anticipated there.
* Corporate partnerships in regional areas with CPIs. Short- and long-term partnerships.
* Look to ACA for examples and inputs.
* State CDAs have local sponsors for their conferences – how do they do it?
* Consider as part of the strategic plan. Move beyond dependence on membership and credentialing for funding.
* Kuder out of conference this year. Also changes with Dick Knowdell’s organization. Everyone’s market is changing. Will have impact on conference participation. We need agility; need a functioning role/position for external relations and community engagement. Mirror the existing need for career practitioners to be more in communication connected with industry professionals. This could be seen as similar to the NACE model.

**Membership Report (Deneen)**

4727 total now, more to come as conference nears they are pouring in.

The organizational category currently consists of 336 individual members from 59 institutions/organizations, with more pending. List of organizations and entities available on the NCDA website.

To move toward a new meeting agenda format as suggested in the strategic planning session yesterday, Deneen can provide this report as pre-reading for future meetings.

**Membership Task Force (Seth)**

This group has met several times. Will be having a session at the CPI tomorrow – Seth and Sharon will talk with members. Considering a survey - 2010 was the last one with low response rate; possibly send through state CDAs. Target more specific tasks after this CPI session in which a mind mapping activity is planned to get at value of membership.

Discussion included:

* Also need to talk to people who are not members.
* Need to think about some activity at Minneapolis conference, perhaps in constituency meetings. Use that time to focus on membership perspectives this year. Not all are members, but this could also be helpful.
* Use an automated app. Build something into the conference app? Polling tool of some kind. Need to capture constituency info.
* Technology Committee could help with this.

**Conference 2020 Update (Kathy)**

Keynotes are finalized. Diversity is the theme and the party will align with this with the use of the color purple. Carolyn shared that the Tennessee CDA donated a little over $10,000 as discussed previously. A grant proposal was developed and published yesterday - CDAs able to apply for $750 grant for a SCDA leader to attend the conference. Enough to support 14 or so people. Online application is up. We will recognize Tennessee at the conference and in state leadership training session. Discount still available to CDA leaders. Carolyn is setting up a sub committee and rubric to select awardees.

**Conference 2021 Update (Seth)**

Will be held at the new Marriot Marquis in Atlanta – initial ideas and conversations about themes and speakers are happening now. Seth working closely with Deneen. Looking at diversity and perspectives. More to follow.

**Google Collaboration and Support Statement (Deneen)**

Mapping has taken place with a large, diverse list of over 100 people who participated. Google has expressed being pleased with the collaboration and promises more to come. Paul and Lakeisha were particularly helpful with data. Launch of the tool has been pushed back – soft launch planned in the Spring with full marketing effort after the conference. Talking with them next week about conference presence and activities. NCDA required to provide a statement of support. Drafted by Deneen and presented to board.

Discussion included:

* Google may eventually change the “Jobs for Youth” name/title
* Typos noted.
* Removed their suggested wording of “validated” although multiple people reviewed each item.

MOTION was made by Seth to provide the statement of support with the changes and corrections.

Seconded by Carolyn.

Motion passes (no opposing votes, 1 abstention).

**Counselor Ed Academy (Patrick) and Leadership Academy (Lakeisha) Scheduling**

Patrick:

* A new academy grad just started a new network with ACES.
* Melinda Gibbons and David Ford working on Counselor Ed Academy now – updating web content, link to conference theme.
* How making an impact? Now advertised on the web.
* There are two NCDA “academies,” which is causing some confusion. Looking at staggering conference meetings/sessions, and creating a manual similar to what Leadership Academy has developed. Collaboration of board liaisons encouraged.
* Leadership Academy is a two year/conference project. The plan is to take incoming applications from only one academy each year, with the Counselor Ed Academy mirroring the Leadership Academy time frame and model.

Lakeisha:

* Leadership Academy is a two year/conference project. The plan is to take incoming applications from only one academy each year, with both being similar time frame and model.
* Open enrollment in alternate years.
* Post all projects online.
* All listed under NCDA Academies on the NCDA website. Table to be augmented to include diagram to clarify timing of the two academies.

**Update on Credential Scholarships Request (Seth and Courtney)**

Interesting discussions have taken place with credentialing commission and diversity and inclusion committee. Credentialing frustrated at no decision in their request so far. Diversity and inclusion states it is waiting on Board decision to provide more information. The Board asked for a selection rubric, which is not yet complete. They wanted to have in place for this meeting but not ready. John is the point of contact for this with credentialing. Credentialing seems to be deferring to the committee for work on the rubric. The committee doesn’t want to do the work without guarantee of approval of the initiative. The proposal to the Board is to back the general collaboration and initiative pending rubric. Still confusion of intent and use of the word “scholarship” - it’s in actuality a fee waiver. The goal is to increase diversity and inclusion in the organization by providing support for funding a credential for underrepresented populations. Push is from credentialing, which mentions a need-based goal. *Need* and *underrepresented* not necessarily co-conditions.

Discussion included:

* Given financial discussions and strategic planning – share appreciate for this kind of collaboration, but table until we complete plan and figure out alignment.
* Advocate for under representation as a stimulus to get credential. If not representative in current credential holders (this information is not collected)/membership credential holders, then it could be an incentive.
* Need based rationale doesn’t make sense given ongoing expense of credential maintenance. Credentialing is an investment, longitudinally that people need to consider.
* Requesting 5 per year. Could be any credential to waive application fee.
* This does align with the 2020 conference theme – perhaps award two at CCSP level for underrepresented not need based. This aligns with initial strategic planning discussions.
* Not a big impact overall on diversity and inclusion in the organization. Seen as a visible gesture – among the many activities of the committee.
* Does provide some visibility of NCDA commitment to this kind of collaboration within NCDA groups.
* Concerns about the financial aspect.
* The request is more complicated than seems at face value.

Patrick suggested responding with underrepresented applicants in mind, not needs based, fee waiver not scholarship, two at CCSP level pending development of rubric to be awarded by the end of the fiscal year.

MOTION was made by Patrick to provide two fee waivers, not scholarships, at the CCSP level to underrepresented applicants, not need-based, awarded by the end of the fiscal year pending development of a selection rubric.

Seconded by Skip.

Motion passes (7 votes YES, 6 votes NO).

**Coalition Summit Update (Sharon and Celeste)**

Good contacts were made through attendance and participation. Nationally known speakers, corporate involvement. Wait to see how much impact they can make with their papers and initiatives on the Counseling for Career Readiness Act. Legislative presence at the event. Realization that NCDA is somewhat dependent on national coverage/conversation for credentialing to be viable.

Bill not anticipated to go anywhere this year or next. NCDA and Symposium lobbyists. Advice: better off using energy to develop partnerships with the States.

NCDA passed out brochures and was invited to be part of a smaller group discussion. Not the best use of Celeste and Sharon’s expertise and time – should have been on one of the larger panels to share NCDA work and credentials. NCDA relatively unknown among this group, needed a bigger presence. They did not include NCDA info in the packet. Audience was primarily schools, counselor educators. Similar issues as in the past with the Summit. Our involvement serves their needs, but not NCDA needs.

**TEC and Credentialing Commission Ethical Policies Task Force (Sharon and Celeste)**

The proposed policy went through a task force, resulting in the document presented by Bret at the beginning of the meeting.

No further discussion.

MOTION was made by Lisa to accept the TEC and Credentialing Commission Ethical Policies Task Force.

Seconded by Sharon.

Motion passes (no opposing votes, no abstentions).

**Nominations and Elections Slate (Skip)**

List provided in advance of meeting is accurate. Preliminary voting will take place during the Annual Meeting at the conference to identify two people per position on the ballot.

**FCD Spanish Translation (Deneen and Sharon)**

David Reile is following up with the Costa Rica group. They are ready and have the funds to do FCD training, but half struggling with the English version of the student manual. David wants to do a “soft update” chapter-by-chapter using Google Translate. Alberto and his group will check this translation and pilot the translated chapters with their local group of students. At the end, they will give NCDA the copyright to the Spanish version as a potential new product for NCDA store. One chapter has been tested and deemed workable. In return, this group expects a reduction on cost for manuals.

Discussion included:

* This could be allow investment in future product for NCDA.
* David willing to offset the costs – will let us know more about what this would mean.
* Haven’t seen a big demand for this, but there is an anticipated need in the future.
* Already have Mandarin version of the curriculum with PAC China.
* Already encouraging interest in Latin America through NCDA presence there.

MOTION was made by Skip to accept David’s proposal for creating and providing a Spanish version of the FCD Student Manual.

Seconded by Paul.

Discussion continued:

* Is there something we aren’t thinking about? Seems like a good deal for little outlay.
* Concern that if we don’t do this, someone else will.
* Alternative is that we have the translation done in another way.
* David wants to do something cost effective. Like the Chinese version, we could take to an expert to vet before making available as an NCDA product/publication.
* Could we put a cap on the waiver David would receive?
* We could test and put a timeframe on how long this might take.

Motion passes (no opposing votes, no abstentions).

**Supporting members from Puerto Rico – ACA’s Request (Kathy)**

ACA requests its divisions to help counselors in Puerto Rico by giving membership fee relief for at least a year. We have 7 total members that would be affected, 3 coming from ACA. Presidents have agreed to do this. No motion needed.

Discussion included:

* Other divisions are doing more. Do we want to?
* Have we done anything with an organization to partner with a charitable group to raise money among members for a cause? ACA does something like this. Something to consider for the future.

**Leadership Academy's new Manual (Lakeisha)**

The full manual was provided with meeting agenda for pre-reading.

Highlights

* Captures Board intentions per previous discussions
* This will establish a more selective process, every 2 years; board ideas used for leadership projects, which needs to begin; includes $500 travel stipend for two years and waived conference fees for two years for participants,
* Clearer roles for mentor and mentees are presented with action steps.
* The overall timeline is expedited to approve all project submissions in July and mentor matches in August.

Discussion included:

* Page 8 – process for those not able to complete in two years. Make this expectation clear. Move “if unable to complete …” to a sub-section – emphasizing that this an unusual and not preferred option.
* Page 8 – rating. The last item, “10 points for Overall impression” – is this too vague? Eliminate this category and add the points to where needed in other categories. Would like to see more detailed criteria for all areas, potentially examples in each area.
* Patrick will use this with Counselor Ed group as a model.
* Page 3 – may want to add requirement to publish or otherwise share with broader NCDA audience – visibility goals in mind. Retracted after discussion and the fact that they all present their projects at the conference. But need to think about impact overall of each participant’s work – a career convergence article, recognition at annual meeting, etc. could be beneficial. Up to the Leadership Academy Chair(s) to think about this.
* How does this Leadership Academy participation fit in with continued professional development and engagement with NCDA? Ask about applicant intent for future engagement and/or long-term goals – add to rating system.
* Appendix B – at very end, Ethnicity and Gender. What is purpose of this on the application? In past, to ensure underrepresented candidates are considered. Should it be optional as currently indicated? Impression is that most people fill it out. Optional okay.

MOTION was made by Lakeisha to approve the revised Leadership Academy Manual as presented and with the suggested recommendations.

Seconded by Carolyn.

Motion passes (no opposing votes, no abstentions).

**Joon’s PSU Request**

The proposal from Joon is for an NSF grant. He wants to use NCDA name in proposal. Letter from Joon provided in advance of the meeting.

Discussion Included:

* We need more specific information about what this collaboration would really mean and how it might benefit NCDA to be involved.
* Reservations about setting this precedent and what it might mean for others who want to do something similar.
* This kind of request would usually go through the research committee.
* Joon could add potential collaboration with NCDA as part of the proposal then go though the research committee.
* Others have done this with more specific expectations provided for outcomes and participation.

MOTION was made by Patrick to decline due to lack of information, but revisit if awarded through research committee channels.

Seconded by Lisa.

Motion passes (no opposing votes, no abstentions).

**Credentialing Commission Discussion (Deneen)**

Deneen shared feedback from Aaron about the direction they want to go in this year. They are meeting at the end of March. Kathy recommends getting a small group of Board members together to work with the commission to flesh out their recommendations and then bring to the full Board for a vote.

Discussion included:

* Is what they are suggesting something that should be tabled until strategic planning is completing in June? Deneen shared that these could be done simultaneously.
* Idea to alleviate perceived assessment anxiety is to run the assessment for CCSP as part of their training, not via technology. This puts the weight on instructors where there has been lack of consistency in the past. What about automated pass/fail option?
* Goal to increase number of applicants and bundle training and assessment fees. But moves away from competency-based approach. Lots of operational implications.
* Need small group to work on this and bring to the Board. So far, Deneen, Seth, Lisa, and Kathy are involved. Some changes seen as fundamental for NCDA. Implications for other credentials as well.
* Need to clarify roles, responsibility, authority of all involved.

Deneen proposes that open enrollment is no longer an option logistically and suggests structuring so that applicants start and end the process at the same time. This allows for advance planning to find and coordinate reviewers. Currently there are issues with reviewer overload and over reliance on volunteers. Consider offering three open enrollment periods for credentials. Could manage volume around conference, holidays, etc. when hard to find reviewers. Strictly adhere to 90-day rule – once apply and pay fee, must complete within 90 days. Some are waiting two years to complete, which is administratively difficult to manage. Consider the potential to raise application fees and be able to pay reviewers. Need procedure for selecting new reviewers.

More manageable evaluation process sought. Is lack of anticipated applicants a marketing issue? May just need to describe expectations differently to alleviate applicant anxiety. Lots of possible conversations to have here, to include the possibility of outsourcing to a testing company.

Also, now gearing up for audits and certificates for those reaching the three-year maintenance point.

Focus now is only on CCSP.

Lisa, Sharon, Celeste, Lakeisha, and Seth (with a more minimal role), will work with the commission and bring back a proposal for the Board to review and potentially approve. Last week of March Commission needs guidance before the last week in March. They are meeting March 16th and 17th in Chicago. Small group needs to figure out meeting and communication.

A MOTION was made to adjourn. Unanimous vote to adjourn at 11:28 am ET

*First draft of meeting minutes was submitted to the President and Deneen Pennington on February 17, 2020 by Melissa Venable.*