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***NCDA Board of Directors Meeting***

**September 18, 2024**

**3:00 – 4:30pm Eastern**

Carolyn Jones, President Courtney Warnsman, Trustee

Lakeisha Mathews, Past President David Ford, Trustee

Marty Apodaca, President-Elect Deanna Knighton, Trustee

Dirk Matthews, President-Elect-Elect Carla Cheatham, Trustee

Julia Makela, Secretary Jim Peacock, Trustee

Missy Wheeler, Treasurer Stacy Van Horn, Trustee

Kathy Evans, ACA Governing Rep Deneen Pennington, Executive Director

**Meeting Called to Order by Carolyn at 3:04 PM ET**

**1. Roll Call (Julia)**

16 in attendance.   
Kathy Evans and Deneen Pennington were unable to attend. Mary Ann Powell attended, representing NCDA Headquarters on behalf of Deneen Pennington. We were also joined by incoming Board members, Galaxina Wright and Markell Morris, as well as new Credentialling Commission Director, Charlie Raphael.

A quorum is present.

**2. Approval of the Agenda (Carolyn)**

**MOTION** was made by Jim to approve the agenda.

Seconded by Stacy.

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

**3. Approval of the June Minutes (Julia)**

*Please see the copy of the June 2024 minutes provided by NCDA Headquarters on the Board webpage.*

**MOTION** was made by Missy to approve the June minutes.

Seconded by Jim.

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

**4. Headquarters Updates***Please see copies of reports provided by NCDA Headquarters on the Board webpage as indicated below.*

*4a. Report from Charlie – Credentialing. (Annual report and credentials history report provided)*Charlie shared that his first six weeks with NCDA are off to a great start. He met with each of the Credentialling Commissioners to understand their roles, where they come from, and how they understand current directions and hurdles. He is learning about our technology platforms, trends, and the alternative pathways programs for international growth. Some current priorities include: (a) moving forward with the standardized CCSP exam, including clear communications with instructors regarding the new rollout; (b) reviewing the credential renewal cycle and Continuing Education (CE) provisions; (c) reviewing pricing and processing to consider supports for future growth and scalability. The Credentialing Commission annual report is now available, and questions are welcome.

*4b. Report from Deneen – Intl Contracts, upcoming Audit, Plans for Next Fiscal Year.* (Mary Ann)

The management team is preparing for the fiscal year end and the upcoming audit which will start in late October. They have also collected most of the Annual Reports for the Work Groups, which are posted on the NCDA Committee page. They have been working with Marty to prepare for the October Board Meeting and transition to the new board including preparation of the new budget. Liaison assignments and the schedule for Albuquerque will be sent soon.

International activities have really been busy. The King Saud University (KSU) Licensing Agreement is signed, and we are heading into Phase Two when they will start using their new certified instructors to teach the courses. NCDA will receive the training curricula and credentialing applications fees, as well as maintenance fees from KSU for each new person trained as a royalty.

The Qatar Business and Finance Academy’s MOU will be signed in January 2025. It is not a legally binding nor financial agreement; it is simply our indication to work with them to support the FCD Training being held by them in support of the Qatari government. This group has been in touch with King Saud University and while it may not be as large of a future agreement, it will represent more NCDA branding in the Gulf Region. They have asked NCDA to send representatives to Qatar in January 2025 for a celebratory signing and meeting with the Qatari government officials.

Ivy and Carry from PAC in Taiwan have countered on their new agreement that we started discussing in June 2024. Carolyn, Marty and Deneen hope to have it negotiated and ready for signature soon.

All three documents are posted on the Board page.

*4c. Report from Mary Ann – TEC (See report provided).*  
The School Career Development Advisor (SCDA) curriculum revisions were completed in the spring. We’re now preparing for rollouts. Pam Ehlers signed a contract with the Department of Education in Oklahoma to train 800 people. King Saud University also expressed interest in an additional agreement to expand to include the SCDA training.   
  
Regarding the Career Practitioner Supervision training, a first draft of the updated curriculum is now being reviewed by the Training and Education Council (TEC). Once this is completed, we are exploring options for rollout – a possible 60-minute presentation at the conference, and possible additional training workshop.   
  
TEC and Credentialling Commission have recommended several conferences to send our volunteer professionals to exhibit and promote training programs on NCDA’s behalf. This request will come to the Board at the October Board meeting in Albuquerque.   
  
The web hosting team is updating the training program website to improve the “search for instructors” feature, making the “U.S. vs. International” query easier to use.

*4d. Report from Mary Ann – Conference (See report provided).*  
The NCDA Headquarters team and Marty visited the Atlanta Marque Marriott in August to complete a facility review. It is a beautiful hotel in a great location! The is a significant population of NCDA members in this area as well. All signs point to a fantastic conference.  
  
The call for proposals is currently open, and submissions are already coming in. The deadline is October 21, 2024. Constituency Trustees are encouraged to gather groups from your constituencies now to review proposals. All presenters will receive responses on their submissions by mid-December.   
  
**ACTION ITEM:** Constituency Group Trustees gather conference proposal review groups in preparation for fall reviews to occur in October and November.

*4e. Additional reports are provided via the Board Website*Melissa – Professional Development Council and Career Developments   
Melanie – PDC, Website, CC   
Katy – Marketing *(see also request for funding)*  
  
**ACTION ITEM:** All Board Members review additional reports provided on the Board Website.

**5. Membership Report (Deneen)**

*Please see the August 2024 Membership Report and 2014 – 2024 Membership Summaries provided by NCDA Headquarters.*

We are currently at 6,284 members which is slightly down from the last report, but still a very good number and the second highest month this fiscal year. Only 251 members are paying through ACA and of those, only 157 hold professional membership. The rest are student members. The percentage of ACA affiliated members continues to decrease. Regarding demographics, the southern region is still the highest representing 41% of NCDA’s membership. This will be great for the Atlanta Conference next year. 11% of our members are from outside of the US; this percent has been stable all year. We have a total of 5,933 awarded credentials.

For a historical view of membership, the Membership Summary outlines our annual membership numbers at conference time for the past 10 years.

**6. Treasurer’s Report (Missy)**

*Please see the August 2024 Treasurer’s Report spreadsheet provided by NCDA Headquarters. Additional reflections provided here:*

Missy discussed the final budget report for this fiscal year. This August report shows NCDA at 94% of expected revenue and 94% expected expenses (not including Facilitating Career Development contracts), with a net profit of $505,656. We are in great shape financially.

FCD contracts have four invoices from King Saud University which are due to arrive before the end of the calendar year. With this funding coming in, we will be in great shape in this area as well. With the licensing of the Arabic curriculum, we are also in need of an Arabic version of the CCSP exam. This will likely be a funding request in the coming year.

Conference revenues exceeded projections this year (115%), however expenses also exceeded expectations (116%). This is something to keep in mind as we budget for next year. In-person conference costs (catering, hotel space, break meals, etc.) will continue to rise in the foreseeable future. Additionally, members are asking for more regarding coffee and food – negative in conference feedback. This may also have been related to specific challenges at this year’s venue.

Board travel expenses were under budget this year. Revenues from professional development and publications were also down.

Audit reports will be shared at the October Board meeting.

***Investment Exploration***

Deneen, Missy, and Carolyn met with consultants for investments.

An auditor provided insights on what we need to focus on in the big picture. One of the main take-aways was that we need to have a finance committee, as outlined in our by-laws, to make an investment plan for our organization. We need a plan for the money that the organization is investing. As a part of our mission as a non-profit, what are we doing with the money to help the community? What programs do we offer; how we spend the money to help the community and help the members?

Morgan Stanley and Merrill Lynch offered different strategies – short term vs. long term plans. We are currently gathering information, with companies sending information to Deneen now. She will bring this to our October meeting to inform next steps.

***Scholarships (Dirk)***

Dirk raised a question about using funds toward supporting our mission by creating scholarship programs related to the FCD credential. Could we have funds to assist people interested in the FCD course with pursuing the credential afterwards? Perhaps some type of need-based aid to assist individuals or organizations in accessing the training?

Being a non-profit, would it even be possible to set up opportunities to raise funds for this? Are there places that may be willing to donate to the scholarship program to expand the credentialling?

**7. Action Items from Last Meeting**

***Items in Progress***

*7a. Julia will work with Lakeisha and Deneen to complete the remaining draft rubrics to share before the next Board meeting.*First drafts of rubrics were shared with Lakeisha and Deneen. Julia is integrating their feedback, and drafts will be on their way to additional Board members for input.

***Items Completed / Not Discussed During this Meeting***

7b. Missy will share feedback with the Awards Committee. They are encouraged to consider these two awards as a group, recalling that there is a core to them that connects to the Strategic Plan. Perhaps revisions can start with the Outstanding Career Practitioner Award and relationships to the constituency groups, and then connect back to the International Practitioner of the Year Award. Rubric assistance can be provided.

7c. After the conference, Carolyn and Deneen will bring the subcommittee together to begin work on revising the NCDA Bylaws.

7d. All Board members were asked to review the current NCDA Bylaws and provide input or questions by September 6, 2024.

7e. Presidents will draft KPIs for this role of Credentialing Commission Director and report back to the full Board. Ideas are welcome from additional Board members.

7f. Deneen will lead the development of a communication and onboarding plan for first 30-60 days in this first role.

7g. Deneen requests KPIs and a template for reporting monthly to the Board. Please create a subcommittee to develop these.

7h. The Government Relations Committee will draft an RFP for a new, focused lobbying contract at the federal level. They will send this to Deneen to share with the Board for review and eVote.

**10. Leadership Academy (Carla)**

Sujata Ives and Rae Stout are the new co-leaders for the Leadership Academy, with Carla as their Board Liaison. They ask the Board to start thinking about topics for 2025 participants to take on for their projects. They will need six mentors and topics in the coming year.

Additionally, they will be seeking funding for the program: $500 stiped for participation ($3000 total). $500 for breakfast. $1000 for emergencies. – a total of $4500. This will be submitted for a vote with other Budget items in the October Board meeting.

**ACTION ITEM:** Board members, please help brainstorm possible mentors and topics for the upcoming 2025 Leadership Academy.

**11. TEC Recommendations for Pricing (Jim)**

Jim provided a “shout out” to the great work being done by the TEC and Mary Ann – “Great to hear, and awesome to watch the discussion and outreach done by this group. This is money well spent!”

He brought three votes to the Board from the TEC work.

TEC wants to raise the minimum price for the FCD student course to $1,000 (from $950, which it has been for 10+ Years), not including the cost of the student manual. This was proposed as a way to ensure that the FCD class is a quality curriculum.

**MOTION** was made by Jim to accept the TEC recommendation to increase minimum price of the FCD course, not including the cost of the manual, to $1,000 (rather than $950) as of January 1, 2025.

Seconded by Lakeisha.

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

TEC wants to raise the minimum price for the FCD instructor class. There was concern expressed that people take this class, and then do not proceed to teach the course. The increase was proposed to motivate follow through. The initial proposed increase was from $1,500 to $2,300 – nearly 50%. This led to much discussion, considering several perspectives and motivations that new instructors come from. This considerable increase could have some unintended negative impacts. We discussed possibilities such as staggering the increase over time. Or, if we go down the path of scholarships, the scholarships could help address the sticker price. Ultimately, the group suggested an increase from $1,500 to $1,900, and the revisiting the discussion with time to see how it goes.

**MOTION** was made by Jim to accept the TEC recommendation to increase minimum price of the FCD instructor course, not including the cost of the manual, to $1,900 (rather than $1,500) as of January 1, 2025.

Seconded by Courtney.

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

Finally, the FCD instructor registry requires instructors to complete 75 hours of Continuing Education (CE) every 5 years. The TEC would like to recommend we align the FCD instructor registry with the other credentialling CE programs, requiring 30 hours every 3 years.

**MOTION** was made by Jim to align the continuing education requirements in the FCD instructor registry with the credentialling requirements (30 hours, every 3 years).

Seconded by Courtney.

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

**12. Career Teaching and Counselor Education Academies (Deanna and Marty)**

We discussed running the Career Teaching Academy and the Counselor Education Academy in opposite years. The Career Teaching Academy will fall under the Higher Education Trustee portfolio. The upcoming schedule will be as follows:

2025 Counselor Education Academy

Leadership Academy

2026 Career Teaching Academy

**13. CAS Update (Deanna)**

Deanna will be attending CAS in November and will represent NCDA.

**14. CMA Contract Extension/Evaluation (Carolyn)**

The Board provided feedback to Carolyn for the annual CMA evaluation and contract extension. Notes provided separately on this documentation.

**15. Publication Development Council (PDC) Requests (Julia)**

The scope of work carried out by the Publications Development Council has grown over the years with little expansion in PDC membership. In the past decade, the group has struggled with leadership succession planning and developing a clear vision for its work.

As such, the PDC asks for guidance from NCDA leadership, current and past PDC members, publication authors, and counselor educator constituents. We would like to collect feedback regarding views of the NCDA publication process, NCDA publications, and, where possible, the structure and responsibilities of the PDC.

A first step in this process is to conduct an online survey of individuals from the groups identified above. Surveys will be sent later this week, with a target response date of October 7, 2024. This will provide time for us to compile feedback prior to the October Board meeting.

**ACTION ITEM:** Board members are encouraged to respond to the PDC 2024 Survey when they receive it later this week.

**ACTION ITEM:** Julia will work with Melanie to compile and interpret results to consider at the October 2024 Board Meeting.

**Adjourn**

Adjourn at 5:17 PM ET.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on October 7, 2024 by Julia Panke Makela. Last Updated October 8, 2024.*