



APCDA Board Meeting

April 17/18, 2023

President's Message (Momoko)

- Conference is only a month away
- Keep trying to encourage attendees

Treasurer's Report (see Financial Statements attached)

- I wish our income was better, but we are doing OK. The conference income is now covering most of our expenses. We will have far fewer people than we expected.
- The Endowment fund is still below the amount we must maintain, but the investment market is improving and our fund may improve further before the year is over.
- A question from the Board: Why are we experiencing these problems? Kazakhstan turned out to be a much less popular destination. We are also not growing in membership at the moment.

Report on Engagement Research Project (Serene)

- Restarted the literature review.

Area Council Meeting (April 5/6, 2023)

- New Area Representatives for Australia, Sri Lanka & Kazakhstan
- Felicity Brown, Jaliya Rathnayake, and Gaini Yessembekova respectively
- Chair position is yet to be filled.

Committee Council (April 11, 2023)

- Had a very small attendance. The minutes are available.

Discussion: Ballot for IAEVG

I will vote once, but APCDA has 16 votes which will all be counted the same way.

• **President / Vice-President**

The candidate getting the highest number of votes will be elected as President, the 3 following will be elected Vice-Presidents, and the next 13 will be on the Board of Directors

- Jane Goodman (United States of America)
- Jérôme Rossier (Switzerland)
- Jaana Kettunen (Finland)
- Deidre Hugues (United Kingdom)
- **Secretary General of the IAEVG**
 - Michel Turcotte (Canada)
- **Treasurer**
 - Ilze Astride Jansone (Latvia)
- **Board of Directors (elect 13)**
 - Jane Goodman (United States of America)
 - Joana Carneiro Pinto (Portugal)
 - Jérôme Rossier (Switzerland)
 - Raza Abbas (Pakistan)

- Jaana Kettunen (Finland)
- Petra Røise (Norway)
- Deidre Hugues (United Kingdom)
- Lionel Le Gruiec (France)
- Ilze Astrida Jansone (Latvia)
- Mary McMahon (Australia)¹
- Anouk Jasmine Albien (Switzerland)
- Sachin Kumar (India)
- Peter Weber (Germany)
- Rebeca García-Murias (Spain)
- Michel Turcotte (Canada)
- Gabriela Aisenson (Argentina)
- Gloria Marsay (South Africa)

Discussion: IAEVG Award

- Be proposed by a national or international organization dedicated to Guidance or by a person whose professional work is Guidance. And
 - Have an outstanding and recognized professional career in Guidance (professional development, educational guidance, counseling, job or career guidance), in their country, region or internationally; with a minimum of fifteen years. Or
 - Have contributed to the development of the disciplinary field of Guidance with scientific articles or books on Guidance on Theoretical or conceptual framework, methodological or technical development. Or
 - Have other awards or recognitions for work merit and special services for the community. And
 - Have provided excellent services over a long time to the IAEVG.
- Selected Mary McMahon to nominate for an award. (She was rejected by IAEVG because she is a Board member)

Discussion: Request to send a rep to Taiwan

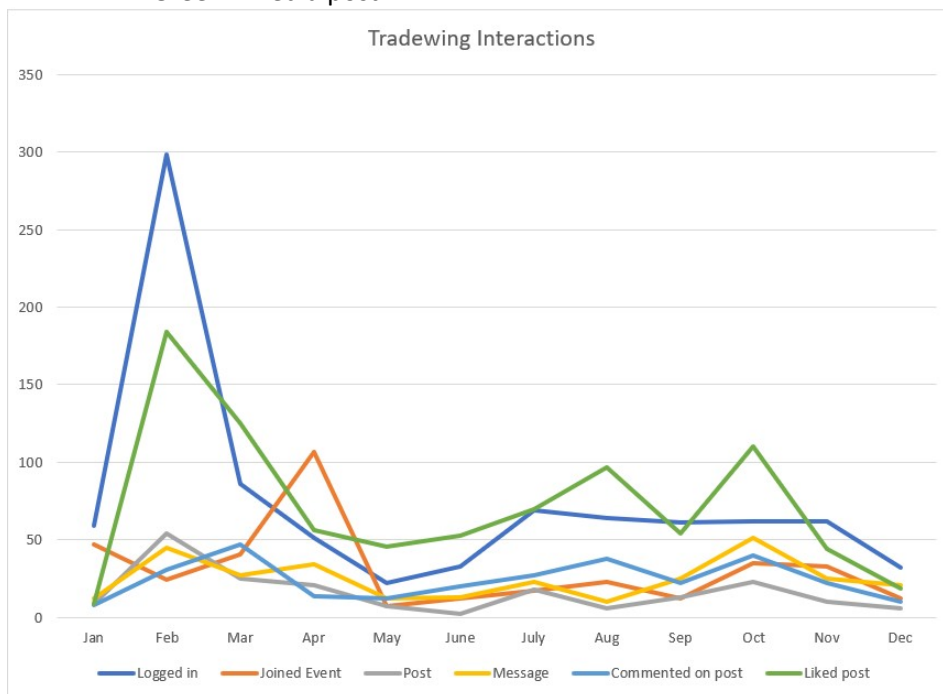
- After the request, they asked us to wait until December (when they hold the PAC Conference). Will send either Serene as the President or Momoko as the Past President. Need to budget for this in the coming fiscal year.

Discussion: Annual Meeting Agenda (June 19/20)

- President's Welcome
- New Video
- Approval of Minutes of 2022 Member Meeting
- Slides introducing Leadership
- President's Report will be included in writing in the packet summarizing this year.
- September 30, 2022 Financial report will be included in the packet.
- Nominations for the 2023-2024 Elections (Introduction of candidates)
- Discussion Question: What is the biggest challenge in your own country related to career planning?
- Past President's invitation to the 2024 Conference

Staff Reports:

- Tradewing:
 - This graph shows how many times someone (not staff) used one of Tradewing’s features each month.
 - Blue: Logged in
 - Orange: Joined an event
 - Grey: Posted
 - Yellow: Message
 - Light Blue: Commented
 - Green: Liked a post

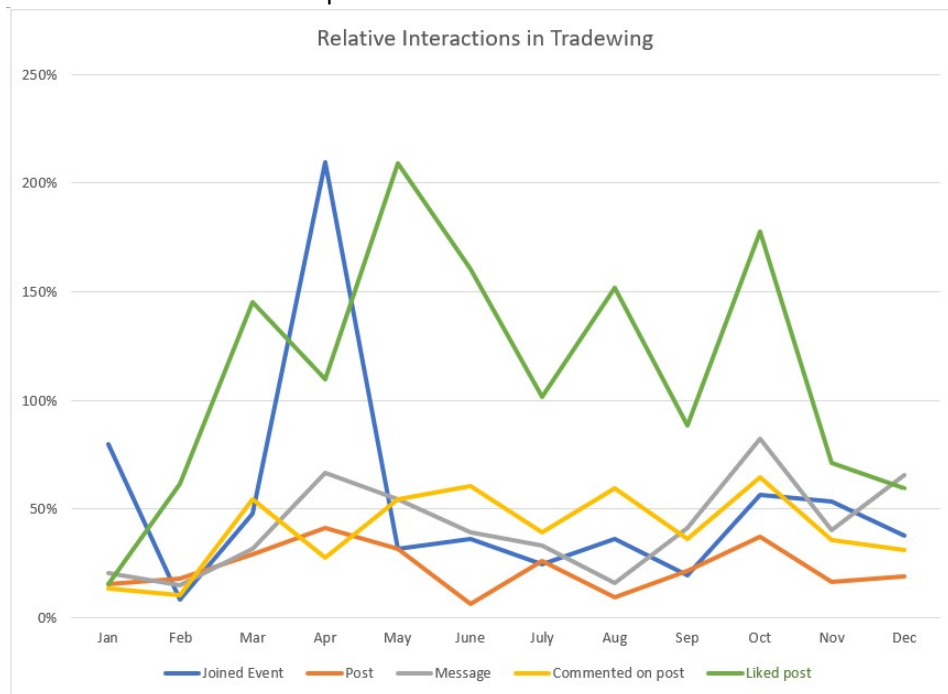


Tradewing basically opened in February. The Dark Blue line (login in) shows many people visited it then. It spiked a little in July – this is probably when we sent invitations to the people who joined since January, so we had new people looking at it. We worked hard on a scavenger hunt in October to try to get more people to log in, but there is no spike in October. Since the scavenger hunt, it has declined.

Looking at the Orange line (Joining an event), we see a spike in April, but this could be people who joined, left, and joined again. We see this a lot in Tradewing because it is so hard to be a participant in an event on Tradewing. We see a slow but steady increase which could be the result of the Membership Committee using Tradewing a lot. The Grey line represents posting, and is consistently low. Yellow represents Messaging and is a bit higher than the Grey line, so more people messaged someone than posted messages. Light Blue represents commenting on a post, and is consistently higher than posting, but not much higher. Green represents liking a post and is always higher. Apparently Liking is a low-risk option that many people chose.

- This graph shows the percentage of people (not staff) who used each of the features after they logged in.
 - Blue: Joined an event

- Orange: Posted
- Grey: Message
- Yellow: Commented
- Green: Liked a post



This graph shows relative interactions, where all points on the graph are relative to the number of people who logged in. The blue line shows what percentage of logged in people joined an event. You see in April that 200% of the people who logged in joined an event, so this encouraged me to believe they were joining, leaving, and joining again (they had problems attending, rather than that they were joining more events). After April, the line goes down to about 30%, with an increase in October (Scavenger Hunt), then a decline. The Orange line is the percentage who posted a comment or article. It is usually the bottom line and got as high as 40% (meaning 40% of the people who logged in posted something in April and October). The Grey line is the percentage who messaged someone, and is as high as 80% at the time of the Scavenger Hunt. The Yellow line (Commented) is usually higher than the Grey line, so more people were commenting on posts than were sending messages. The Green line (Liked a post or comment) is consistently high so people who logged in liked the posts they saw and often liked several posts.

Based on these data, I do not believe I have learned anything about member engagement. If we used these data to find people who never used Tradewing at all, we might have an indicator of people who are about to drop their membership.

A question was raised about the percentage of our members who used Tradewing. We see that in February about 80% of our members used Tradewing, but we have not determined if they came back. That would be a different analysis. We could divide the data by quarters and see how many people used Tradewing in each quarter. We can also separate the paid members from the free members.

- Webinars

Date	Session Title	Type	Reg #	% Atnd	Income	Prior Knowledge	Content	Clarity
6-Oct-22	Career Trends Observed by HR Managers	F	20	40%	\$0	2	3	4
17-Nov-22	Career Construction Counseling: A Case Conference	P	56	84%	\$3,950	2.27	3.63	4.09
8-Dec-22	Tips & Techniques for a Great Career Fair	F	44	36%	\$10			
5-Jan-23	Mental Health in the Workplace: A Facilitated Discussion	F	33	36%	\$10	2.33	3.33	2.66
16-Jan-23	Careers in Space	P	33	58%	\$240	1.54	3.81	3.9
9-Feb-23	Remote Career Coaching: A Facilitated Discussion	F	45	36%	\$10	2.25	3.25	3
23-Feb-23	The Future of Career Development Services	P	33	45%	\$253	2.25	3.5	3.63
2-Mar-23	The Latest in AI for Career Services & Hiring	F	81	57%	\$140	1.75	4.42	4.58
31-Mar-23	Climate Change and the Future of Work: Challenges and Opportunities	F	46	48%	\$20	2	4.45	4
14-Apr-23	Career Construction Theory and the Human Web	F	39	45%	\$0			
	Total		231	48%	\$4,220	2.25	3.25	3

Several of the webinars showed very high scored for Content and Clarity, including Marie Zimenoff, the conference keynote speaker.

- 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

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

58 New

- 15 Emerging Leaders
- 20 R/S Foundation
- 5 Career Development Network
- 10 Pritchard Group
- 8 Martha Russell (not funded)

This means 50 of our scholars were funded and we will transfer \$5000 into Conference income from the donations and the Emerging Leader fund (in savings) at the end of our fiscal year.

Awards (Emily)

Date	Nominee	Nominator	Recommender 1	Recommender 2	CV
Career Practitioner					
3/15/23	Vincent Alcantara	Vincent Alcantara	Anna Louisa Cauntay	Rose Lyn Francisco	Rcvd
3/15/23	Andrew Er	Jason Low	Jason Low	Sing Chee Wong	Rcvd
3/15/23	Candy Ho	Roberta Borgen	Riz Ibrahim	Danita Redd	Rcvd
3/14/23	Elmira Kabiyeva	Raushan Kanayeva	Raushan Kanayeva	Timothy L. Barnett	Rcvd
3/14/23	Mayuri Rajput	Mayuri Rajput	Chris Webb	Peter Gaunt	Rcvd
3/14/23	Shubham Rastogi	Shubham Rastogi	Jean-Marc Butin	Claude Perol	Rcvd
3/5/23	Anjali Saraogi	Anjali Saraogi	Smriti Pradhan	Sajitha Nair	Rcvd
Educator					
3/13/23	Eesha Bagga Bhargava	Prateek Bhargava	Prateek Bhargava	Prikshit Dhanda	Rcvd
3/6/23	Tuan Anh Le	Pham Trung Hieu	Pham Trung Hieu	Tran Thu Thao	Rcvd
2/22/23	Michael Healy	Michael Healy	Peter McIlveen	Jason Brown	Rcvd
Lifetime					
2/16/23	David Reile	Vandana Chopra	Rich Feller	Allan Gatenby	Rcvd

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:** 278, in-person 78
- Invited local people through Ministry of Higher Education and Science and personal invitation
- The cost was still high for local people, now \$20 for week 1
- Interpretation in Kazakh and Russian has been arranged, Tours have been arranged.
- Singapore group will join in-person (May 10-19)
- IT is provided by Nazarbayev University and will hold a rehearsal with our staff soon

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 17, 19, 21
 - In-person April 24-27
 - Theme: Reinvention 5.0
 - Venue: University of Kerala
 - Keynoters: Dr. Brian Hutchison will be first and Dr. Britt Andreatta will be second
 - Tours?
 - Photos for flyer?

Other

- Next year – For the conference marketing, focus on community rather than location to attract people to attend in person.
- JCDA webinar: Happy with the event and eager for another.