



Asia Pacific Career Development Association

APCDA Board Meeting

September 16/17, 2020

Present: Woongtae Kim, Carla Siojo, Sing Chee Wong, Constance Pritchard, Momoko Asaka, Gulnur Ismayil, Marilyn Maze, Brian Hutchison

Meeting was called to order at 10PM

President's Message (Woongtae)

- Great pleasure to see you today
- Very sorry for the losses of our Board members

Treasurer's Report (Connie)

- Please See attached Balance Sheets and Profit & Loss Statement
- Notice that our total assets have continued to grow, in spite of the global recession
- Our Net Income is higher than budgeted, with only one month left of the current fiscal year

Special Donation

- We received an anonymous donation of \$14,392.15 to use for staff development
- Emily's plan is to earn either the GCDF or CCSP credential, or both. This costs about \$1500.
- Remainder will be sent to Gylunur, as requested by the donor
- We are currently trying to establish a pathway to send payments to Gylunur as an employee. This may take some time, but we must have a regular payment pathway. When we have it, we will use it to transfer these funds.

Executive Director Transition

- Gulnur will become Executive Director on October 1
- Marilyn will become the Financial Administrator
- Emily is the General Administrator
- Please see attached job descriptions for clarification

2022 Conference - Singapore

- Singapore team agreed on May 24-28, 2022
- Will book the same facility then
- Two keynote speakers have agreed to postpone until then

2023 Conference - Kazakhstan

- Yevgeniya and the conference planning team have been informed
- We can keep the same theme or choose a different one by then

Journal Editor Renewal

- Current structure
 - **Editor**
 - Dr. Brian Hutchison, Walden University, USA, Journal@AsiaPacificCDA.org
 - **Associate Editors**
 - Dr. José Domene, University of Calgary, Canada
 - Dr. Shelley Tien, National Taiwan Normal University, Taiwan
 - Dr. San Ming Lee, Korea University, Korea
 - **Editorial Board**
 - Dr. Rebecca Hudson Breen, University of Alberta, Canada
 - Dr. Mae-hyang Hwang, Gyeongin National University, Korea
 - Dr. Raysen Cheung, City University of Hong Kong, Hong Kong
 - Dr. Timothy Hsi, Abundanz Consulting, Singapore/ Australia
 - Dr. Leili Jin, Tsinghua University, China
 - Dr. Nupar Gosain, Brain Pundits, India
 - Dr. Chao-Mei Chiang, National Tsing Hua University, Taiwan
 - Dr. Lucila Bance, University of Santo Tomas, Philippines
 - Dr. Lau Poh Li, University of Malaya, Malaysia
 - Dr. Jim Bright, Bright and Associates Career Solutions, Australia
 - Dr. Roberta Borgen (Neault), Life Strategies Ltd., Canada
 - Dr. Christian Chan, UNC Greensboro, USA
 - Dr. Grace Wambu, New Jersey City University, USA/ Kenya
 - Yang Ai, University of the Redlands, USA/ China
- Most academic journals pride themselves in their rejections rate, some as high as 97% rejections. We take pride in a 70% acceptance rate. Submissions are mentored by Brian before they are sent to the Associate Editors. Some have 8 or 9 rounds of revisions before publication.
- Ours is the first journal in our field to have a podcast. Brian hopes for 8 podcasts a year. Podcasts average 141 downloads in the first 30 days. Ours had 218, so a good start.
- San Ming Lee started a year after the first 2 association editors, so he has a staggered term. Ideally, each associate editor would have a different term.
- The editorial board had 11 of 12 members returning, plus 3 new members. Yang Ai is a new professor and will earn his doctorate by the end of this year.
- Brian implemented a policy of having a Lead Article, to honor one article each issue.
- The journal needs to be cited by other authors more. HongShan Shao will take on this task or compiling a list of articles by keyword to make it easier for authors to find our articles.
- Brian is encouraging Walden University to sponsor the Journal. If they agree, this would remove some of the cost of editing from the APCDA Budget.
- Unanimous Request for Dr. Hutchison to serve for an additional 3-year term, during which he will train a replacement
- Unanimous gratitude for Brian's service and excellence in setting the style and policies for the journal and for starting the podcast series to make the research process more accessible to all members

Reasons for Giving Awards

- Vijay Paralkar, Co-Chair of the Awards and Scholarships Committee, suggested wording to assure that awards will be given to the most qualified recipient, regardless of affiliation to APCDA.

- The Board adjusted the wording to assure that it was clear to all:
To promote and fulfill APCDA's mission within the Asia Pacific region by recognizing the career development professionals
 - Who have continually contributed outstanding efforts toward improving career development within the community
 - Who inspire our APCDA community members as exemplars by their innovative ways of delivering theory-based and research-driven career development services

Member/Friend Survey Results

- Conference: We already used the survey feedback to switch to a Virtual Conference (equally acceptable to our respondents as a face-to-face)
 - Virtual Conference should include (in order of importance):
 - 3 days, 3 hours/day
 - Recorded Sessions
 - Discussion sessions (especially members)
 - Poster Sessions
 - Exhibitors
 - Awards Ceremony
- Webinars
 - Most desired topics (in order):
 1. Adult Career Changers
 2. Creativity
 3. Labor Market & Economic Trends
 4. Social Media and Technology
 5. Career Assessments
 6. International Collaboration
 7. Career Practices/Techniques
 8. Cultural Adaptation
 9. Career Theories
 10. Marketing Career Services
 - Other topics (free response suggestions)
 - How to find a job (now) for college graduates *
 - Career resilience *
 - Career adaptability post-pandemic *
 - Basic skills refreshers
 - Building interpersonal skills
- Improving APCDA (Members only)
 - Attracting more members (free response suggestions)
 - Advertise in each country *
 - Ask Country Reps to hold regular meetings for local career counselors to introduce APCDA *
 - Better use of social media *
 - Collaborate with local career associations/organizations *
 - Collaborate with national/international associations in other fields (HR, L&D, OD, UN, etc.) *
 - Incentives to members to encourage others to join *
 - Increase virtual offerings *
 - Market through universities to students *
 - Train members to be ambassadors for APCDA *

- Work with employers/corporations/NGOs *
- Improving APCDA (free response suggestions)
 - Increase member engagement (discussion meetings)
 - I think APCDA does an excellent job with limited resources *
 - Provide high quality webinars *
 - Mentoring/coaching/training for members *
 - Skills Certification *

Staff Reports

- Past Webinars

Date	Title	# Atnd	Income
24-Oct-19	Social Media in Career Services: From Delivering Information to Co-careering	26	\$320
25-Nov-19	Innovative Career Services Interventions in Higher Education: Cases from Azerbaijan and Turkey	12	\$110
5-Jan-20	Webinar: Steering Career Transitions Nationally and Globally	13	\$95
19-Apr-20	The Future of Work: Preparing Ourselves for Jobs of Tomorrow	93	\$2,110
10-May-20	Building Career Resilience and Rejuvenation in the Time of COVID-19	27	\$310
10-Jun-20	The Journey of Becoming a Self-Sustained Career Center by Employer Partnership	20	\$165
10-Jul-20	Career Trends in the New Normal	18	\$130
23-Aug-20	The Future of Work: Future of Digitalized Workforce	15	\$53
	Total		\$3,293

- Future Free Member Webinars
 - Sep 10/11 Motivational Interviewing, Dr. Constance Pritchard
 - Oct 15/16 Chinese Parents Lead the Way, Elisabeth Montgomery
 - Nov 4/5 What Brings You to Life, Dr. Lee Richmond
- Future Paid Webinars
 - Sep 24/25 Singapore's Critical Core Skills
 - Oct 21/22 Singapore's CD Framework, Jeremiah Wong
 - Nov 16/17 Life Design, Dr. Farouk Dey
 - Dev 4/5 From Career Planning to Career Construction, Dr. Susan Barclay
- APCDA Ethical Guidelines
 - Ethics Taskforce has been working hard on these
 - Our recommended version will be sent to the Board on Friday
 - Will be published after Board's review – 2 weeks to review
- CEUs: Began to complete forms
- Translating webinars: 4th request (Zhijin Hou (Beijing), Chunyu Li (Beijing), Jaliya Rathnayake (Sri Lanka), Phoeliz Ho (Vietnam))
 - Working on Copyright transfer form so that we formally "own" the recordings before

releasing them for translation

2021 Virtual Conference Report

- First Mtg Sept 14/15 (meeting weekly, at the usual time for webinars)
- Software: probably Hubilo for about \$1,350 (similar capability to Hopin at \$18,000)
- Other Software reviewed: Whova, Cvent, Hopin, Remo, Blue Jeans, LiveStream, 6Connex, BigMarker, Communique Conferencing, Engagez, Localist, SpotMe, Virtual Summits Software, WorkCast, Cisco WebEx, ClickMeeting, EventSquid, Attendease, Brella, FLOOR, Socio, Pathable, OpenWater, Event Tech Suite, InEvent, Perenso Cloud Show, ON24, Brazen, High Attendance, b2match, INEXPO, EventFinity, Tocca, Cynaptx VCF, Inwink, V-Tour, Veertly, Virtual Event Platform, Xeo Virtual Event Management

Board Transitions

- Goodbye to Carla
- Sing Chee will now be President
- Thank you to Woongtae for his year of service as President. He will now be Past President
- Satomi will now be President-Elect

Meeting was adjourned at 11:30 PM

Respectively Submitted,

Momoko Asaka

Secretary