



Asia Pacific Career Development Association

APCDA Officers Meeting

October 13/14, 2020

Present: Sing Chee Wong, Satomi Chudasama, Woongtae Kim, Constance Pritchard, Momoko Asaka, Gulnur Ismayil-Isparova, Marilyn Maze

Meeting was called to order at 10PM

President's Message (Sing Chee)

- Excited to meet in the new composition
- Look forward to your support to work further together and bring APCDA to the new level
- What we hope to achieve for this term? Looking forward to your contributions and suggestions
- Thank you all for assistance

Treasurer's Report (Connie)

- We are closing out fiscal year 2020 which showed a modest positive income in spite of COVID. Please, see the Balance and Budget Reports.
- Notice that the Balance Sheet for the year end includes a gift for the staff which will be dispersed as quickly as possible. The Endowment ended the year just slightly higher than the previous year.
- We did slightly better than projected. Income was better than expected, although far below past years. Expenses were as expected.
- FY21 Budget –This is a conservative budget. We hope Conference income will be higher, but the budget is based on the worst case. This will be first year having 2 paid administrative contracts.

FY21 Budget was unanimously approved

Staff updates and Conference 2021 - Virtual

- Webinars planned until the end of the calendar year (1 paid/1 unpaid per month). Free webinars increase engagement with members and non-members
 - Oct 15/16 Dr. Elizabeth Montgomery, Dr. Claire Ouyang, Candy Ho - Chinese Parents (Free)
 - Oct 21/22 Jeremiah Wong – The Evidence-based review of SCDS (Paid)
 - Nov 4/5 Dr. Lee Richmond - What Brings You to Life (Free)
 - Nov 16/17 Farouk Dey (Paid)
 - Dec 3/4 Susan Barclay (Paid)
- Tentative webinars for January 2021 discussed.
 - Ethical dilemmas webinars planned by Vandana
 - Members have also proposed other topics for the Free webinars
- Member engagement software – Tradewings is an add-on to Wild Apricot that makes it much more interesting and useful to member. Tradewings could help us streamline Committee and Board meeting activities. Due to financial limitations, we cannot commit at this moment.

- Conference
 - Theme: Walking on Uncharted Career Paths
 - Schedule May 25-29, 2021
 - Conference visual was acceptable to the Officers.
 - 2 keynote speakers have confirmed (Mark Savickas and Norm Amundson)
 - Tentative Conference flyer was shared.
 - Conference software is contracted and purchased – Hubilo.
 - Our contact includes 250 attendees (minor extra fee for more) and 10 days of active use, plus one month of use by attendees post conference. They will provide technical support during conference
 - Call for proposal released.
 - Conference team will meet every other month

Accreditation/Credentialing

- *Accreditation* is a better opportunity for us. It would allow us to certify training programs of other organizations. Bring us profit. We do have established standards which local organizations are looking for. We have received requests for our approval on the training they offer. Once accredited, they would be allowed to use our logo on their Certificates.
- *Credentialing*: difficult due to language/cultural differences among countries. Time consuming process which is financially non-profitable. Given the nature of APCDA, credentialing is hard to develop and maintain to suit different country requirements/specifics

Targets, Goals and Outcome expectations for the term 2020-2021

- We have to focus more on fulfilling the 4th point of our mission to better advocate for workforce policies. Can we attract people other than career practitioners to promote it? Now with COVID-19 cases it is important to hold employers responsible for ensuring that people are treated equally well and given equal opportunities. Pandemic hit many industry workers and specifically in the service sector. For our conference, we will have a lot of proposals and can encourage members to talk about these issues. Possibly we could offer a free webinar on this topic, specifically about what happening in Singapore. We could engage more HR people in discussions to contribute plus other people across different countries
- Complete authorization to provide CEUs. As the number of credentialed professions increases, they need credit hours. This is will bring more profit to us.
- Accessibility in terms of language: provide closed captioning on recorded webinars in English so that everyone can better understand what is being said.

Other

- *NCDA conference proposal*: Group proposal is submitted (Hector Lin to speak about distance coaching; Allan Gatenby – Teaching-coaching in many Asian countries, Shujiro Mizuno, Executive Director of the Japanese Association of Industrial Counseling, to speak about career coaching in Japan). We applied for the track for career practitioners working in business and industry. We hope for acceptance of the proposal.
- *Cannexus 2021 presentation in 'Career planning around the World*: Arun Mittal (India), William Gunawon (Indonesia), Elizabeth Montgomery (China) – January 27th, 2021
- Suggestion is to propose webinars also to NCDA
- We previously agreed to share relevant NCDA Conference presentations with our members. Connie volunteered to help preview the presentations.

Meeting was adjourned at 11:30 PM

Respectively Submitted,

Momoko Asaka

Secretary