

# APCDA Board Meeting

April 25/26, 2019

**Present:** Marilyn Maze, Emily Lizada, Raza Abbas, Woongtae Kim, Allan Gatenby, Heather Lowery-Kappes, Poh Li Lau, Momoko Asaka, Lorraine Godden, Soonhoon Ahn, Gemma Williams, Zhijin HJou, Anne Chen, Yevgeniya Kim, Natalie Kauffman

## Country / Area Reports

- Canada (Jon Woodend and Lorraine Godden)
  - **CANNEXUS20**, National Career Development Conference,
    - now accepting proposals for presenters.
    - Deadline: June 7, 2019 (11:59 Eastern Time) and more here: <https://mailchi.mp/ceric.ca/call-for-presenters-now-open-cannexus20-national-career-development-conference>
  - Canadian Journal of Career Development:
    - Starting a new category for publication (peer reviewed and non-peer reviewed)
    - To find out more, contact Diana Boyd (cjcd@ceric.ca)
  - Canadian Counselling and Psychotherapy Association Conference
    - May 13-16, 2019 in Moncton, New Brunswick, Canada
    - Partnering with the American Counselling Association
    - Has a Career Counsellor Chapter and career-focused presentations
  - Jon is stepping down from Canada Country Director position:
    - Unfortunately, I made the difficult decision to step down from this post early due to changes in my commitments
    - Lorraine Godden agreed to take over
    - Thank you all for this amazing opportunity and I hope we work together again soon!
- China (Zhijin Hou)
  - Shanghai Normal University has a contract with APA – Chinese journal of career and WorkPsychology (Chinese and English)
  - Career Management Division – labor economic association (human resources)
- Malaysia (Poh Li Lau)
  - Sultan Idris Education University – workshop on creative art therapy
- New Zealand (Heather Lowery-Kappes)
  - CDANZ – Annual Symposium → Your Practice Today and Tomorrow
  - New government – reports about changing the landscape of careers
  - Lost Careers New Zealand last year – quick patch for now, but a very special online system has been proposed and might be implemented
  - Secondary career advisors are organizing
- Pakistan (Raza Abbas)
  - Keeping in view the upcoming summer holidays the following programs are being organized:
    - Career Guidance Summit for High Schools students/teachers - Private Schools
    - Career Counseling Summit for High Schools students/ teachers-Public Schools
    - Parent Career Guidance Dialogues- Public and Private Schools
    - Self Awareness Career Coaching Programs for youth and employees
- Singapore (Hector Lin)

- National Career Development Facilitation Conference 2020
  - Workforce Singapore (a government agency in Singapore) is planning to organize a major conference in 2020
  - PCDA is working with the agency to influence on the conference theme, design and execution
- Workshop by overseas speaker
  - Planning for a workshop by Marilyn Maze on:
    - 1. Career services in different countries
    - 2. Rationale for introduction and growth of these services in the different countries
    - 3. Credentialing of career practitioners in different countries
- Taiwan (Anne Rouh-Ling Chen)
  - TCDCA annual conference in June  
The Taiwan Career Development & Consulting Association will launch 7<sup>th</sup> annual conference from June 21-23. The theme focus on “Organizational Career Development & Consultation” and will promote “Certified Organizational Career Consultation ; COCC” program to interested career counselors, psychologists, and HR etc.
  - Women Returners and Work & Life Balance:  
Workforce Development Agency, Ministry of Labor launched 1<sup>st</sup> “Women Return to Work Program” in 2018. The program included women career development workshop, job interview skills and labor law and regulations and seminars for business executives & HR to promote diversified workforce and flexible working styles and conditions. Meanwhile it helps the business sectors to solve the shortage of human resources due to high retirement rate and aging population.  
“Women Returners” and “Work and Life Balance” have continued to create more impact to the public and mass communication as shown in TVBS, Parenting, GVM , United Daily News etc. in 2019.
  - More Career counselors are interested in Mindfulness-Based Stress Deduction (MBSR) training program



## Committee Reports

- Bylaws & Policies Committee: Allan Gatenby and Gemma Williams
  - Revised Bylaws, moved operations details to Procedures Manual – hope to discuss at conference
  - Marilyn hopes to print the changes for the conference
- Membership Committee: Lisa Raufman and Jon Sakurai-Horita
  1. RECOMMENDATION: At April 25 Board meeting:  
Ask the Board, if they would approve an email to go out to those registered **non-members** for our conference to ask if they want to be paired up with an APCDA Member at the Reception for the purpose of members “mentoring and introducing **how to make the most of the conference and introducing** them to others during the conference.” (see below.)

Those who respond will be part of a Pilot for future conferences.

2. Summary of Membership Committee discussion:

- We discussed how the committee can target both increasing new members as well as engaging current members. Jon and I confirmed with Marilyn via email that it would be possible to ask our Board members and country directors to volunteer to reach out to maybe 2 non-members each at the Wednesday night Conference reception to personalize the experience and give some informal tips about making the most of being at the conference. Marilyn will send Jon a list of "non-Members" attending the conference and if it is less than 50, then we could assign them to our "officers". We discussed logistics and "tips" for helping non-members feel like they belong. (Jon and I will also be able to bring this up at the April 25/26 Board Zoom Meeting. )
  - "Helping non-members feel like they belong" includes welcoming non-members (maybe as well as first-time attendees) in the Wednesday night conference reception or maybe something could be done in the opening ceremony?
  - Suggestions for Pairing with Non members:
    - Talk about your own personal experience with attending APCDA conferences and being an APCDA member
    - How have you benefitted from attending **and from being an APCDA member** and what have you given back (many presenters return and one of the benefits of the conference is the chance to present.)
    - Once you have introduced yourself and gotten the non member to introduce themselves, think about who you know who is at the conference who you can help them network with.
    - Let them know that next year's conference is going to be in India.
    - Let them know or confirm that they know about APCDA's website.
  - Have links on the APCDA Facebook Page and APCDA LinkedIn Page with our Membership Website information that direct people to learn how to become a member.
  - Create a page on our Membership website area that includes Profiles of Lifetime members similar to what we already have for Legacy members.
  - Fix Membership "Join Renew" paragraph to say: There are 5 different types of memberships (see below to click on the High Income/ Not High Income section to join or renew).
  - Also under "Organizational membership" do we have "sign up 4 people and get the 5th one free?" Can we create testimonials about the benefits of "Organizational memberships"?
  - Should we differentiate between Vendors and Career Centers and National Career Associations or large corporate sponsors?
  - Can we create testimonials on our webpage and elsewhere (e.g. Facebook) about the benefits of being an APCDA member, maybe one (or multiple) testimonial from each country?
  - Create a Networking Handout (Raza) for use at this conference
  - For future reception or orientation
  - A simplification of such a handout could be used at this year's Reception pairing (sent Raza the USC outline for Networking at a Career Fair.)
- At the end of Conference: The MC must be very engaging, lively and fun:  
Recommend a debriefing group activity before picking up conference evaluations and the results of the silent action. (What was the key learning from this conference) Marilyn written evaluations have some of these types of questions.

Respectfully Submitted by Lisa Raufman, Membership Chair

Members involved in this meeting: Jon Sakurai-Horita, Raza Abbas, Yolanda Li

- Those present at the Board Meeting agreed that pairing members with non-members at the reception was a good idea.
- Newsletter Committee: Natalie Kauffman
  - Next Deadline: Wednesday, May 22, 2019

- Theme – career development challenges with college students
- Requesting all college career counselors will submit an article
- Looking for a committee rep for the Newsletter meeting at the conference
- Program Committee: Soonhoon Ahn and Gulnur Ismayil
  - Have about 16 members, with 5-6 active, meet every month
  - Selected webinars for each month last year and in coming months
  - High quality webinars, but attendance not as high as hoped – want to increase participation
  - Looking for committee vision and mission
  - Compiled a list of topics – global workers, career services for elders, webinars in local languages
  - Professional Development for Committee Members
- Public Relations Committee (Satomi Chudasama and Claire Ouyang)
  - Public Relations Committee: Had collaboration meetings and developed plans with the Membership and Program Committees
  - Started the process towards creating APCDA On-The-Go, quick materials to introduce APCDA to prospective members and organizations
  - APCDA On-The-Go will be available in one-pager, video, and PowerPoint formats.
  - Brainstormed ideas for action items during the conference in Vietnam
  - Created a flyer to recruit new committee members during the conference.
  - Cherry May Rotas-Palacio will be at the PR Committee meeting.

#### **Financials – 6/12 months**

- Financial Report – Please see attached. Everything is going well.

#### **Staff Reports**

- April has been a very busy month:
  - Conference App – almost ready
  - Conference Program
  - 2020 Conference Flyer
  - Other printed materials
  - Communications with attendees, presenters, etc.
  - Awards
  - Presenter gifts (160 presenters)
  - Signage
  - Volunteers
  - Local Attendees

#### **2022 Conference Host Selection**

- Host Proposal for Yevgeniya Kim, Nazarbayev University, Nur-Sultan, Kazakhstan
  - Variety of large rooms and meeting rooms
  - Food costs are similar to China
  - Hotels are in the \$65 to \$100 USD range
  - Beijing to Astana -> \$650 on Air Astana to \$1800 on Emirates
  - Delhi to Astana → \$650 on Air Astana to \$4300 on Lufthansa
  - Singapore to Astana → \$1100 on Air China to \$4700 on Lufthansa
  - Security/safety – calm change of power, stable and secure. Nur-Sultan is the capital and security is a focus. Korea had issued a warning about Kazakhstan and mentioned there are many Russians. Actually, Nur-Sultan is multinational and has many people from a variety of countries
  - May is a good month to visit
- The Board voted by Chatbox. All who voted approved Kazakhstan for 2022

## **2020 Conference**

- Free facilities at Mancha Ravna International Institute of Research and Studies
- Located south of Delhi in Faridabad (just outside the borders of Delhi)
- March 10 – 15, 2020
- Starting on Holi Festival
- Ending with 2 tours:
  - Humayun's Tomb and Swaminarayan Akshardham
  - Walking tour of Delhi

## **2019 Conference**

- Conference registration: 233
- Meeting Schedule
  - May 22 at 12:20pm – Country/Area Directors and Committee Directors Meeting. Election of Country Area Council Chair and Committee Council Chair
  - May 23 at 12:00nn – Committee Meetings
  - May 23 at 5:20pm – Member Meeting
  - May 23 at 6:20pm – Board Meeting
- Session Monitors – Attending Board Members are asked to monitor sessions
- Silent Auction – please consider bringing a gift for the auction
- Conference App will be ready soon. Please download it and help us promote it.

The meeting adjourned at 11:25 PM

Respectively Submitted,

**Momoko Asaka**

Secretary