

APCDA Officers Meeting

September 19/20, 2022

Present: Sing Chee Wong, Momoko Asaka, Jose Domene, Connie Pritchard, Grace Koamesah, Emily Lizada

President's Message (Satomi)

- Satomi was absent due to illness. We all missed her warm greetings, especially at this meeting, her final meeting as our President.

Treasurer's Report (See Attached)

- We have only one month left in the current fiscal year. We are doing well financially. Marilyn pointed out that we paid for 2 years of conference software in this fiscal year because she purchased the 2023 software in August. If our expenses look a bit higher than expected, that is part of the reason

Discussion: Possible Staff Addition

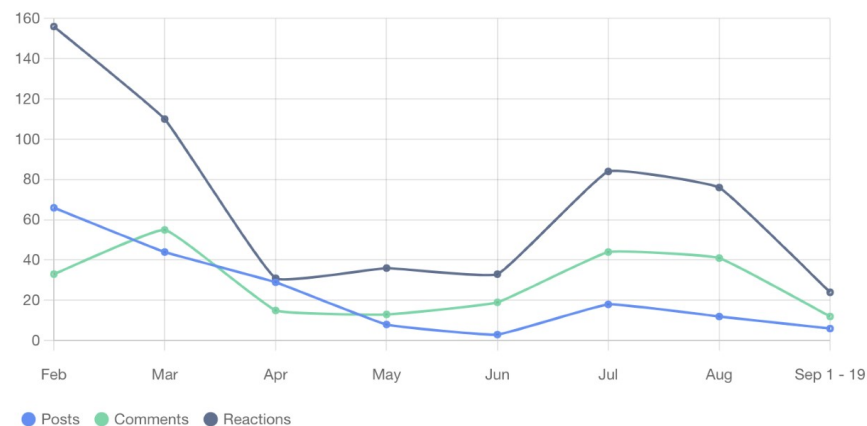
- We have a potential new applicant for the position of Executive Director who will be interviewed by 3 Officers and Marilyn on Sep 25/26.
- If hired, we will offer a position of Administrative Executive for the first year and see how things work out before announcing a change in management.
- We discussed useful questions to ask during the interview and people whose opinions we should seek before the interview.

Discussion: Future Goals Met in FY22

- We all received the Results Summary before the meeting and the verbal summary of that report is attached.
- Reviewing our goals for FY22, we saw the first goal was 75% adoption of Tradewing by Dec 2022. We currently have 272 active members in Tradewing out of 500 total (54%), so we are not there yet.
- Another goal was to identify member retention measures, starting in July. While the analysis of membership falls within the Membership Committee, Officers also suggested asking the Research Committee for help in establishing measurement tools and procedures to help us understand retention.
- It is clear that a review of the Future Goals needs to be completed in relation to what has happened this fiscal year and new plans and timelines are needed for the coming year. This responsibility falls on the Board and we ask that all Board members perform their own review before the October Board meeting and be prepared to discuss Future Goals at that meeting.

Staff Reports

Community Engagement ⓘ



- Tradewing (Grace)

- Grace pointed out that the peaks of engagement were all caused by staff efforts. No activity seems to occur between times of staff involvement. This is rather disappointing.
- We are planning a Scavenger Hunt for October, so this may spur involvement.
- Recorded Webinars (Grace)

Date	Title	# Reg	# Atnd	%	Income	Content	Clarity	Qnt
21-Oct-21	Conducting a Hybrid Career Fair	46	20	43.4	\$10.0	1.33	1.67	3
27-Oct-21	Emerging e-Sports: Gaming, Media and Content Careers	26	21	80.7	\$237.5	1.8	1.8	5
18-Nov-21	Stress Management and Motivation in the Workplace	32	18	56.2	\$10.0	1.36	1.64	11
24-Jan-22	Dealing with Trauma in Career Conversations	126	49	38.8	\$180.0	1.5	2	2
22-Feb-22	Building Up Career Services to Engage Youth: Experiences from Southeast Asia	29	18	62.0	\$17.5	0	0	0
7-Mar-22	Using Holland Typology to Quickly Assess Career Personality	126	62	49.2	\$275.0	1.57	1.71	14
22-Mar-22	High School Youth Build Projects to Win Internships	34	15	44.1	\$47.5	1	2	1
19-Apr-22	Leading Fulfilling and Productive Lives in the Autism Spectrum	46	21	45.6	\$40.0	1	2	1
1-Jun-22	Sustaining Career Development: Using the United Nations Sustainable Development Goals	39	21	53.8	\$335.0	1	1	1
13-Jun-22	Cultural Differences and the Ethics of Providing Career Services	39	14	35.9	\$30.0	0	0	0
11-Jul-22	Kinobi Digital Career Platform for Asian Youth	26	12	46.5	\$0.0	1.4	1.6	5
28-Jul-22	Design Thinking Principles for Career Development Learning	63	33	52.3	\$1,002.50			
11-Aug-22	Global Mindset Trends and Issues in International Graduate Employability	29	13	44.8	\$107.50			
25-Aug-22	How Has Your Work Changed?	35	6	17.1	\$10			
15-Sep-22	Measuring the Value of Career Services	41	22	53.6	\$335			
	Total	737	345	46.8	\$2,637.50			
Actual Webinar income								
FY21	\$1,433							
FY22	\$2,861							

- Grace has reviewed the list, cleaned up errors in pricing, and deleted old webinars that no one has watched recently.
- She is working on an Index based on topics to make recorded webinars easier to find
- LOEP – PAC has submitted materials – need to reconvene Evaluation Team

2023 Conference Planning

- **Theme:** New Look at Careers in a Rapidly Changing World
- **Schedule:** May 16-19 In-person, May 22- 26 Virtual
- **Tours:**

- May 16 – Nur-Sultan City Tour (by bus)
- May 17 – international Finance Center Tour (walk from campus)
- May 18 - ALZHIR Museum and Khazret Sultan Mosque
- May 19-20 - Almaty
- **Software:** Whova
- The schedule and the tour details are now on our website. We will begin marketing the conference this next week.



Baiterek is the symbol of Astana (an architectural version of the tree of life)



Grand Mosque (largest in Asia) just opening in August and is on one of our tours



Silk Way Mega Mall is across the street from the University. The Museum of Energy is in the background behind the mall.



The Wyndham Garden Hotel is our recommended hotel – near the university, \$72 USD per night.

2024 & 2025 Conferences

- 2024: Shanghai is currently closed. A Chinese Congress on Oct 20th will discuss this issue and perhaps there will be a change in policy.
- 2025: We have no new information. We are still waiting to hear from our possible host.

Other

- Thank you to Sing Chee and Satomi.
- Sing Chee thanks the leadership team, learned a lot, and needs to step back because of PCDA.
- APCDA is in good hands.