



Asia Pacific Career Development Association

## **APCDA Officer Meeting**

Sep 18/19, 2023

### **President's Message (Momoko)**

- Last meeting as President
- Appreciate your commitment
- Happy to serve further

Goodbye to Satomi, Jose, and Connie

- Satomi – It was an honor to serve and an amazing experience
- Connie - Proud of the work APCDA does. Privilege to work as our Treasurer.
- Jose –Pulling back from work to focus on family temporarily, appreciates the sense of collegiality, welcoming atmosphere, and seeing the good we are doing in the world

### **Treasure's Report (see attached financial reports)**

- Strong financial situation
- Current liabilities toward expenses payable to Dr. Marilyn Maze will be made on maturity of the CD's in mid October.
- The new website and data management software ongoing costs will be similar to the former cost of Wild Apricot (before they raised their fees). Setup expenses are about \$3000 total and will be incurred now (either this fiscal year or at the start of next fiscal year). However, the new data management system billing is monthly (instead of paying for a year upfront), so we will not see a sudden increase in expenses.
- Marilyn finds ways not to spend money.
- We put our money and energy into serving members and providing Free or inexpensive learning.

### **Discussion: MOU with Syed Iqbal**

- This situation is similar to others we have faced many times in the past
  - Similar to cooperation with other non-profits
    - We have ongoing MOUs with many associations (NCD, CERIC, CDAA, etc.)
  - Similar to our sponsors and advertisers - We charge advertisers for similar services:
    - Articles in our news blog,
    - Introductions to our members who might be interested in working with them
    - Display booths at our conferences
  - We have an advertising fee schedule (attached)
- Scope of program
  - APCDA members may provide services which:
    - Enable individuals to learn how to make informed and relevant career choices based upon self-discovery and opportunity analysis and execution strategies;

- Support individuals in assisting them in developing a career plan which may include skills development and training requirements;
- Support individuals with desired job applications and job-securing strategies;
- Support individuals and their families in their transition to work;
- Assist individuals in enhancing their local professional career development practice and network.
- Provide research to support the development of career development practices and in participating countries; or
- Provide consultancy, coaching and counseling services to enhance career development practices across the region.
- Employment Agency will establish an independent international focused employment agency whose responsibilities will include:
  - Daily operations of employment services including marketing, sales, and service delivery;
  - Coordinating services to participating organizations, countries and individuals seeking better career opportunities;
  - Coordinating migration services necessary for international travel; and
  - Negotiating with regional authorities about employment and work permit requirements.
- Areas of cooperation
  - Employment Agency agrees to assure that clients are provided career planning assistance that is consistent with the mission of APCDA.
  - APCDA agrees to inform its members, and people and agencies involved in the employment services community in member countries of the projects of Employment Agency and APCDA's support for the mission.
  - APCDA will assist Employment Agency by informing its members of opportunities to provide career development services to clients of Employment Agency.
- Comments:
  - Officers accepted the similarity of the MOU with the existing advertiser guidelines
  - Some of the observations made by the officers include:
    - This version is much clearer and carefully written
    - See this as an opportunity to spread our ethics and values across the region.
    - By Introducing the Employment Agency on the website, we would ensure no ambiguity in the role of APCDA in the minds of the members.
  - Moved by Jose, seconded by Nila
  - Passed unanimously

Discussion: FY24 Goals

Goal	Status	Future
Increase member engagement	<ul style="list-style-type: none"> <li>• Purchased Tradewing for 2 years</li> <li>• Have a new study to determine direction for the future</li> </ul>	<ul style="list-style-type: none"> <li>• Complete research and implement ideas found in the research</li> </ul>
Increase the perceived value of membership	<ul style="list-style-type: none"> <li>• Held 10th anniversary party</li> <li>• Initiated LOEP Accreditation</li> </ul>	<ul style="list-style-type: none"> <li>• LOEP Accreditation</li> </ul>
Develop a leadership pipeline	<ul style="list-style-type: none"> <li>• We have a leadership pipeline</li> </ul>	<ul style="list-style-type: none"> <li>• Write "How To" guide for</li> </ul>

for APCDA leadership	(committee member or area representative → council chair or board member → officer	leadership at APCDA
Build APCDA Committees' close relationship and energetic contributions to the organization's work	<ul style="list-style-type: none"> <li>• Every year we invest in training committee leadership</li> <li>• Needs to be ongoing to help new leaders</li> </ul>	<ul style="list-style-type: none"> <li>• Move/adapt committee materials to Member365 Member Portal</li> <li>• Retrain in how to use.</li> </ul>
Connect meaningfully with each member country	<ul style="list-style-type: none"> <li>• We have unique connections with Career Development in many countries</li> </ul>	<ul style="list-style-type: none"> <li>• MOU with Mr. Iqbal</li> <li>• Help India and China to build their local CD associations</li> </ul>

- Other ideas:
  - Discussed the need to focus on the first 2 goals: Increase Member Engagement and Perceived value of APCDA to the members.
  - The new website will attract members. That it will create excitement and interest amongst existing members and prospective one.
  - Great opportunity for getting committees and the Area Council involved

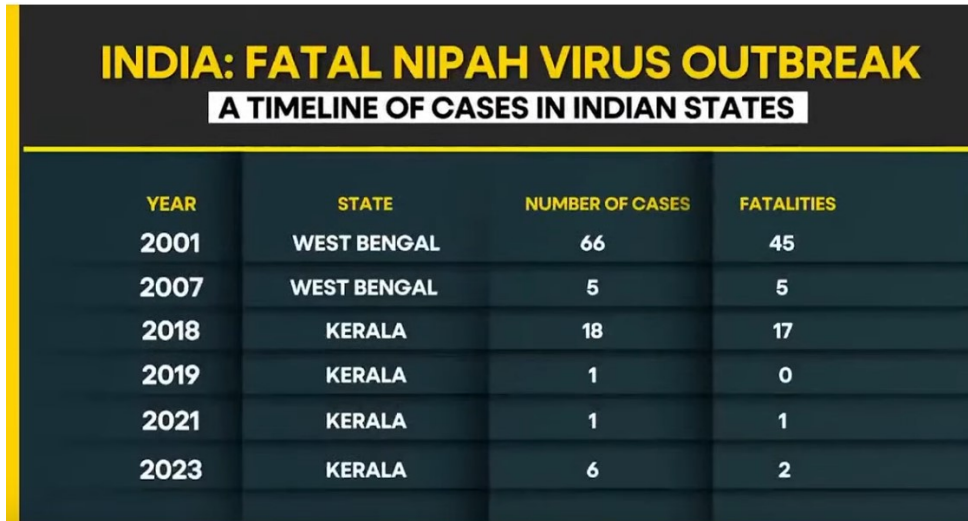
#### Staff Report: APCDA Software Infrastructure (Marilyn)

Item	Cost	In FY23	In FY24
Wild Apricot (during phase out)	\$440/mo	\$880	
Member365	\$349/mo	\$349	\$4,188
Member365 Setup	\$2,000 one time	\$2,000	\$0
Bluehost Website Hosting with WordPress	\$101/yr	\$101	\$101
Graphic Artf for new website	\$250 one time	\$250	\$0
Converting old website to new location/style	\$750 one time	\$750	\$0
<b>Total</b>		<b>\$4,330</b>	<b>\$4,289</b>

- Added Features in Member365:
  - Modern website (Bluehost with WordPress)
  - Member Engagement data for each member
  - Corporate grouping (for purchase orders and other uses)
  - Member Portal (Tradewing-like), including Committee resource pages
  - Certificates
  - Free Images
  - Webinar evaluations
  - Stripe instead of AffiniPay (Stripe is more international – has a major footprint in Singapore, for example)
- Status
  - Setting up Member365
  - Hired Website Designer
  - Hired Website Mover
  - The new website will be modern. We will use WordPress as our editor and Bluehost as our server.
  - The new software will have a member's portal, replacing the existing tradewing.

## 2024 Conference

- Nipah Virus in Kerala



YEAR	STATE	NUMBER OF CASES	FATALITIES
2001	WEST BENGAL	66	45
2007	WEST BENGAL	5	5
2018	KERALA	18	17
2019	KERALA	1	0
2021	KERALA	1	1
2023	KERALA	6	2

We will post information about this outbreak on our Conference Tips page on our website so everyone knows we are monitoring the situation.

- 2024 Conference Plans (no change)
  - Reinvention 5.0
  - April 15 – 19 Virtual Presentations
  - 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 (virtual)
  - Tour of Indian Space Museum and Weavers' Workshop

## 2025 Conference Plans (no change)

- 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 "Precise Employment." Definition: "Precise Employment" means we would like to have our students find the job which is right for them. And companies can find the right employees for themselves.
- Also "Laying Flat" which means young people who reject workplace competition.
- Recommended Keynote Speaker: Alaina Levine for Precise Employment and Dr. ShuRen Jin for "Laying Flat."