



Asia Pacific Career Development Association

APCDA Board Meeting

December 16, 2024

President's Message (Allan)

- Merry Christmas – this is the season of new beginnings
- Great hopes for next year
- Thank you for your contributions
- Appreciation to Natalie for her welcoming of new members
- Congratulations to Arun for the new responsibilities he is taking on
- Thank you to the staff, for all their work

Treasurer's Report (Nila) (See Financial Statements attached)

- This is a time of year when the cash flow is always negative. When we open the conference in January and the financial reports will look better
- Despite some fluctuations, the financial situation was stable and on target.

Schedule for 2025 Officer/Board Meetings (Attached)

- There were no requested changes, so the published schedule is approved.

Future Goals Discussion

Goals	Past/Current	Future
1: 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 from 2023 Survey • Providing Individual training for new or prospective members • Providing a Community of Practice • PR Committee – working between committees 	<ul style="list-style-type: none"> • Improve our marketing • Take better advantage of our new software • Starting a new discussion group to boost member engagement.
2: 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 (Serene) • Better explain APCDA's value: (Allan & Elisabeth) – Member Benefits page • Connecting activities to membership • Develop a "Model Career Center" resource for the Resource page (university setting)
3: Systematically	(new goal)	<ul style="list-style-type: none"> • Develop a business plan (Sini,

building APCDA's financial stability		<p>Arun, & Allan), Draft a plan by January 10</p> <ul style="list-style-type: none"> Plan a Leadership Retreat at the conference after the 2nd PDI Succession planning for officers
4: 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"> Mentoring project: Brian & Elisabeth have developed a plan Provide feedback to Elisabeth by Jan 10 about Mentoring Project. Write "How To" guide for leadership at APCDA Focus on the scholarships and awards programs to find future leaders (Nila) Duplicate NCDA's leadership academy
5: 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 Need to offer ongoing help to new leaders Move/adapt committee materials to Member365 Member Portal 	<ul style="list-style-type: none"> Train committees on how to use Member365 Public Relations Committee and Staff will provide training for APCDA Leaders Use the Committee & Area Councils better (Allan)
6: 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 Engagement with other organizations Encourage Area Representatives to be more active in leadership in their own countries

- Review Policies and Procedures related to communication
- Need to clarify procedures when for committees when they have needs
- Note: Work has already begun on the ones highlighted in yellow
- A deadline of Jan 10 was set for feedback on the goals which had Officer names attached so they can be discussed at the Jan 16 Officers Meeting.

Webinar Report

Date	Title	Fee?	Income	# Reg	#Attnd	%Attnd	Familr	Clarity	Content	#Rspn
3-Oct	Excellent Career Center	Free	\$70	41	25	61%	2	5	4.75	4
18-Oct	South African Youth	Free	\$5	15	6	40%	2	4	3	1
29-Oct	Disability Inclusion	Fee	\$0	25	10	40%	2	4	5	1
7-Nov	Micro-credentials	Fee	\$160	75	37	49%	2.75	4	3.75	4

21-Nov	Life in War Zones	Free	\$10	19	12	49%	1.75	4	3.75	4
5-Dec	Holland's RIASEC Hexagon	Fee	\$405	29	21	63%	2	5	5	1
	Total		\$650	204	111	54%	2.08	4.33	4.21	2.5
	Unique Attendees			157	87					
					22 (Leaders+ Prog)					

2025 Conference Plans

- May 12 – 16: Virtual
- May 23 – 26: In-Person & Virtual
- Tours:
 - Friday May 23: Henan Museum
 - Monday May 26: Career Centers
 - Tuesday May 27: Longmen Grottoes, Shaolin Temple, and Shaolin Zen Show (all day)
- 79 Proposals: Found space for 68
- Sending letters to proposers, working on Conference Program

Report from Zhengzhou (Elisabeth)

- She had dinner with the faculty
- She had a meeting with the secretary of the party, dean, and students
- May 24 – youth forum – 20 youth will present on how AI will change careers and change education, will give free tours of the region – ZZU has requested APCDA to provide Judges for the Student Presentations
- There are ample breakout rooms and the auditorium is a welcoming meeting place
- Kevin Glavin will be hosted by the students

2026 Conference – Malaysia

- Waiting for approval from the University of Malaysia

Other

- 2025 Sponsors Flyer to Allan (Waiting on input from Carry about what to include in each sponsorship level)
- We need to give time to our families during this new year.