



APCDA Officer Meeting

July 17/18, 2023

President's Message (Momoko)

- Grateful to the conference organizers
- Keep up the good work for 2024
- Looking forward having 2024 and the good team we have

Treasurer's Report (see attached financial statements)

- Gift from Drs. David Reile & Barbara Suddarth
 - Gift amount \$15,000
 - Purpose: to pay The Gender Lab to conduct 2 webinars and design instructional materials for us. Amount to be paid to The Gender Lab: \$12,000 (\$3000 is income for us)
 - We will pay Gender Lab \$3000 a month for the next 3 months. At this time, our checking account still holds \$9000 owed to GenderLab, so we will need to dip into savings to pay our bills very soon.
- Comments
 - Looking at the income and expenses, the conference appears to have earned \$3576 net income, but we licensed Whova in FY22 for \$4450. Also, we have not yet transferred the \$5000 from savings to conference income for scholarships, so this will improve the conference net income.
 - Although this conference was not a financial success, it supported a part of our region and we are proud to have supported APCDA's mission in this way.
 - Appreciate the leadership and restraint in fiscal management.

Report on Engagement Research Project (Serene)

- The Member Engagement Research Project contributed many of the questions to the Member/Friend survey. We believe the results will provide valuable results for this team, furthering their research and helping us to find answers.
- Responses so far:
 - Member Survey 49
 - Friend Survey 23

Report on APCDA Software Infrastructure (Marilyn)

- Wild Apricot is outdated and they just raised the fees. It would take an inconceivable amount of work to convert to a new database, but perhaps it is time. We are looking at alternatives.
- Cost of Wild Apricot: \$3780 last year, for next year \$4752 (August)
- Cost of Tradewing: \$3000
- One new option: Growthzone: \$3576 annual, \$2999 onboarding

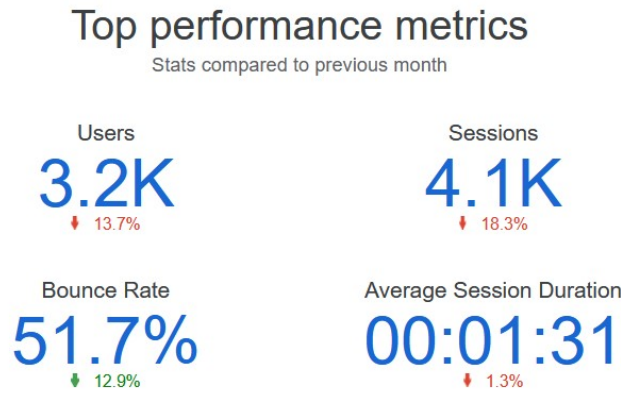
Discussion Topic: What does APCDA offer in comparison to other international associations?

- Other Associations:
 - NCDA: New NCDA attendees learn about us, credentials
 - IAEVG: Presenters and international experience

- CERIC/Cannexus: Scholarships and exposure
- APCDA
 - Pride in being part of an association in the Asia Pacific region, Diversity/Inclusion
 - Cost is lower for virtual attendees
 - Need to promote the status of career practitioners in our region
 - Opportunity for presenters is much greater at APCDA
 - Journal seeks articles from our region
 - Our voices can be heard more clearly at APCDA
 - Continuous webinars – fresh voices, more variety, continuing education
 - Accreditation of local programs
 - Could develop courses/learning module – diversity from our region
 - Could support NCDA, IAEVG, & CERIC to be inclusive for Asians & Pacific

Staff Reports:

- Google Analytics (3 months- mid April to mid-July)



(Bounce Rate: 0 – 26% Good, 27% - 55% Average, 56% - 100% Bad)

- FY23 Webinar Report

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	2.3	3.6	4
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	2.3	3.3	2.7
16-Jan-23	Careers in Space	P	33	58%	\$240	1.5	3.8	3.9
9-Feb-23	Remote Career Coaching: A Facilitated Discussion	F	45	36%	\$10	2.2	3.2	3
23-Feb-23	The Future of Career Development Services	P	33	45%	\$253	1.7	3.5	3.6
2-Mar-23	The Latest in AI for Career Services & Hiring	F	81	57%	\$140	1.8	3.6	3.4
16-Mar-23	Fostering Culturally Diverse Leadership & Migrant Workforce	F	25	60%	\$0			
31-Mar-23	Climate Change and the Future of Work: Challenges and Opportunities	F	46	48%	\$30	2	4.4	4

14-Apr-23	Career Construction Theory and the Human Web	F	19	95%	\$0			
6-Jun-23	ChatGPT: Kryptonite or Superpower of Career Practitioners?	F	72	38%	\$150	2	4	4.4
15-Jun-23	7 Practice Supervision Approaches to Support Career Development	P	59	28%	\$80	2	3.4	3.9
6-Jul-23	Building an Intersectional Lens for Career Counseling, Part 1	F	47	38%	\$1,510			
20-Jul-23	Greening and Growing	P						
	Total		613	35%	\$4,643	2.25	3.25	3

2024 Conference Plans

- Reinvention 5.0
- April 15 – 19 Virtual
- April 24-27 Trivandrum, Kerala, India
- TechnoPark



- \$6000 sponsor package from Kerala Knowledge Economy Mission (KKEM)
- Keynoters: Dr. Brian Hutchison (in-person) and Dr. Britt Andreatta (remote)
- Listed possible tours in Summer Survey

2025 Conference Plans

- Shanghai, Hosted by PAC (Ivy Liao and Carry Shen)
- Two possible universities: one is first class, but would charge; other is a teacher's college and would be happy to have us
- Want speakers on "Laying Flat" and "Precise Employment"
- Recommended Alaina Levine. They also want Dr. ShuRen Jin
- Where does hope sit?
- How to get people to want to be in-person at our conference?
 - CERIC – total attendance has increased
 - Could make virtual and in-person closer in price – cost to attendees is much higher in-person – perhaps the association needs to bear the difference between those costs.