



APCDA
Asia Pacific Career Development Association
APCDA Board Meeting
October 21, 2024

President's Message (Allan)

- Welcome
- Thanks to Momoko -We have seen growth in the last 3 years
- Furthered by Serene and Supported by staff
- This is the season of change: What is constant is our critical role in creating a better world
- What can we do to ensure APCDA is viable, relevant, and has impact?
 - Continue to increase committee & council involvement
 - Monthly meeting with staff
 - Develop a business plan – how to achieve more business goals
 - Need more income streams
 - Develop goals for this year

Treasurer's Report (Nila)

- Year-end adjustments may be made later. For example, Conference Income is missing a \$1881 payment from WSG, Singapore.
- This year our income was positive. Although our budget projected a loss of almost \$30,000, we had a slight net income.
- We hope that for FY25 we can balance the budget and maintain our goals.

Conflict Zones Special Project Update (Sini)

- Upcoming webinar on Nov. 21
- Action research project and publication goals
- Held focus groups with our scholars. We intend to compile this data and produce materials by the end of this month.
- Sini will give a presentation at IAEVG – experiences of career practitioners in conflict zones
- Continue this project in the next year
- Serene applied for ethics clearance for this project.
- The goal of the project is awareness raising. We are listening to their concerns, noting differences between regions. We hope to identify tangible steps.
- We believe we can use career development as a means of building peace.

2024 IAEVG Conference

- 2 APCDA presentations will be combined into one Symposium
 - Conflict Zone Career Practices
 - The Skills Gap (school-to-work transition)
- Intended outcomes (networking, increasing international engagement, others)
 - Let others know that we are improving career engagement of our region
 - Intergenerational damage to the potential of all individuals when wars are present in our world – these are systems that create toxic environments

Future Goals Discussion:

- Before reviewing our goals, we reviewed relevant data from the Member/Friends Survey, including the distribution of our members across work settings and the aspects of career services that our members find most enjoyable.
- We reviewed the membership features our members value most:
 - Professional development (conference, webinars)
 - Multi-cultural interactions
 - Collaboration and peer support
 - News about career development in this region
 - Encouraging practitioner research
 - Cost-effective membership fees
- The new features members most want in the future
 - More engagement/discussion activities
 - Increasing awareness of APCDA
 - A mentoring program & a member manual
 - Encouraging practitioner research
 - Lower membership fees
- Of our five long-term goals, what has happened in the last 2 years, and what do we plan to work on in FY25:

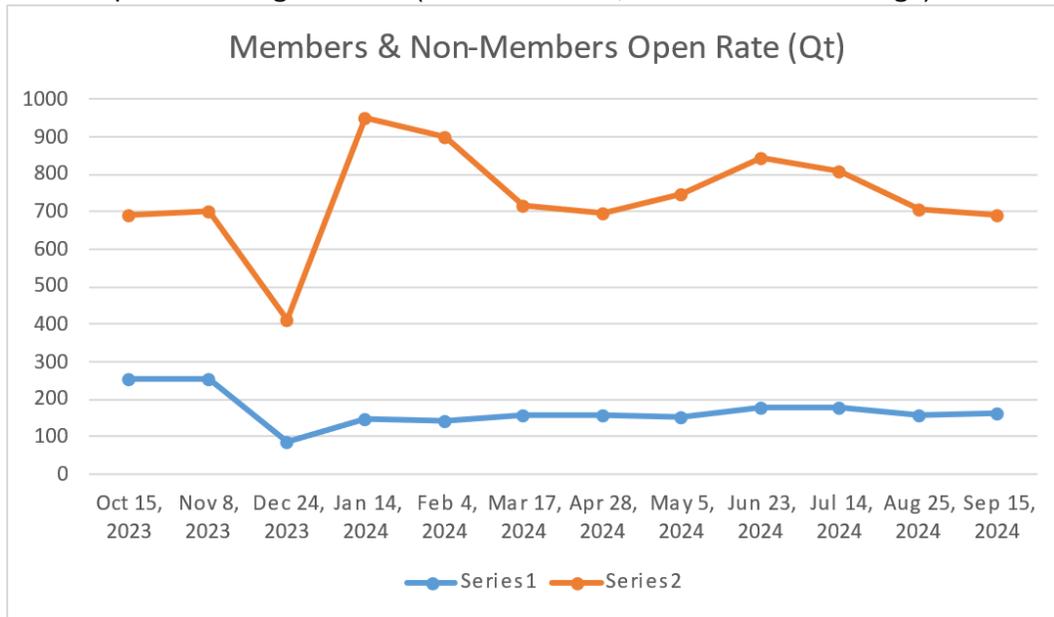
Goal	Past/Current	Future
Increase member engagement	<ul style="list-style-type: none"> • Purchased Tradewing for 2 years, now Member365 • Completed a study in 2023 to determine direction for the future • Implement research findings ideas (2023 Survey) • Individual training for new or prospective members • Community of practice • PR Committee – working between committees 	<ul style="list-style-type: none"> • Support emerging networks • Better marketing • Take better advantage of our new software • Mentoring Taskforce: Brian Schwartz and Elisabeth Montgomery
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"> • Fully implement LOEP Accreditation • APCDA's Value Statement Taskforce: Allan Gatenby, Elisabeth Montgomery (Infographics, engagement with other organizations, etc.)
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 • Move/adapt committee 	<ul style="list-style-type: none"> • Train committees in how to use Member365

	materials to Member365 Member Portal	
Connect meaningfully with each member country	<ul style="list-style-type: none"> We have unique connections with Career Development in many countries MOU with Mr. Iqbal Help India and China to build their local CD associations 	<ul style="list-style-type: none"> Engage members within a country Kazakhstan project Pakistan project Japan project South China participation

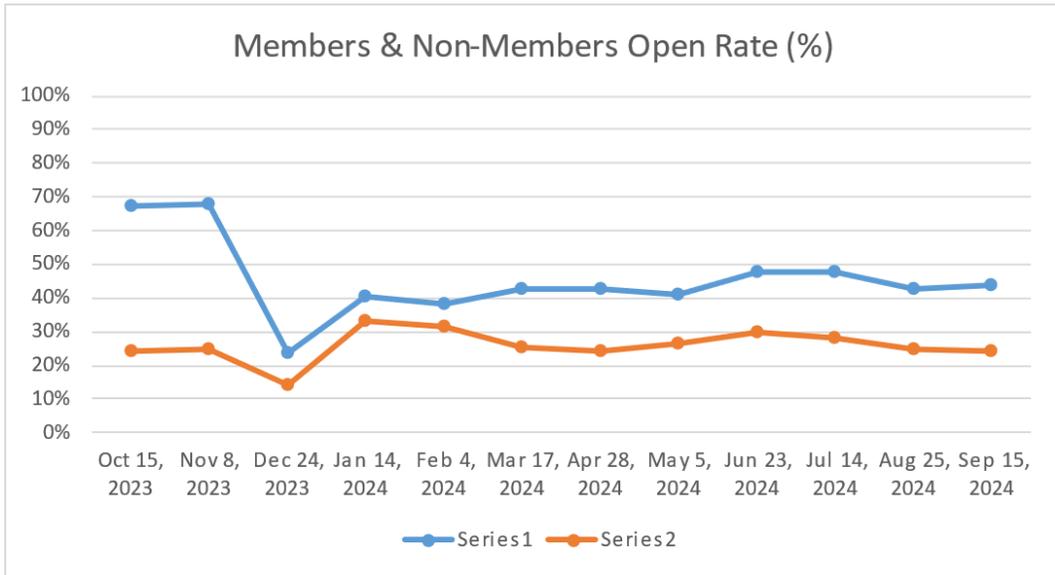
- Build a clearer direction
- Organize 2 taskforces
 - Articulating the value proposition and benefits of APCDA membership: Allan & Elisabeth
 - Creating a Member Mentoring Program for APCDA: Elisabeth & Brian
- What can we each contribute to these goals?

Newsletter Readership and Engagement Report (Grace)

- How many Members and Non-Members opened a newsletter each month in the past year?
Comparison using numbers (Members=blue, Non-members=orange)



Comparison using percentages (Members=blue, Non-members=orange)



• **Unengaged Contacts as of Oct 17, 2024 - Total Contacts: 2934**

Engagement Score = 0	Members	Non-Members	Total
#	72	1188	1260
%	6%	94%	43%

- (1) From the total 2,934 contacts, 43% have never opened any emails from us (inc. the Weekly Newsletter)
- (2) Out of all the unengaged contacts (engagement score 0 in Member365), 6% are members and 94% are non-members.

FY24 Webinar Report (Arun): Please see separate document

2025 Conference Logo



Design Explanation

The logo design incorporates the image of the Chinese character "中." The combination of "road" and "AI" symbolizes APCDA's role in guiding the path forward and leading the future. The logo integrates the form of a "Möbius strip," which, with its cyclical nature, conveys the meanings of eternity and infinity. Together with the "road" element, it represents the broad and ever-developing prospects of Zhengzhou.

The primary color, technological blue, enhances the modern aesthetic and signifies the intersection of technology and the future.

The font used in the logo is steady and dignified, reflecting deep cultural significance.

- Please see new speaker information on the website

2026 Conference – Australia?

- CDAA Conference happening now
- Met with President Kate Flaherty and Staff Georgia Kelly-Bakker
- Proposed Co-Hosting the conference In May

- Location flexible (Sydney or Brisbane)
- Related to finding a venue in Sydney, began discussions with ACU, possibly UWS

Other

- Thank you to those who are retiring from the Board. Several have completed 4-year terms of service. Thank you for your dedication and effort.