

Best Practices Panel

State Career Development Association
Leadership Training 2020



Panel Members:

Markell Morris, M.A.

Past President 2017-2020, Finance Co-Chair 2020-2022, California CDA
Leadership Advisory Council, NCDA

Dawn Williams, M.A.

President-Elect, Washington CDA
Leadership Advisory Council, NCDA

Stacy M. Van Horn, Ph.D.

Past President, Florida CDA
Leadership Advisory Council, NCDA

Angela Bourassa, M. A.

President, Vermont/New Hampshire CDA





Common Challenges faced by State Divisions

Leadership Continuity

Sustainable Operations

Membership Development

Programming, Professional Development

Geographical Constraints



STRATEGIC PLANNING

Markell Morris, CA CDA Immediate Past President

What do we want to accomplish this year and beyond?

Goals: Sustainability, Consistent Member Value, Relevance

Assessment:

- Member survey and Board Member input
- Reviewed operations- policies/procedures, bylaws, financial reports
- SWOT Analysis
- Strategic Planning sessions

Plan → Implement → Evaluate

Outcomes: increased visibility, increased attendance at our events and conferences, increased finances, better communication



CALIFORNIA
CAREER
DEVELOPMENT
ASSOCIATION



Challenge: Geography

Washington State Geography:

- Mountains
- Snow/Weather
- JBLM
- Traffic

Solution: Regional Chapters

Other benefits:

- Membership outreach
- Build Leadership
- More programming



Programming & Professional Development

Stacy M. Van Horn, Florida CDA Past President

Challenges in View

- **Reaching all members**
 - Annual Career Summit
 - Monthly Webinars
 - Monthly Newsletter
 - Coffee Talks
- **Limited budget**

Solutions Realized

- **Partnerships**
 - Local Universities/ Colleges
 - Professional Organizations
- **Resources**
 - NCDA
 - Social Media



STATE CDA SUSTAINABILITY

- What is your State CDA Story?
- The Treasure Chest
- The Sands of Time

By: Angela Bourassa
VT/NH CDA President





Breakout Session - 15 minutes

- Introduce yourself and state associated with
- Assign facilitator, time-keeper, and note-taker
- Discuss major takeaways (allowing each person to contribute) and sharing one best practice via chat you want to implement in your state

