

# APCDA Board Meeting

April 15/16, 2020

**Present:** Woongtae Kim, Sing Chee Wong, Carla Siojo, Connie Pritchard, Momoko Asaka, Allan Gatenby, Brian Hutchison, Agnes Banyasz, Rich Feller, Poh Li Lau, Lorraine Godden, Gulnur Ismayil, Emily Lizada, Marilyn Maze

## President's Message

- Virtual conference was successful because of your support.
- Stay safe in this time of COVID.

## Treasurer's Report

- 2020 Conference: We earned \$3,554 from our Virtual Conference. This covered most of the non-refundable expenses
- We need to pay our Keynote Speakers the promised honorariums. Rich Feller suggested we send a letter explaining our situation and offering to pay if they wish. David Reile and Barbara Suddarth chose Lifetime Membership in lieu of payment. We can ask if they would like this option.
- Our assets have declined about \$5,000 from the start of the year.
- This includes a loss of about \$4,000 on our Endowment Fund. Our Endowment fund is intended to remain at \$50,000, with the interest being spent on activities that develop career planning expertise in not high-income countries. Given the recent decline in the value of investments, we are delighted that our fund value is still above \$50,000. It's value is currently \$51,600 and we do not plan to use the interest until the value rebounds.
- The other \$1,000 decrease in our current assets represents expense for this fiscal year. We normally count on our conference to offset our expenses, so we expect our assets to decline this year as we pay our budgeted expenses.
- Our financial status is strong. We have sufficient savings to survive during this troubled time. Of course, we are looking for additional ways to earn income this year.

## Staffing Issues

- Gyulnur is doubtful that she will be ready to take over the Executive Director position on July 1 due to COVID-related changes in the job market. We expect to continue with our current structure until the economy turns around.

## Nominations for President-Elect

- Satomi Chudasama, Princeton - maybe
- Raysen Cheung, Hong Kong is definite
- Please look for at least one more candidate so we can have a real election.
- We normally hold our elections the first 3 weeks in July. We are optimistic that we can keep this schedule.

## Country/Area Council Report

- The Country/Area Council met April 7/8
- Every country mentioned the impact of COVID in their reports
- The reports are now available on our website under the Country Information

- 11 attended
- New members included Phoenix Ho (Vietnam) and Maryrose Macaraan (Philippines)
- Next meeting at end of July

### **Committee Council Report**

- The Committee Council met April 14/15
- 8 attendees representing 5 of 9 committees
- New members are Narendra Chadha (Awards & Scholarships Committee) and Vandana Gambhir (Ethics & Standards Committee)
- Journal: March issue was released in March, plus recorded webinar from lead article has been recorded but has yet to be edited.
- Membership: Soonhoon mentioned an interest in strategic alliances and partnerships. She has held 2 Meetups for non-members to entice non-members to join and plans to hold more. A new-member orientation will be held April 26/27.
- News: Much of the writing is now done by Marilyn. She is seeking help. There has been little planning or intentionality about the news blog lately. It has been used for announcements and APCDA reports.
- Nominations: Carla's report is above.
- Program: Webinars have been planned through June. The Program Committee will meet at the end of April to look at other topics.
- Public Relations was not represented because Claire had technical difficulties.

### **Staff Report**

- Organizing webinars
  - Following up on Program Committee selections (schedule webinar and set up registration, market it, record and edit it)
  - Converted Virtual Conference presentations to recordings
  - Changed fee structure to 2-level
  - Developing a new Webinar Presenter Policy
  - Posted a Video Use Policy on the Recorded Webinar page
- LOR Taskforce
  - Standards/Competencies are almost ready for release
  - Ethical Guidelines are being reviewed
  - Glossary Project developed new terms in 2019, but never finished. This is now being worked on.
  - Pursuing Joint Membership with local associations
- Producing Weekly News Blogs
- Beginning Summer Survey – please think about what you want to ask our members and friends

### **2020 Conference**

- 156 registered participants (120 non-members, 36 members)
  - Day 1: 76
  - Day 2: 79
  - Day 3: 148
  - Day 4: 70
- 53 free participants (Officers, Keynote speakers, Presenters, Residents of China and Taiwan)
- Income: \$3,554 from Virtual Conference

- Recorded Virtual Conference – ongoing
- Member Meeting: 75 Attendees, 9 non-members

### **Discussion at Member Meeting**

- How can APCDA have a greater impact on career development in your country?
- Suggestions received:
  - Co-sponsor local events with local organizations, universities, etc.
  - Sponsor virtual regional conferences
  - Hold discussions within each country on a topic, then hold an APCDA-wide panel to report the results
  - Organize a virtual conference on impact of COVID
  - Send our Officers/Leaders to local conferences
  - Engage in projects relevant to stakeholders
  - Improve the quality of our videos and social media
- Marilyn believes these suggestions indicate we should focus on setting up regional events, co-sponsored by local organizations, universities, etc., to become better known in our region. After holding regional events, we could attempt a summative event based on what we have learned at the regional events. The topic suggested was to look at the labor market after COVID, which would help our members to guide clients in planning for the future.
- Points made by Board Members:
  - Service delivery to our members is important – we need to consider their training needs
  - It would be good if APCDA could influence policy
  - Our members are impacted by COVID at different times and in different ways.
  - Right now, we need to address the human needs in this time of crisis. Other efforts should be put on hold right now. People are focused on the disruptions they are experiencing right now.
  - We could invite David Blustein to speak on coping with unemployment
  - We need to focus on entrepreneurship because that is the future for people who are losing their jobs now.

### **2021 Conference**

- Sponsorship has dried up right now due to economic issues. We will try again later.
- We have a great team in Singapore
- Our Singapore team is making arrangements with a hotel
- Gulnur has arranged several tours and is working on others
- Career-related tours include: Enabling Village, SMU, and NUS. Sing Chee suggested an additional location.
- We are aware that we may not be able to hold a face-to-face conference in May 2021 and we will simultaneously develop contingency plans, as well as assuring we can switch to a virtual conference without major loss of investment.

### **2023 Conference Location Selection**

- The proposal from PAC is attached. They are proposing Shanghai, but also willing to help us if we choose Hong Kong or Macau.
- PAC's proposal was very strong and the Board appreciated the assistance PAC is offering. The board agreed to accept PAC as a co-host for this conference.
- Visas to Hong Kong may be easier for some people to get.

- It is very important to choose the location with the best potential for attendance
- Several Board Members prefer Macau. Hong Kong has the potential for political unrest between now and 2023. Macau does not. There is a large population of Chinese career practitioners near Macau. Our Board Members from Korean, Japan, Malaysia, and Singapore thought Macau might be more attractive than Shanghai.
- We agreed to take some time to study the issue of popularity before announcing a choice.

No other topics were brought forward. The meeting was adjourned at 45 minutes after the hour.

The meeting was adjourned at 11:45PM  
Respectively Submitted,

**Momoko Asaka**

Secretary