



APCDA Board Meeting

June 22/23, 2020

President's Message

- Wish you good health
- Pandemic is a major threat to APCDA
- APCDA is still valuable to the world

Treasurer's Report

- Please see attached financial reports for Oct 2019 through May 2020. At the May Officers Meeting, we agreed to adopt the FY20 Revised Budget which recognized that we did not hold a live conference and used the actual income and expenses through April to budget for the remainder of the year. Based on this budget, we are currently on track with income and expenses.

Journal Podcast Marketing

- Find partners/influencers: Ask our Country Representatives who are active on social media to share our podcast. Try to get them also to share on other Social Media platforms that we do not cover.
- Create snippets from the podcast for marketing purposes
- Upload podcast to Podcast Aggregators
- Throw a Rating Party in August, just before our next issue of the Journal is about to be released.
 - 3 weeks
 - Winner gets a free AOCDA membership
 - Show Notes: include a link to membership, links to webinars on similar topics, etc. – cross pollinate

UpUp Technologies

- UpUp Technologies provides services to the HR Community. They are located in Vietnam and have a large footprint in Singapore and the Philippines. Their CEO, Paul Espinas, was on our Future Trends panel in Vietnam and contributed greatly to that panel. They reached out to us as a provider of training materials that might be relevant to the HR community.
- They have offered to convert 5 of our recorded webinars into 5-minute modules with a quiz and a “reward” for completing each.
- Our first 50 customers would be free. After 50 customers, the channel would be free for APCDA Members. Other subscribers would pay a subscription fee to access the channel. We will split the subscription fee 50/50 with UpUp Technologies. They will process the income through their built-in payment gateway and send us the revenue every month.
- We can include free content if we wish.
- Board questions:
 - What do other channels charge for a subscription?
 - What is the minimum usage level for it to be useful to us?
 - What problem does this solve for us?
 - Recorded webinars are not used very much. We may need a younger approach to our recorded webinars

- This could help other people who do not know us know to learn about APCDA
- It is very common to use credentials for marketing. CEUs would be a good reward system, if we were an authorized CEU provider. In the past, we have used the authorization of our members to offer NBCC CEUs. The Board discussed the pros and cons of various CEU providers and tabled the issue until a later meeting.

Woongtae's Proposal: Skill Builder Webinars as Free Member Mentoring Webinars

- Ask members to present webinars about a modern career activity or teach skills that they believe will energize career seekers
- NCEA provides large numbers of such activities and we believe there are other sources (such as Australia).
- We prefer activities or techniques which have been described in writing, so attendees can read the instructions in addition to watching the webinar.
- We would encourage attendees to translate the activities into their local language/culture
- This would help members in our region to have updated tools

Ballot – July 1

- The bylaws revision and the ballot information for the 3 candidates have been prepared and are ready to send to members on Wednesday July 1.
- Voting will end Wednesday, July 22.

Member/Friend Survey

- Send after the voting is completed in July.
- Part A Conference
 - We have chosen Singapore for our 2021 Conference on May 25-29. If, by May 2021, travel restrictions have been lifted and health officials assure us that it is safe to hold large face-to-face meetings, which are you more likely to attend? (radio buttons)
 - Face-to-face conference
 - Virtual conference
 - Comments: (open-ended)
 - If COVID is still an issue in May 2021 but health officials assure us the situation will soon change, would you be willing to attend a face-to-face conference in (check all that apply):
 - July 2021
 - August 2021
 - September 2021
 - If COVID is still an issue in May 2021 and a face-to-face conference is not an option, which of these options would you prefer (check all that apply):
 - A Virtual Conference for 3 days, 3 hours a day
 - A Virtual Conference for 3 days, 4 hours a day
 - Recorded sessions that you can listen to any time during the next 3 months
 - Discussion sessions where everyone turns on their camera and chats with each other about a topic
 - Virtual exhibitors – showing their products online and available to talk with you on appointment
 - A free awards ceremony
 - Virtual poster sessions
 - Comment (open-ended)

- Part B Webinars
 - Which topics would you be most interested in hearing a webinar about? (Select no more than 5)
 - Insert list of topics
 - Do you know of any good presenters who we should invite for a webinar? (open-ended)
 - Member Mentoring Webinar Topics:

For our Member Mentoring series, we ask members who have experience to share their advice with other members. We have held 2 so far:

 - Organizing a Local Career Development Association
 - Career Advice for Graduating University Students in the Time of COVID-19
 What other topics would you interest you? (open-ended)

- Part C Recruiting New Members
 - What can we do to increase membership? How can we attract new members? (open-ended)

- Part D Volunteering
 - All of our committee would love to have more help. Are you willing to join one of our Committees? (radio buttons)
 - Insert list of committees with short descriptions
 - We would love to have members who post monthly on one social media platform to stimulate discussion. Could you accept responsibility for one of these platforms?
 - Facebook
 - LinkedIn
 - WhatsApp
 - WeChat
 - If you volunteered for any of the responsibilities in Part D, please provide your name, country, and email:
 - Name
 - Country
 - Email

Staff Report

- Past Webinars

Date	Title	# Atnd	Income
24-Oct-19	Social Media in Career Services: From Delivering Information to Co-careering	26	\$320
25-Nov-19	Innovative Career Services Interventions in Higher Education: Cases from Azerbaijan and Turkey	12	\$110
5-Jan-20	Webinar: Steering Career Transitions Nationally and Globally	13	\$95
19-Apr-20	The Future of Work: Preparing Ourselves for Jobs of Tomorrow	93	\$2,110
10-May-20	Building Career Resilience and Rejuvenation in the Time of COVID-19	27	\$310
10-Jun-20	The Journey of Becoming a Self-Sustained Career Center by Employer Partnership	20	\$165
	Total		\$ 3,110

- Future Webinars

- Career Trends by Ms. Delphy Oon, July 14/15
 - The future of work: Future of digitalized workforce by Ms. Phi Van Nguyen, late August
 - Future Skills by Dr. Soo Joon Gog in September
 - Singapore's Career Framework: A Career Planning Policy Comparison by Jeremiah Wong in October
 - Strategic Role of Career Services / Student Engagement Services in the Higher Education by Dr. Farouk Dey in November
- Free Member Webinars:
 - June 29/30 – Post-pandemic Labor Market Panel
 - July 26/27 – Post-pandemic HR Panel
 - August 12/13 – Employment Insecurity Dr. Blustein

2021 Conference Report

- Call for Proposals: Given that the Deadline is November 30, we discussed when we should begin to market the Call for Proposals, but there was no enthusiasm for starting soon.
- We have been seeking sponsors, but we need to resume our efforts in July because there is still too much uncertainty. Possible sponsors are absorbed in COVID issues right now.
- Writing articles about Singapore
 - Exploring Singapore – published June 21
 - Cultures of Singapore – coming soon
 - Article about career services in Singapore: We usually provide language tips for people who do not speak the local language. Those of us who are not from Singapore find that there are a lot of abbreviations and terminology which is widely used in career planning in Singapore and we need to help attendees from other countries understand it (hopefully before they arrive). Gylunur is planning to write this article and Sing Chee agreed to work with her.

2022 Conference

- Theme: Kazakhstan currently surveying career practitioners about their preferences for a theme
- Meeting in July to decide

2023 Conference

- Macao is not interested in hosting us, but Shanghai is still interested. We plan to wait until January 2021 to begin talking with potential host institutions because COVID makes planning this far in the future difficult.