APCDA Board Meeting
August 19/20, 2024

President's Message (Serene)
- When the world's second largest economy is having issues, that is a problem for all of us.
- Please look at the new video on the APCDA website on the 2025 conference page.
- Sini (our secretary) missed this meeting due to wildfires in Greece where she is visiting her parents.

Treasurer's Report (Nila) (Financial Reports attached)
- Conference Income is missing a $1881 payment from WSG, Singapore
- After 10 out of 12 months, we are doing better than the budget predicted
- We are grateful for the generous donation from Dr. David Reile and Dr. Barbara Suddarth which will be used to compensate Arun Mittal as our new Executive Director.
- Marilyn agreed to write a policy to formalize their approach to scholarships

Committee Council Report (Natalie)
- **Awards & Scholarships** plans to work with its nine (9) new members from the 2024 Summer Survey to brainstorm potential activities
- Two (2) new 2024 Summer Survey respondents expressed interest in **Ethics, Standards, & Glossary**
- **Membership** is developing its 2nd **Community of Practice** gathering for **Tues Oct 8/Wed Oct 9**
  - Comparing recent quarterly membership numbers

Level	24-Feb	24-May	24-Aug
Affiliate Member	4	8	10
APCD Journal Subscription	5	3	2
First-year Member	90	47	65
Legacy Partner Lifetime Member	15	15	15
Lifetime Member	65	48	49
Organization Member	21	20	19
Kazakhstan Career Dev Ass'n Affl			20
Nat'l Prog on Career Awareness Affl			1
Regular Member	170	148	150
Student/Retired	12	18	20
Total	382	307	351

- **News** will be working with **PR** to craft articles showcasing our members
- **Program** plans to develop an **APCDA Scholars PDI Strategy Series** for November or early December 2024; including the ***Best Strategies for Working with Career Guidance in War-Torn Countries***
- **Research/Journal** plans to
  - work with its four (4) new members from the 2024 Summer Survey to brainstorm potential activities
  - review 2 manuscripts in addition to the 1 accepted one for the September 2024 Journal issue
  - review 1 already received manuscript for March 2025

Area Council Report (Arun)
- PR Initiative in Pakistan to describe APCDA to his audience
- Started introductions of our leaders.   We are seeking additional volunteers.
- Opportunity to present at IAEVG (Singapore, Philippines, and Malaysia)

- Labor market news about each country

Discussion: LOEP Pricing
- Current Pricing

	Not High Income	High Income
Application Fee	$200	$400
Annual Maintenance Fee	$150	$300
Audit Fee	$200	$400

- Proposed

	Not High income		High Income	
	< 1 year	More than 1 year	< 1 year	More than 1 year
Annual Fee	$300	$500	$600	$1000

- Send LOEP handbook to all Board members
- Arun shared his work on designing certificates and a logo for the accreditation seal.
- Marilyn expressed concerns about accrediting unreliable organizations, emphasizing the need to proceed cautiously to avoid damaging their reputation.
- All accredited programs will be listed on the APCDA website to assure that schools cannot claim accreditation if they don't have it.
- accreditation fees for postgraduate programs in Australia can reach $15,000 and involve auditors' costs. Our fees are lower because we conduct remote audits using volunteers, but volunteers may get overworked. The fees aim to cover APCDA's operational costs while providing affordable accreditation.
- Board to further discuss raising LOEP accreditation fees at next meeting.

Discussion: How to Attract More In-Person in China
- Put video on the Chinese version of YouTube
- Send materials to our own networks
- Create Tik-tok promos
- For the Chinese (afternoons) – Student presentations on Day 1, Roundtables on Day 2
- Promote the benefits of being there in person (Allan)
- Update website
- Allan volunteered to draft ideas for promoting benefits of in-person conference attendance.

FY24 Webinar Report (Arun)

Date	Session Title	Type	Income	# Reg	#Attnd	% Attnd	Familiar	Clarity	Content	# Rspn
30-Nov	Cultural Neuroscience	Free	10	39	16	41%	2	4.5	4.5	2
14-Dec	China Labor Market	Free	20	22	15	68%	2	5	4.5	4
11-Jan	Career Construction Theory	Free	210	21	18	86%	2.4	4.4	4.3	7
25-Jan	Thriving in Turbulence	Paid	50	36	20	56%	3	4.5	3.5	2
29-Feb	Skills as a Soft Currency	Free	410	45	28	62%	2.8	4.4	4.6	5
9-May	The Beauty of Difference	Paid	30	10	4	40%				0
6-Jun	Contribution Effect	Paid	45	13	11	85%	2.3	4.7	4	3
11-Jul	Azerbaijan Career Development	Free	10	8	6	75%				0

1-Aug	HR Trends	Free	30	14	11	79%	1.8	4	4.4	5
			815	208	129	62%	2.3	4.5	4.3	3.1

- We want to increase attendance and revenue
- Survey results (below) indicated that members and non-members have different priorities and interests
- the topic is the most significant factor for attendance

Preliminary Summer Survey (Marilyn) (Attached)
- Marilyn will send final survey results when completed.

2024 Conference

	Guest	Scholar	Paid Local	Paid Intnl	Totals
In-Person	44	3	11	10	68
Virtual	22	39	4	171	236
Totals	65	42	15	181	304

- Scholars (42)
  - Conflict Zone (11, 2 attended)
  - Emerging Leaders (5, 3 attended)
  - Martha Russell (17, 9 attended)
  - Student Presenters (9, 9 attended)
- Awards: 3 presented in-person, 2 presented at NCDA, 1 mailed to Singapore

2024 Whova Evaluation Data

EVENT APP USAGE

DOWNLOAD RATE
EVENT APP
91%

LOVED WHOVA
% OF ATTENDEES
88%

ACTIVE USERS
TOTAL
269

MOBILE APP USERS
TOTAL
189

WEB APP USERS
TOTAL
238

NETWORKING

MEET-UPS CREATED
TOTAL
11

BUSINESS CARDS
SCANNED & EXCHANGED
14

PRIVATE MESSAGES
1-ON-1
2380

EVENT ENGAGEMENT & COMMUNICATION

ANNOUNCEMENTS SENT
TOTAL
15

POLL RESPONSES
TOTAL
1563

- Note that we had high attendance and engagement levels on these data, but the Attendance Data below shows a different picture.
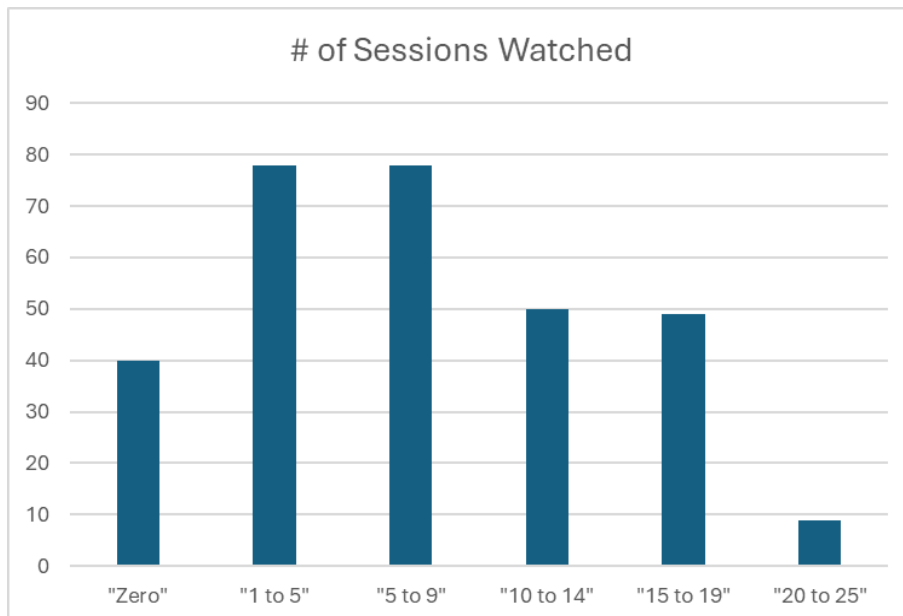- 2024 Plenary Sessions

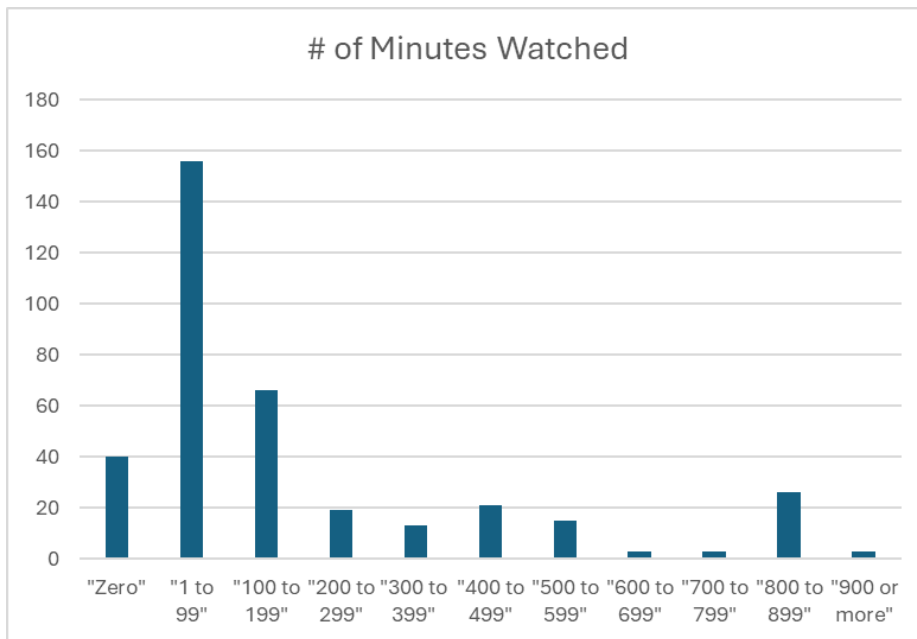| Sess ID	SessName	Presenter	Cnt
521	Reinventing Career Development for the 21st Century	Brian Hutchison	162
541	Supporting Young People to Find Success within a Constantly Changing Industrial Landscape	Matt Tompkins	141
611	Wired to Resist: The Neuroscience of Change	Britt Andreatta	140
551	Strengthening Theory-Practice Connections: What Now and What Next?	Nancy Arthur, Roberta Borgen, Mary McMahon	136
511	Welcome to Trivandrum	Serene Lin-Stephens	117

621	Shaping Futures: A Roadmap for Transformative and Inclusive Career Guidance in India	Sachin Kumar, Julian Dhar, Vimala Arunachalam, Reyes PM	115
531	Awards Ceremony	Serene Lin-Stephens, Tuan Anh Le	112
641	Closing Ceremony	Serene Lin-Stephens	106
631	Harnessing the Kerala Model: A Case Study on Driving Economic Transformation through the Knowledge Economy	P.V. Unnikrishnan	104
101	Orientation	Grace Koamesah	65
102	Opening Ceremony	Serene Lin-Stephens	61

- 2024 Top 9 Presentations

Sess ID	SessName	Presenters	Cnt
331	Realizing Happenstance Learning Theory in Career Coaching Practice: Seeing the Invisible	Gin Yong Ong, Weili Zhang, Boon Yong, Kwok, Jeffrey Thng	62
202	Awakening and Inspiring through Engagement: A Glimpse into the Program Committee's Endeavors	Elisabeth Montgomery, Sujata Ives	57
131	Career as a Transitional Object and The Career Construction Theory Convergence	Sini Parampota, Kevin Glavin	52
121	Curating a Career Portfolio Rather Than Forging a Career Path: Adapting to Change	Julie Rosengren	51
311	Strength-Based Development versus Weakness Fixing in Career Development	Huong Man	45
111	Career and Corporate Prospects for the Coming of Society 5.0	Momoko Asaka	43
231	Navigating Career Transformation through Systems Psychodynamics	Samuel Wee	38
113	Envisioning Higher Education Student Affairs Professionals as Career Influencers	Michael Stebleton, Candy Ho	37
221	Towards a Skills-Focused Labor Market: Using Technology to Drive a Paradigm Shift	Brian Hutchison, Nour Alhiyari, Ariyana Radic	36

2024 Attendance Data

# of Sessions Watched

of Minutes Watched

2025 Conference Plans

- Embracing the Future Through Leadership, AI, and Career Design
- 2025 APCDA Hybrid Conference
  May 12 - 26, 2025, Zhengzhou University, Zhengzhou, China
- May 12 – 16: Virtual
- May 23 – 26: In-Person & Virtual
- Keynote Speakers:
  - Dr. Kevin Glavin: Client motivation (confirmed)
  - Professor QIAO Zhihong, Beijing Normal University (confirmed)
  - Professor John Lee Chi-Kin, JP, President / Chair Professor of Curriculum and Instruction of The Education University of Hong Kong (not confirmed)
  - a person selected by Zhengzhou University (not yet selected)
- Tours:
  - Friday May 23: Zhengzhou Museum
  - Monday May 26: Career Centers
  - Tuesday May 27: Longmen Grottoes, Shaolin Temple, and Shaolin Zen Show (all day)

2026 Conference – Australia?

8a. Australia City	Members	Friends	Ave
Melbourne	4.3	4.2	4.2
Sydney	4.1	4.2	4.2
Brisbane	3.5	3.5	3.5
Perth	3.5	3.4	3.5
Adelaide	3.2	3.5	3.4
Cairns	3.3	3.2	3.2

8b. Other Factors	Members	Friends	Total
Cost of Flights, travel	19	21	40
Ease of travel	20	15	35
Cost of Hotel	13	16	29

Culture/tourist attractions	11	4	15
Safety	3	6	9
Ease of getting to venue	4	3	7
Family & friends in the area	6	1	7
Weather	2	2	4
Networking	2	1	3
Nature	2		2
Topics, relevance, speakers	1	1	2
Visa (ease)	1	1	2
Visit CD locations	2		2
Coastal	1		1
Food	1		1
Top Universities	1		1

- Survey results showed a preference for Melbourne and Sydney in Australia due to cost, accessibility, and attractions like nature and cuisine.
- IAEVG & ICCDPP will join forces   in New Zealand in Oct 2026
- We have no host: CDAA has moved its conference to October.
- There is concern about the state of APCDA, including declining membership.
- For 2025, we need to translate between English and Chinese.   This is expensive.
- They also discussed the difficulties of using Zoom for webinars in China.
- Allan and Serene volunteered to gather information about potential collaboration with CDAA for 2026 conference in Australia.
- Marilyn will follow up with Baktiar about possibility of hosting 2026 conference in Malaysia.