



Asia Pacific Career Development Association

## APCDA Board Meeting

November 12/13, 2020

Present: Sing Chee Wong, Woongtae Kim, Momoko Asaka, Gulnur Ismayil, Marilyn Maze, Agnes Banyasz, Allan Gatenby

Meeting was called to order at 10PM

### President's Message (Sing Chee)

- Thank you for the support of the Board/Officers and Staff throughout those years
- We want to strive for more
- Look forward to hearing more what can committees do
- Hope all are in good health

### Treasurer's Report:

The financial reports are attached. They include one month of FY21. Nothing remarkable happened in that month.

### Country Council Report

- Last meeting was good with highest participation
- During pandemic meetings became more vibrant
- Discussions: impact of pandemic on career life, education/employment in each country. In some countries Government is widely supportive with employment, enterpreniurship initiatives – detailed reports are available
- Staff report: conference platform
- New representative for Azerbaijan
- Next meeting will be early 2021

### Committee Council Report

- Committee Council Met 9th/10th November. Small meeting due to conflicting work commitments.
- REPORTS:
- Staff: Same information is in these minutes below
- Awards: Dr Narender stepped down. Vijay Paralkar is the new Chair. Work of new committee will begin late November, as Vijay just completed the defense of his dissertation on Nov 13.
- Bi-Laws: Need additional members to continue reformatting the Policy & Procedures
- Ethics & Standards: Guidelines are now completed and published. Vignettes being prepared to support the guidelines. Assistance can be provided to countries wishing to develop their professional guidelines.
- Glossary: No report
- Journal: No report. Next issue will be in March, 2021.

- **New members:** offering regular (every 2 months) orientation/meeting sessions to recently registered members. Thus far, there have been approximately 15 attendees at each of these sessions. Meetings are scheduled for November and January.
- **Outreach to "PROSPECTIVE MEMBERS:** " defined as people on our mailing list who are not currently members (e.g., former members who have not renewed; people who have attended webinars but have not become members). One "prospective member" meeting was held in September, and was attended by approximately 10 non-members. The next such meeting will be held in December

|                               |     |
|-------------------------------|-----|
| <b>Regular Member</b>         | 125 |
| <b>Lifetime Member</b>        | 37  |
| <b>Organization Member</b>    | 22  |
| <b>Student/Retired Member</b> | 18  |
| <b>Affiliate Member</b>       | 114 |
| <b>Subscribers to Journal</b> | 2   |

- **News Committee:** Catherine Hughes (Chair) Momoko (Co-chair) Carla (Committee member)
  - Priorities: Working on topics prioritized by the member survey:
    1. Career Changers: Transitions throughout the lifespan, resilience and adaptability, maintaining work/life balance, providing career planning services to adults
    2. Creativity: Planning creative careers and creative approaches to career planning
    3. Labour Market & Economic Trends: Anticipating future job trends and relevant skills for future jobs; coping with national or local economic issues: Priority Asian Job market information will be distributed
    4. Social Media and Technology: Using social media and other forms of technology for career planning and job search
    5. Career Assessments: Identifying useful assessments and using assessments well
    6. International Collaboration: Cultural and/or national differences; cross-country collaboration on research: Reached out already to contacts and compiling list of contacts & resources
    7. Career Practices/Techniques: Career planning practices/techniques
    8. Cultural Adaptation: Cultural adaptation of career theories, practices, or assessments for specific countries and populations within countries; designing locally relevant tools
    9. Career Theories: Understanding career development theories and applying them to practice
    10. Marketing: Marketing career services, educating the public about the need for career planning, conducting research to show the effectiveness of career planning
  - Call for additional Committee Members and ideas & themes from other Committees.
- Nominations & Elections: no report
- Program: Report pending
- Public Relations: no report
- Research: No report
- MATTERS FOR BOARD
  - Additional members for Bi-Laws Committee

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

- We have been promoting APCDA well as we can observe from the attendance at webinars
- We are good on promoting research and best practices in the field

- Need to focus more on workforce policies. Engage more HR to see how they can maximize their assistance to employees
- Inputs from committees are expected to understand how they can help with execution of the 4th point in our mission – how they plan to enhance advocacy
- Allan has suggested broadening our collaboration and exchange of ideas with regional associations like Asian Organization Development Network.

### Accreditation/Credentialing

- *Accreditation* is a better opportunity for us allowing to certify training programs of other organizations. We would then charge based on the number of certificates issued with our logo, which should allow us to receive ongoing income. We have established standards and can base our accreditation assessment on them. Local organizations are looking for approval of their programs. Setting up an accreditation program is a priority for APCDA for this year.
- *Credentialing*: Unless the number of applicants is large and the process is automated, it would cost more than we could earn. Given the variety of countries and languages served by APCDA, assessing the qualifications of applicants would be difficult and costly.

### Staff reports

- FY20 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    |
| 10-Sep-20 | Engaging our Clients with MI   | 92     | \$479   |
| 24-Sep-20 | Think Critical Core Skills   | 18     | \$250   |
|           | Total  |        | \$4,022 |

Actual Webinar income

FY19 \$1,775

FY20 \$4,418

We believe webinar income increased in FY20 because we offered high quality webinars (thanks to the Program Committee), we implemented a two income level payment policy which allowed people from not high-income-countries to afford to attend, and we allow non-members to attend Free Member workshops which allows us to receive income from events that were previously free.

- Future Webinars:
  - Nov 16/17 Farouk Dey (Paid)
  - Dec 3/4 Susan Barclay (Paid)
  - TBD Ethical dilemmas webinar in Jan'21

- NBCC CE Certificates:
  - Revised Eval form to comply with NBCC Requirements. We need to collect data using this new form before submitting our application.
  - Set up Evaluation Report Process for future webinars
  - NBCC considers Recorded Webinars to be “home study” and requires that we verify that the person watched the video. We will ask people watching recorded webinars to answer questions about the video they watched before providing CE certificates. This complies with NBCC requirements
  - The NBCC application will cost \$1200 and we believe the annual cost will be \$600. Therefore, we will charge \$10 USD per certificate and hope to recover our costs.
  
- APCDA Sponsored Presentations:
  - Cannexus Jan 27 (scheduled): **Career Planning in India, Indonesia, and South China** by Arun Mittal, Dr. William Gunawan, and Elisabeth Montgomery
  - NCDA Proposal: **Distance Career Coaching and Training: The Asian Narrative** by Hector Lin, Allan Gatenby, and Dr. Shujiro Mizuno

#### **2021 Conference**

- May 25-29, 2021
- Theme: Walking on Uncharted Career Paths
- Dates: Tuesday/Thursday/Saturday (Wednesday and Friday PDIs)
- Event Software (Hubilo)
- Keynoters: Mark Savickas, Norm Amundson
- Conference Visual completed
- Call for Proposals deadline November 30

Meeting was adjourned at 11:30 PM  
Respectively Submitted,

**Momoko Asaka**

Secretary