

APCDA Board Meeting

December 9/10, 2018

Present: Carla Siojo, President; Raza Abbas, Momoko Asaka, Agnes Banyasz, Brian Hutchison, Gulnur Ismail, Woongtae Kim, Yevgeniya Kim, Emily Lizada, Heather Lowery-Kappes, Marilyn Maze

President's Message (Carla Siojo):

Carla reminded us of the many projects in which members of the association are involved and acknowledged the progress we are making on many fronts. Most of the projects are described in detail during the meeting (see below). She also mentioned the PAC conference in Shanghai Dec 13-16 where APCDA will be represented by Dr. Marilyn Maze.

Country / Area Reports

- Australia (Agnes Banyasz): Please see attached information provided by Agnes. Note that Australia will be on summer holiday for the next month.
- Azerbaijan (Gulnur Ismayil)
 - Foreign guests have arrived for a forum – the Association of International Students
 - A new tax system is before the legislature which would focus on entrepreneurs
- Canada (Jon Woodend): Jon was not present, but sent this report
 - November was Canada Career Month 2018 organized by Canadian Council for Career Development (3CD). This year, Canadians were asked to share their experiences and skills using the #iknowicanbecause. If you would like to know more about this, please see: <https://www.iknowicanbecause.com/>
 - In the latest newsletter I included a brief outline of the CANNEXUS 19 conference, which is coming up in January. Practitioners, researchers, and policy-makers across Canada, and beyond, attend this conference and it is a great chance to catch up on some of the latest developments in the field in Canada.
 - Finally, CERIC (Canadian Education and Research Institute for Counselling) is releasing a new career development theories book in January that includes over 40 chapters detailing prominent and emerging theories, specifically designed to assist practitioners. The book includes contributions from APCDA board members (e.g., Dr. Jose Domene). If you are interested in learning more about the book, you can find it at: <https://ceric.ca/2018/11/new-book-on-how-career-theory-informs-practice-to-launch-in-january/>
- Kazakhstan (Yevgeniya Kim)
 - Career centers in Kazakhstan continue their sharing process. They have identified 2 focuses and would like information from other countries about how these two tasks are accomplished:
 - Career counseling and advising
 - Founding a career center – because they have high turnover and new people often have no training in providing career planning services, they need techniques to help people new to the field to establish/run career centers. Several Board members offered assistance.
- Malaysia (Lau Poh Li) : Poh was not present, but sent this report
 - Malaysia Counseling Association is organizing workshop on using test: BAUM TEST, DRAW MEN TEST, WARTEGG and NORMA BECK TEST on 13-14 Dec 2018 in Bilik Latihan KPU Kampus UMP Gambang.
- New Zealand (Heather Lowery-Kappes)
 - Anticipating summer holidays
 - In October AGM Career Development Association of New Zealand (CDANZ) ratified updated Career Competencies <https://drive.google.com/file/d/1nxQo4WYqkfxA9SBgiTXL-z6JhZeRpa9X/view?ts=5bd0ffc6>
 - New Zealand Occupational Rehabilitation Conference was held recently
 - September 2019 in Christchurch, New Zealand the CDANZ will hold its annual symposium
- Pakistan (Raza Abbas)
 - ATED Style- Career Planning Talks- 15 minutes to high school students of public and private schools and colleges for prospective admission at universities are being initiated. To increase career awareness there are ongoing talks with National TV & Radio to have media career building programs. He is working on developing a legislation proposal for career planning in their country.

- Philippines: Carla reported that Association of Placement Practitioners of Colleges and Universities, Inc. (APPCU) will hold its 9th Annual Convention on March 7/8, 2019 and hopes many in the field of career development can participate. The theme is: “Talent Development and Management in the Digital Age: A Challenge to Placement Practitioners, Faculty, Student Services Practitioners, and HR Personnel”. The 2-day Convention aims to increase the knowledge of participants in the most recent workforce trends, structures, issues and challenges that will drive them to adapt to the changing world of work in the 4th industrial revolution. Furthermore, participants will be exposed to the latest talent acquisition, talent development and management practices in order to efficiently and effectively perform their duties and responsibilities.
- Singapore (Hector Lin) : Lin was not present, but sent this report
 - PCDA is Singapore's association for career development. PCDA will support Gulnur, Soon Hoon and team to gather and curate quality speakers (especially talented local Asian speakers or presenters). I will be discussing with Sing Chee and the PCDA team to put in effort to prepare this list for the board to consider.
 - We will also be starting work to think about the theme for APCDA conference when it is organized in Singapore.
 - In November 2018, Sing Chee and Hector represented PCDA to present at one of the largest national career centre in Singapore (e2i) on the topic of career technologies and its impact on career practitioners. PCDA was invited as speakers for their Community-Of-Practice session.
- Sri Lanka: Marilyn reported that Sri Lanka will now be represented by Anjana Kulasekara. When her organization, CareerMe, a software program for career planning, joined as an Organizational Member, she agreed to represent Sri Lanka. Please visit the CareerMe page (<http://asiapacificcda.org/page-1862285>) for a link to their website where you can learn more about the CareerMe Program.

Committee Reports

- Bylaws & Policies Committee: Allan Gatenby
 - Allan is working with Gemma Williams to decide what should be in *Policies and Procedures Manual* and what should be the in Bylaws. By reducing the amount in the Bylaws, the Bylaws will be easier for our members to read and understand. Any requirements specified in the *Policies and Procedures Manual* could be changed by the governing body if necessary. If a change is needed to the Bylaws, the change must be agreed upon by the entire membership.
 - How often should the Country/Area Council meet? Same question for Committee Council We hope all leadership members will be able to attend all of these meetings, so we need to make sure the combined schedule is not overwhelming for one person.
 - What kind of reporting to the Board should be required of each of the other governing bodies?
- Membership Committee: Lisa Raufman and Jon Sakurai-Horita
Report was sent by email.
- Newsletter Committee: Natalie Kauffman: The next newsletter deadline is Wednesday, January 23, 2019 and the special focus will be on career services in the K-12 setting.
- Nominations & Elections Committee: Brian Hutchison & Soonhoon Ahn: If you plan to leave your position at the end of this fiscal year (Oct 2019), please let one of these people, or Marilyn, know.
- Program Committee (Soonhoon Ahn and Gulnur Ismail)
 - Work in Progress
 - PC Mission/Vision
 - Criteria for Webinar presenters/ Speakers
 - Webinars in Local languages
 - Working list of potential speakers
 - Cooperation with other APCDA committees (ex. PR & Newsletters)
 - Speakers/presenters List compiled
 - Total 20 people
 - Topics:
 - AI, Data Science & Career Technologies
 - Elderly Career Services
 - Human capital development and transformation in industrial revolution 4.0
 - Empowering modern career coaches and practitioners

- Neuroscience of decision making and personal development
- Educating for Resilience
- Job search strategies
- Credentialing in career counseling
- Webinars
 - Praveen Prameshwar *'Lifology: Let's develop this newest subject together'* – January 7 / 8 2019
 - Dr. Mary McMahon *'Systems thinking, systems stories and narrative career counselling'* – February 25/26, 2019
 - Dr. Brian Schwartz
 - Dr. Britt Andreatta
 - Dr. Constance Pritchard, NCDCA Credentials
 - Mrs. Jaana Keetering
- Planned Projects
 - Mentoring programs
 - Credentialing & Certification
- Public Relations Committee (Satomi Chudasama and Claire Ouyang)
 - Achievements Since the October Board Meeting
 - Established the APCDA Social Media Guidelines - for all social media tools APCDA is using
 - Created 2 one-pagers for APCDA Journal: Call for Submission + Subscription
 - Sent message for all APCDA members regarding engagement through social media tools - included in the December newsletter
 - Started a preliminary dialogue pertaining to inter-committee collaboration
 - Further solidified plans for the committee for the year
 - Request of Country/Regional Directors
 - **Country Director Video Reports**
 - We will feature at least 2 countries each month starting in January.
 - Max. 2 mins highlighting what is happening in your country relating to career development activities and research. (Contents would be similar to country reports included in newsletters)
 - Videos to be posted in APCDA YouTube channel as well as other social media tools
 - If video is not your preference, a very short summary would work as well.
 - Deadline: 10th and 20th of each month
 - **Communication methods for members in your country/area**
 - To be used to disseminate information as a reminder/additional layer of publicity
 - **[To Do] Please inform PR Committee (publicrelations@apcda.org) of your plan.**
 - E.g.) Listserv, LinkedIn, Facebook, WeChat, Newsletters

Financials (Jose Domene)

Jose was unable to attend the meeting. Marilyn pointed out the changes to our assets reflected in the Balance Sheet section of the attached financial report, which includes the receipt of the Martha Russell Endowment and its deposit in a Vanguard brokerage investment account.

Vision Statement (Carla Siojo)

Carla pointed out that APCDA focuses on the career professional and his/her practice. Therefore, our vision needs to relate to professionals, not to clients.

- **Proposed:** A forum for sharing career development ideas and practices in the Asia Pacific region and engaging the world about these insights.
- Discussion:
 - A Vision statement should be inspiring, short, and easy to remember. Qualifiers can be included in the Mission.
 - We changed “In the context of a global community” to “engaging the world about these insights” because we do not serve the world – we serve the Asia Pacific region. We don't see ourselves as Global, but focused. Engaging the rest of the world, however, is something we all value.

- We previously listed “ideas, experiences, and practices,” but it was agreed that experiences and practices are very similar and could be combined. We normally describe experiences that have led us to select the most effective “practices.” The experiences are the data used to choose the practices that we recommend to others.
- It was also suggested that we add **innovations** and **technologies**. Innovations are one kind of ideas, and there are several others we could have listed. In order to keep the Vision statement short and easy to remember, we agreed to assume that innovations are included in “ideas.” Our purpose is to serve career practitioners, who are encouraged to explain their practices for using technology. However, the use of technology is not a goal of APCDA. Rather, technology is a tool for our work. We believe it falls under “practices” in our effort to keep our Vision concise.

Mission Statement (Carla Siojo)

After considerable discussion in which various statements/words were added, then combined with others, the following four were selected as distinct from each other and comprehensive.

- Proposed:
 1. To promote collaboration among career practitioners throughout the Asia Pacific region
 2. To inspire existing and potential career practitioners to deliver exemplary, effective services
 3. To promote research in the field of career development
 4. To advocate for exemplary workforce policies and practices that foster inclusion and access to decent work for all
- Discussion:
 - It would be better not to use “exemplary” twice.
 - We rejected “international” because we do not represent nations, and “Asia Pacific region” clearly includes many countries and cultures. We did not think it necessary to add “multi-cultural” or other words to describe our diversity.
 - Inspiring career practitioners in our region to exemplary services is clearly a value. Effective services imply that research data is used in our choices of practices.
 - Research is a strong value.
 - Advocacy is a value, and we felt that it was appropriate to combine the major areas of advocacy, which we discussed as universal career services and policies that improve the lives of others. Are there other areas that need to be mentioned?
 - These 4 value statements are intentionally short, distinct, and easy to remember, but are there some that are missing that rise to the same level of importance?
 - We did not vote on these statements and we would like suggestions from others, whether present at the meeting or not.

2019 Conference: RMIT University (Marilyn Maze)

- 116 Proposals received— Program Selection Work Group currently rating them
- We will send Acceptance Letters on Dec 16
- Conference Program online by January 5
- Event Permit: Must translate entire program to Vietnamese in January
- February 15: Scholarship Deadline
- February 28: Earlybird Deadline
- March 15: Awards Deadline
- April 19: Registration Deadline

2020 Conference Planning

- Theme: **Think Globally, Act Locally**
- Speakers:
 - David Reile
 - Barbara Suddarth
 - Speaker from India
 - One more international speaker?

The meeting was adjourned at 11:35PM

Respectively Submitted,

Momoko Asaka

Secretary