

ICDA Board Meeting

David Eastwood's Home

Sunday, September 15th

12:00 – 3:00 pm

Board Members in Attendance:

David Eastwood, Jennifer Ross, Christy Herwy, Kelly Curry, Jennifer Caprile, Vickie Coale

Board Members Absent:

Kay Webb, Amy Brady

Leadership Development Institute 2013 (LDI) Recap from David

- Website now has all the divisions and what's happening in each
- The weekend included counseling activities
- Best part: Good energy in all the other divisions – everyone wants to coordinate

Membership

- Want to create new energy – expand our network
- Need more leaders to help with conference, etc.
- Carina Davio (not in attendance) has agreed to be our program committee chair for the conference. She will help organize the committee and have the checklist.
- Jennifer Caprile will help out with program, too – working closely with Carina.
- Jessica Piper has also agreed to join us – from State Board of Education – nothing in mind yet, but David conveyed to her the time requirements
- Kelly Curry is our new Treasurer

Time commitment for Board Members/Committee Members:

- One conference call per month
- Each person does one thing per month toward our activities (like conference planning)

Discussion about membership: There is a problem with ICA and ICDA websites both taking renewals/dues. ICA doesn't update their membership list when Christy gives them the information.

Christy suggested we should put together a packet for new board members. Jennifer had made us binders a couple of years ago. They had the job descriptions in them according to the bylaws and any other information for the position. It will be the outgoing board member's responsibility to put it together for the new person taking their position. David has it from Kay – has pamphlets, etc. in it, too.

Kelly suggested we put together a calendar as well. David will make a Google group and we can start building the calendar.

Membership Dues

- We now have 40-55 members paying \$10 per year or \$5 for students and retirees. It was discussed that we should consider raising the dues to \$20 per month. This would allow us to do more for the membership.
- We would need to outline the benefits/advantages clearly for our members. Some of the benefits include the grant, networking and access to information about jobs, scholarships from

other places, newsletter (Jennifer C. will put it together), conference scholarships, etc. – inside scoop

- David is starting an outline of benefits. David and Christy will spearhead the benefits communication to members
- Christy suggested that we should clearly define and implement the benefits before announcing the dues hike (maybe in April at the conference?)

Communication with members

- Christy sends out NCDA info each month and posts on Facebook, but we don't have very many likes.
- She's going to be getting some info on how to improve our social media.
- We also need to be posting regularly. Need to have at least a couple of us posting.
- David mentioned that there are a couple of tutorials on Facebook on how to increase membership. He has a tablet computer we can give away that might increase traffic on Facebook.
- NCDA will help us set up LinkedIn. David will send Vickie the questions to answer.
- Targets and advertising: Oct & Nov - all based around Career Development month. We also need to partner with other ICA divisions. We will have a table at the ICA Conference.
- We will reinitiate the quarterly newsletter. We will ask Jessica Piper go do it so Jennifer and Carina can focus on conference. David will try to get someone who has design ability.

Calendar of Events

Oct. 3 & 4 – ISCA

Nov. - Career Dev. Month

Jan. – FAFSA – could hook up with State board – get your FAFSA in

Jan. - ICA – in Boise again

May – 529 Day (5/29) – to remind people to save for school

- We could have a presence at each of those things
- Jennifer will staff a table at ISCA if we want. Christy is presenting about 529 and will tie it back to career development in general. Anything else you want her to present on? Most attendees will be secondary school counselors.

Kelly asked if we have partnered with IAWP – International Association of Workforce Professionals

ICA Conference in January

- We need to nominate someone for the award Christy received last year
- We also need to get some presentations for ICA this year
- David said that ICA is still talking about what the roles are for each division at the conference. Last year we hosted a social. ICA gave us money that we used for it. Jennifer mentioned that they gave each division \$200 to bring in a speaker and we used it to host the Holland party. We are not sure if we are going to get the \$200 this year either. The format will be different.

We should be asking ICA for money each year. David is thinking about using it for the Idaho Career Development month. They were pushing it at the LDI conference. Jennifer mentioned that ICDA needs to do some continuing education credits for its members each year.

David is waiting to hear back about whether the governor has approved the Career Development Month proclamation. Then we will set a date.

ICDA Conference

Conference attendance was down last year, but the school counselors were just in Sun Valley the week before, so didn't want to come again.

We are looking at holding the conference early in April next year so it doesn't conflict with other things going on that month. We need to get our date and send out save the dates. Jennifer and Carina will get together and lock down a venue and date. They will check for possible conflicting dates with other events.

Next meeting we will talk about themes and potential speakers. It would be great to have someone talking about labor market information again. We'd like to use Bob again because he is so good and funny. We will look into getting a keynote speaker. First, we need a theme.

The theme for national career development month is "Charting the Course for the Second Century". Maybe we can get some money from NCDA and ICA to help with conference expenses. Kelly mentioned that IAWP may also have money for us if we invite them to the conference at a discount.

National Career Development Month

Christy has sent the proclamation and signing request to the Governor. It may or may not happen, but has happened every year. The Leadership in Career Development award is a big part of it. It started with CIS and now ICDA plays a bigger role. Christy thinks that this belongs with ICDA to make sure that it lives every year, but CIS can still be involved. The great thing about having CIS involved is that they have all the contacts.

Reception, frames/plaques: Last year CIS did the proclamation, ceremony, invited guests and sent thank yous. ICDA paid for the plaques. Christy will ask CIS if they still want to be involved this year. This year the nominations are going to CIS. We have one so far. David has a list of about 10 potentials that might be in. It would be great if board members could give 2-3 names to David next week for nominations.

Set time for conference call next month – after ISCA Riverside Hotel. Need material to put on ISCA tables. David – we still have some rack cards. Need info about grant, Career Deve month and governor's signing.

Next meeting – Conference Call on Friday, October 11th at 11:00 am.