

APCDA Officers Meeting

Nov 13/14, 2023

President's Message (Serene)

Thank you for attending

Treasurer's Report (Nila) (Please see attached Financial Reports)

- This report shows only one month because our fiscal year starts in October
- Webinar Income is higher than expected for this time of year.
- We start conference spending on travel, speaker fees, and Whova software in October, so expenses are higher than income right now. This will continue until we open conference registration in December.
- We hope the conference will contribute more income this year.

Member Engagement Project (Serene)

• Serene is looking for relationships between level of engagement

9. Level of Engagement

1. Slight: Sometimes read newsletters/emails						
2. Occasional: Participate in one or two activities a year						
3. Frequent: Participant in more than two activities a year						
4. Constant: Attend an event every month (usually)						
5. Contributor: Serve on a committee/board/project						
6. Advocate: Contribute and promote APCDA among my colleagu	ies/stud	ents				
	1	2	3	4	5	6
	Slight	-	Frequent		Contributor	
This Past Year	0	0	0	0	0	0
Ideal Future Level	0	0	0	0	0	0

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?

Conferences Instructional materials (i.e.	•	•	•	
Glossary, Competencies, Ethical Guidelines, etc.)	0	0	0	0
Journal articles	0	0	0	
Live webinars	0	0	0	0
News articles	0	0	0	
Podcasts	0	0	0	0
Recorded webinars	0	•	0	0
Videos	0	0	0	0
ther (please specify)				

8. How much do you value these APCDA services?

	Dislike	OK	Value	Strongly Value
Conferences	0	0	0	•
Instructional materials (i.e. Glossary, Competencies, Ethical Guidelines, etc.)	0	0	0	0
Journal	0	•	0	0
News Blog	\bigcirc	\circ	\circ	\circ
Podcast	0		0	0
Webinars	\circ	\circ	\bigcirc	\circ
ther (please specify)				

- For engagement this year
 - o 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