

# 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

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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

