



Asia Pacific Career Development Association

APCDA Board Meeting

Oct 16/17, 2024

President's Message (Serene)

- Member Engagement Project: The data is being analyzed. Cleaning the data is in progress. Current and future engagement are the dimensions we are assessing. The report will be included in the September issue of the APCD Journal.

Treasurer's Report (see attached)

- Income was 83% of budget. Expenses were 90% of budget. As a result, we spent \$14,000 from savings.
- The overspending was primarily due to the small conference attendance (both in-person and virtual)
- If we can convince Singapore to attend, even if virtually, our income would look much better

Area Council Report (Marilyn)

- Economies growing slowly: China, Kazakhstan, Australia, Canada, Singapore, the US, and Vietnam
- New ratings for Universities delighted Kazakhstan, India, and Hong Kong
- Phoenix Ho in Vietnam reported: many clients are:
 - Losing interest in the current job
 - Feeling confused or uncertain about the future career path
 - Encountering workplace conflicts that hinder personal development
 These are common issues in many areas, but Phoenix's company has decided to engage in a social media campaign to attract clients
- China and Singapore: there is a trend for some workers to rebel against the pressure to succeed
- Pakistan and Sri Lanka reported increase in emigration for better jobs.

Membership Report (Natalie)

| Level | Jan | Apr | Jul | Oct |
|---|------------|-----------|-----------|-----------|
| Affiliate Member (Not high income) | <u>116</u> | 89 | 89 | 89 |
| APCD Journal Subscription | <u>3</u> | 3 | 4 | 4 |
| First-year Member | <u>111</u> | 106 | 103 | 103 |
| Legacy Partner Lifetime Member | <u>14</u> | 15 | 15 | 15 |
| Lifetime Member (high-income country) | <u>26</u> | <u>26</u> | <u>26</u> | <u>26</u> |
| Lifetime Member (not high-income country) | <u>20</u> | 19 | 19 | 19 |
| Organization Member (high-income country) | <u>8</u> | 7 | 7 | 7 |
| Organization Member (not high-income country) | <u>16</u> | 21 | 23 | 23 |
| Regular Member (high-income country) | <u>120</u> | 122 | 122 | 116 |
| Regular Member (not high-income country) | <u>49</u> | 49 | 51 | 56 |
| Student/Retired (high-income country) | <u>11</u> | 10 | 8 | 9 |
| Student/Retired (not high-income country) | <u>7</u> | 11 | 13 | 13 |
| Total | <u>501</u> | 478 | 480 | 480 |

Total membership is primarily affected by Affiliates and First-year Free members. Other categories are quite stable, but not growing.

- 022823 Gaining perspective on APCDA Membership (by Personify)
 - **Entertainer** brings fun
 - **Influencer** make an impact
 - **Giver** passionate about serving others through treasure or time

- **Advocate** believes in what APCDA does
- **Connector** loves to connect people
- **Research** loves annual reports and research
- **Climber** passionate about growing career and professional development oppoty
- **Scholar** life-long learner
- **Mentor** seasoned veteran wants to give back knowledge & expertise
- **Curious** workers who need to find their niche

These different personality types participate in membership organizations for different reasons. We need to tailor our definition of “engagement” to include all of these types of people.

Discussion: FY24 Goals

The following goals were identified in 2021. The Status column shows our recent progress. The Future column includes our current plans.

| Goal | Status | Future |
|--|--|---|
| Increase member engagement | <ul style="list-style-type: none"> • Purchased Tradewing for 2 years • Have a new study to determine direction for the future | <ul style="list-style-type: none"> • Implement research findings ideas |
| Increase the perceived value of membership | <ul style="list-style-type: none"> • Held 10th anniversary party • Initiated LOEP Accreditation | <ul style="list-style-type: none"> • LOEP Accreditation |
| Develop a leadership pipeline for APCDA leadership | <ul style="list-style-type: none"> • We have a leadership pipeline (committee member or area representative → council chair or board member → officer | <ul style="list-style-type: none"> • Write “How To” guide for leadership at APCDA |
| Build APCDA Committees’ close relationship and energetic contributions to the organization’s work | <ul style="list-style-type: none"> • Every year we invest in training committee leadership • Needs to be ongoing to help new leaders | <ul style="list-style-type: none"> • Move/adapt committee materials to Member365 Member Portal • Retrain in how to use. |
| Connect meaningfully with each member country | <ul style="list-style-type: none"> • We have unique connections with Career Development in many countries | <ul style="list-style-type: none"> • MOU with Mr. Iqbal • Help India and China to build their local CD associations |

Ideas suggested by the current Board:

- Try to get the Area Council involved with the Committee Council.
- Change the way the members of the councils interact.
- Shift the focus to outcomes.
- Reach out to closely-related committees – find ways to work together.
- Focus on connectedness and purpose.
- Find answers to these questions:
 - How do we get members more engaged?
 - How do we get new members?
 - How do we convert first-year free members into on-going members?
- Maximizing our operations so we can be more effective.
- Coach people to help them find what they need.
- Concern for people who think they are experts.
- Work on our new website – feature our own people – rebrand.

Staff Reports

- APCDA Software Infrastructure (Marilyn)

| | FY23 | FY24 |
|--|------------------------------|-----------------------|
| APCDA Database software (membership & events) | | |
| Annual database fee | Wild Apricot \$4752 | Member365 \$4188 |
| Setting up Member365 | 0 | \$1000 |
| Website | 0 (included in Wild Apricot) | \$384 |
| Member Engagement and Committees | | |
| Tradewing | \$3000 | Included in Member365 |
| Unique Zoom Channel for Committees | | \$150 each, as needed |
| Setting up new website | | |
| Graphic Designer | \$250 | |
| Conversion of webpages | | \$750 |

Wild Apricot raised its price by \$1000 this year. We have found better software that costs less. During the coming year, we expect to spend less on software in total, but the transition will involve an investment now (some in FY23 and some in FY24) in staff time and money. Of course, we need to learn to use the new software. The new software does not offer a built-in website, and we needed help defining a new look and getting the pages converted to the new site. We expect the result to greatly improve our visual appeal.

- Webinar Report

(Arun was ill. Report sent after the meeting.)

- The total attendance in FY23 was 635, although only 49% attended in person and we assume the others listened to the recorded webinar.
- Webinars with largest number of registrants:
 1. "The Latest in AI for Career Services & Hiring" by Marie Zimenoff.
 2. "ChatGPT: Kryptonite or Superpower of Career Practitioners?" by Han Kok Kwang.
 3. Two webinars tied for 3rd place: "7 Practice Supervision Approaches to Support Career Development" by Jeremiah Wong and "Starting a Career Center in Higher Education" with Dr. Lucy Bance, Joyce Tan, and Dr. Sungsik Anh.
- The total income was \$8368. We paid Savickas \$4000, and \$3000 of that income was a donation from Dr. David Reile. Payments by attendees accounted for \$1368 in FY23.
- The highest income for a regular webinar:
 1. "Assessments for Career Choice: Does it Really Work?" by Eric Amaladas
 2. "The Future of Career Development Services" by Dr. Jaana Ketunnen
 3. "Careers in Space" by Dr. Suzanna Deustua.
- On average, attendees felt they were "Slightly Familiar" with the topics, although attendees ranged from Expert to Novice.
- Both content and clarity were judged to be Very Good. On a scale of 1=Poor and 5=Excellent, the content averaged 3.9 and the clarity averaged 4.0.

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 | 1.8 | 4.4 | 4.2 |
| 20-Jul-23 | Greening and Growing | P | 22 | 36% | \$90 | 2.3 | 5 | 5 |
| 29-Aug-23 | Assessments for Career Choice: Does it Really Work? | P | 35 | 54% | \$363 | 3 | 4 | 4.3 |
| 7-Sep-23 | Part 2: Building an Intersectional Lens for Career Counseling | F | 37 | 54% | \$1,510 | 2.1 | 4.3 | 4.3 |
| 26-Sep-23 | Starting a Career Center in Higher Education | F | 59 | 58% | \$23 | 2.5 | 4.5 | 4.8 |
| | Total | | 635 | 49% | \$8,368 | 2.1 | 3.9 | 4.0 |

* Sponsored by JCDA (we have no eval data)

2024 Conference

- Nipah Virus in Kerala

There was an outbreak of the Nipah Virus in Kozhikode (north of Trivandrum) in September. One person became ill and infected 5 family members. The original person and 1 other family member died. No one else, including medical professionals, became ill. A total of 53,708 houses were surveyed. 1288 contacts including high-risk contacts were identified and quarantine. All high-risk contacts were tested. No additional cases were identified.

- Theme: Reinvention 5.0
- April 15 – 19 Virtual Presentations
- April 24-27 TechnoPark, Trivandrum, Kerala, India
- \$6000 sponsor package from Kerala Knowledge Economy Mission (KKEM)
- Keynoters: Dr. Brian Hutchison (in-person), Dr. Britt Andreatta (virtual), and Mr. Matthew Tompkins (in-person)
- Tour of Indian Space Museum and Weavers' Workshop

2025 Conference Plans

- Shanghai, Hosted by PAC (Ivy Liao and Carry Shen)
- May 12 – 16 Virtual Presentations, May 21– 24, 2025

- 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. Suggest Alania Levine
- Also "Laying Flat" which means young people who reject workplace competition. Suggest Dr. ShuRen Jin.

Other Discussion

- We should explore ways we can recognize our influencers.
- Area Representatives could recommend their influencers.
- Ask each Area Representative to provide a greeting or call for action for his/her webpage
- Meet in-person between Area Council and Committee Council in Kerala