



and questions about members' needs, preferences, and values:

Part B: information About Your Needs

### 6. Professional needs

- Mentoring
- Networking
- Employment opportunities
- Learning opportunities
- Other (please specify)

### 7. In general, when you seek information, which format do you prefer?

	Dislike	OK	Prefer	Strongly Prefer
Conferences	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructional materials (i.e. Glossary, Competencies, Ethical Guidelines, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Journal articles	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Live webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News articles	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcasts	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Recorded webinars	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Videos	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

### 8. How much do you value these APCDA services?

	Dislike	OK	Value	Strongly Value
Conferences	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Instructional materials (i.e. Glossary, Competencies, Ethical Guidelines, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Journal	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News Blog	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Podcast	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Webinars	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Other (please specify)

- For engagement this year
  - Positive correlation: 'prefer live webinars=ok'

- Negative correlation: 'value instructional materials=blank'
- For future engagement
  - Positive correlations:
    - 'concept need current hot topics = ok',
    - 'concept needs career assessment and career choices =ok',
    - 'concept assessment and career choice=appealing'
    - 'prefer videos=prefer'
  - Negative correlations:
    - 'concept needs specific population such as school to work transition = ok'
    - 'concept future workforce trends=ok'
    - 'prefer news articles = dislike'
    - 'prefer news articles=ok'
- The correlations were all small

## 2025 Conference Plans

- Shanghai, Hosted by PAC (Ivy Liao and Carry Shen)
- May 12–16, 2025 Virtual Presentations, May 21–24, 2025 In Shanghai
- 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 refers to young people who reject workplace competition. Suggest Dr. ShuRen Jin.

## Discussion: Keynote Speaker for 2025

- Two options: Alaina Levin or Dr. Kevin Glavin
  - Alaina Levin: STEM Fireside Chat
  - Dr. Kevin Glavin: Digital Storytelling (Career Construction Theory)
- Alaina was engaging and her presentation style was animated. In 2023, Kevin spoke quietly with little energy. However, Alaina spoke fast to seem energetic, and speaking fast is not good for those who are not native English speakers. Kevin tested positive to COVID the day after his 2023 presentation, so that may have affected this energy level.
- Kevin is an expert in Career Construction Theory. Alaina has not studied career development formally and shares her own personal ideas about what works and what does not. A keynoter has a lot of influence over our attendees. Perhaps we should choose an expert.
- The Officers voted and Kevin won the vote. We will recommend Kevin for the topic of “Precise Employment.”

## Staff Report: APCDA Software Infrastructure (Marilyn)

- Hoping to switch this weekend. We have developed a new website and will be using new database software.

## 2024 Conference Plans

- **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), Dr. Britt Andreatta (virtual), and Matt Tompkins (in-person)
- In Progress:
  - Tour of Indian Space Museum
  - Tour of a Weavers’ Workshop
  - Panel of experts from India on Career Development in India
  - Panel with Nancy Arthur, Roberta Borgen, and Mary McMahon speaking about their new book
  - 72 Proposals by the deadline
  - Holding meetings with people from Singapore about getting more participation
- Asked our Organization Members to Sponsor