APCDA Officer Meeting
March 20/21, 2023

President's Message (Momoko)
- Excited about conference in May
- COVID situation getting better.   Hoping this means more attendees in-person.

Treasurer's Report (See financial statements)
- Expenses for the conference began in July.   Income is now being received for the conference.   The bottom line will look better in future months.

Staff Report – Awards (Emily)
- o Awards Committee met twice and worked to get more nominations.   We have:
  - ▪ 7 Career Practitioner nominations
  - ▪ 3 Career Educators nominations
  - ▪ 1 Lifetime Achievement nomination
- o All nominations are now complete
- o Several were self-nominations
- o President's Award? Momoko agreed to support the choice supported by the Officers.

Report on Engagement Research Project (Serene)
- Our membership numbers have stagnated.
- Restarted literature review.
- Committee members need to read the literature review articles.
- Serene is adding articles from journals.
- We have an eager group who wants to work on this.

Discussion Topic: Marketing offer by BIG
- When companies that seem unrelated to us ask for us to work with them, what do we do?
  - o Blockchain Industry Group (BIG) wants to "partner" with us for marketing our conference
  - o They have 6.4 million people on their website
  - o They listed our event under "Jobs and Careers" – very nice to be listed
- Another offer by a marketing firm would charge us $2000 to redo our marketing so we could convert more visitors to members.
  - o We work on a very tight budget because more than half of our member countries are Not High income
- Most associations post only their own events – most do not co-market
- Our pathway to convert students to member is via our scholarship program.   The vast majority of students drop their membership after one free year.
  - o We could work harder to reach universities in all parts of the world.
  - o That could be a Membership Committee project or a Scholarship Committee project.
  - o Could APCDA become a CICA affiliated program?   Serene & Felicity could work on that
- Recommendations of Officers:
  - o We should talk with BIG and see how we can work together

- o We need to find organizations that relate to our goals.   Are these groups relevant to us? BIG's members would probably not relate to our conference.
- o We have not budgeted for marketing.   We need to make this a regular part of our budget
- o Perhaps we can focus on membership engagement and develop a marketing plan based on those issues.

Staff Reports:
- Last month we reported on the need for these Area Reps.   These positions are now filled:
    - o Singapore – Charlotte George
    - o Australia – Felicity Brown
    - o Sri Lanka – Jaliya Rathnayake
- Scholarships

1	Cambodia
1	China
5	India
1	Indonesia
1	Japan
1	Kazakhstan
1	Malaysia
2	Nepal
18	Pakistan
8	Philippines
1	South Africa
1	Tanzania
1	United Kingdom
17	Vietnam

- o 58 New
- o 1 from 2020 (Mohit Jain, Nepal, Martha Russell, in-person)

2023 Conference Planning
- **Theme:** New Look at Careers in a Rapidly Changing World
- **Schedule:**   May 16-19 In-person & virtual, May 22- 26 Virtual
- **Software:** Whova
- **Registered**: 221, in-person 43 (10 are from countries other than Kazakhstan)
    - o Inviting local people through Ministry of Higher Education and Science and personal invitations to all universities in Kazakhstan
    - o The cost was still high for local people.   We reduced the price for locals to $20 for week 1.
- Language of Interpretation not decided.
- Singapore group will join in-person (May 10-19)
- IT Support – will meet at end of March
- Rehearsal on Friday, March 24 to find possible problems and eccentricities with the Whova software – then we can write more accurate instructions.

2024 Conference Plans
- South India – 2024
    - Had to cancel north India conference – owe India a conference
    - South India is offering a warm welcome
- Officers agreed to accept the proposal from South India for 2024
- Eid is April 10 in 2024
- Conference will be:
    - Presentations April 15, 17, 19
    - In-person April 24-27
- Unresolved issues:
    - Seeking a physical setting (no location yet)
    - Selecting Keynoters
    - Define tours
    - Need Photos of local attractions

Other
- JCDA/APCDA event April 14/15
    - Working on subtitles for my welcome video
    - JCDA has 20,000 members