



## APCDA Board Meeting

Dec 18/19, 2023

### President's Message (Serene)

- She was in Taiwan and will be meeting with Professor Shu-Ren Jin
- Will ask him to be our keynoter in Shanghai and discuss the Laying Flat movement
- Great to see that so many people showed up for this meeting, even though it is so close to Christmas.

### Treasurer's Report (Nila) (Attached)

- We are happy that webinar Income is higher than expected for this time of year.
- We started 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 begins to impact income. Conference registration opened Dec 15.
- The budget projects the same conference attendee numbers as last year. If the conference is larger this year, the Net Income will be better than projected.
- We need to be more proactive on marketing Advertising. Advertisers can place ads in our weekly news, and this would enhance our income.

### Member Engagement Project (Serene)

- Serene met with a statistician who advised her to clean the data more and recode as continuous data in SPSS. She has been traveling, so has not been able to do this yet.

### Discussion: Board Schedule for 2024 (Attached)

- Need to adjust Member Meeting in June to avoid Eid
- Sini requested that we hold every other meeting later because our usual meeting time is 5 am for her. Meeting in the morning in the US would cause the meetings to be in evening in Asia (and afternoon for Sini). We will explore this option.

### Discussion: Number of Scholarships

- Data from 2023 conference:

		% Attnd		#Attnd	AvgSess	AvgTotTime	AvgLive	AvgRec
AllRegistered	342	75%	All Attendees	256	8	228	225	3
AllPaid	179	91%	Scholars	36	9	267	266	1
AllFree *	163	71%						
AllScholars	56	64%						

The table on the left compares the numbers who registered to those who attended any session for specific groups. Of all registrants, 75% attended. Of those who paid, 91% attended. Of those who were offered free registration (dignitaries, honored guests, and scholars), 71% attended. Of those who received scholarships, 64% attended.

The table on the right compares all attendees and the scholars based on participation. In total, 256 people attended and 36 of those were scholars. Overall, attendees attended an average of 8 sessions, while scholars attended an average of 9 sessions. The total average time spent at sessions was 228 minutes overall, and 267 minutes for scholars. Most of those sessions were attended live, with very few minutes spent listening to recorded sessions. We can see that those scholars who attended, did take more advantage of the conference than attendees on average.

- Scholarship Committee Chair Tuan Anh Le recommends awarding only 5 scholarships.
- Dr. Gunawan, Area Representative for Indonesia, recommends students who present should be given scholarships.
- Dr. Zahid, Area Representative for Pakistan, recommends awarding scholarships to:
  - 5 high performing students (academically or contributions in career field)
  - 5 career counselors (graduates or practitioners)
  - Definitely any student who is presenting should get a scholarship.
- The actual cost of a virtual scholarship to APCDA is nothing, unless we exceed 500. After 500, the cost per additional person is about \$3.
- It shows goodwill to offer many scholarships and the number who attended should not be relevant. Tuan Anh has been involved in researching what happened to scholars after attending. He did not feel that scholars became involved in APCDA enough. Natalie Kauffman, Committee Council Chair and Membership Committee Co-Chair, found that the ones who did not become involved were active participants.
- For most scholars, this opportunity is a valuable opportunity to learn about our field. If they are not wise enough to take advantage of this gift, perhaps that is not our responsibility.
- For students, we need to discern among the applicants a bit more. We should not base the awards on a limit, but on quality.
- Can we understand why they are not attending? There might have been issues with the Internet or other factors. Perhaps we could ask them why they did not show up.
- We should offer a meeting of scholars and engage them in a discussion.
- We need more Pre and Post follow-up with scholars. Nila and Allan volunteered to help with this.
- **Decisions:**
  - We will give scholarships to all students who have been accepted to present.
  - We will evaluate the other applications more carefully and be selective. Our decisions will not be based on a pre-set limit, but based on the quality of their application and recommendation letter.
  - We will offer more support to our scholars.
  - We did not decide how to deal with the professionals in our field who might benefit from a scholarship, but we can expand our definition from “leaders in a local career development association” to “leaders and teachers in their community.”

#### **Discussion: Publish Conference Proceedings**

- The suggestion is to look for a company (probably in India) that would publish papers from the conference at a low cost. This could be a valuable offer for students who are presenting. This publication would be a “supplement” to our journal.
- The Board agreed with this idea.

#### **Discussion: Podcast → YouTube Video**

- The Podcast team has proposed to move the format from audio to YouTube. YouTube is free, so there would be no extra cost. We currently pay a subscription fee to our podcast host.
- The Board wishes to have both versions – keep the podcast (as the audio from the recording) but add the video option so people can choose their preferred format.

**Staff Report:** (Marilyn)

- APCDA Software Infrastructure: the transition has been very difficult because there are now 2 systems (Member365 database software plus Elementor website software hosted by Bluehost) instead of one and every task we complete now uses a totally new process. Our former software (WildApricot) was extremely well structured and easy to use. Member365 has many great features, but is chaotic.
- FY24 Webinar Report

Date	Session Title	Type	Reg #	# Atnd	% Atnd	Income
12-Oct-23	Utilizing Creative Strategies for Career Decision Making	F	64	28	44%	70
25-Oct-23	STEM Career Coaching: A Fireside Chat about Best Practices, Challenges and Opportunities	P	25	18	72%	130
9-Nov-23	My Career Chapter	P	37	23	62%	615
30-Nov-23	Cultural Neuroscience	F	38	16	42%	25
14-Dec-23	China’s Labor Market	F	22	15	68%	20
			<b>186</b>	<b>100</b>	<b>54%</b>	<b>\$860</b>

**2024 Conference Plans**

- **Theme: Reinvention 5.0**
  - April 15 – 19 Virtual Presentations – full set
  - April 24-27 Trivandrum, Kerala, India
  - TechnoPark
  - \$6500 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 organized by Dr. Sachin Kumar
  - Panel with Nancy Arthur, Roberta Borgen, and Mary McMahon related to their new book about how to use career theories in practice.
  - We received 74 proposals (for 72 slots)
  - We are meeting with people from Singapore about getting more participation
  - We asked our Organization Members to Sponsor. Many of them are located in India.

**2025 Conference Plans**

- Shanghai, Hosted by PAC (Ivy Liao and Carry Shen)
- May 12–16, 2025 Virtual Presentations, May 21–24, 2025 In Shanghai
- Seeking possible venues now
- 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 Dr. Kevin Glavin

- Also “Laying Flat” which means young people who reject workplace competition. Suggest Dr. Shu-Ren Jin.

#### **Other**

- Add a reminder to our members and friends on our website to mark our emails as not spam.
- Continue to reach out to people we don't hear from – perhaps using an email from Marilyn's Gmail address.
- Board has received emails from other countries that look suspicious. How do APCDA Leaders avoid responding to these spam messages? Add a message on our website to tell other organizations only to contact [Info@AsiaPacificCDA.org](mailto:Info@AsiaPacificCDA.org). Put this message on Contact Us and Leadership page – warn spammers not to do it.
- Program Committee is organizing a Policy Makers Panel in February. One speaker is a policy maker from India, Dr. Nina Pahuja, who can be considered as a potential contributor to other activities. Sini Parampota will share the contact details with Staff for further discussions.
- Encourage stronger inter-agency cooperation. Policy-makers in many parts of the world are striving to keep up with changes in the world and we need to stay connected with their thinking. Our partnership with IAIEVG was good, but we need to make this on-going.
- We would like to resurrect our News Committee. We are seeking people who are connected to these global efforts to send articles for our weekly news.
- We could add a Policy-makers panel as a Special Topic at the conference.

Sini Parampota

APCDA Secretary and Board Member