



## Board Meeting

May 21, 2014

**Present:** Soonhoon Ahn, Shelley Tien, Roberta Neault, Diana Bailey, Dick Knowdell, Cheri Butler, Andrew Rimington, Narendra Chadha, Yoshiji Ishikawa, Elvo Sou, Lisa Raufman, Jessica Isenor, Shelly Tien, Diana Bailey, Lisa Raufman

### **Membership Outreach Discussion Summary:**

- At the Annual Meeting, the members agreed with the Bylaws changes that allow us to create two levels of membership: High Income Countries and Other Countries. They also allowed us to have more types of members: Student/Retired, Regular, Organization, Lifetime, and Legacy Partner. Whoever, the Board can set the fees for each of these.
- High Income Countries:
  - Student/Retired: \$20
  - Regular: \$40
  - Organization: \$150
- Other countries:
  - Student/Retired: \$10
  - Regular: \$20
  - Organization: \$75
- Any country:
  - Lifetime: \$400
  - Legacy Partner: \$950
- We will attempt to set up an "Each-one-reach-one" campaign on our website. This means that first-time members can join at the Student rate. However, the current website software needs to allow this.

### **Tokyo Conference Update:**

- Schedule:
  - 1st day: 3 to 6 PM: One big group, followed by a reception until 7:30
  - 2nd day: 3 tracks 9 AM to 5 PM
  - 3rd day: 9 AM - noon: One big group followed by tour of career centers
- We voted to accept this theme: "Workforce of the Future?"
- Keynote speakers: Marsha Connor may appeal to HR folks as well as keynote to address topical needs to expand her focus. Beverly Kaye may also be a possibility to expand fields too. "Love them or loose them ". Her hook may be to sell books. Agnes Wantanabe has agreed to keynote. Jim Bright presents on Chaos theory, but may not be of interest to Asian world.
- Concerns:
  - Tokyo is a very high-cost city, both for the conference and for attendees. Timing is tough for college staff given that September is the start of the school year - would prefer May in future years. May need to focus on alternative groups rather than "college" this year.
  - How to get more ideas and more linkages to other partner organizations?
  - We could appeal to military base career transition staff because there are many in that part of the world. NCDCA committee on veterans is a strong workgroup that may be a linkage for us. Journal

coming out that would be relevant.

- Get more panels confirmed and keynotes that will provide a hook to other groups...to be more connected with similar threads etc. to attract a diverse audience.
- What appeals to the actual Asian professionals?- How to apply the soft skills to their students?: What will make you marketable in the future? What concerns cut across the countries that are competing with each other? What is the cultural impact of working in cross-cultural linkages?
- Macau: Lack of loyalty given low turnout; handling the new millennial in the international work force. Digital natives....
- In Korea, the youth are competing with adults who are hired as unskilled. Range of 30+ are often underemployed and more in debt.
- How is what is happening now going to impact the future?
- Panel discussions would allow more exchange of ideas, and allow more participants. Possibly have a panel from 5-6 countries - so we can get a broader perspective. Perhaps Board could arrange panels and submit proposals. Encourage Panels in the "Call for Proposals." Would need well prepared questions related to a focused topic.
- Invite more regional people that are diverse.
- Cheri will facilitate a panel and come up with the "pithy" panel questions.
- Possible topics:
  - What is the definition of Career Success in the different countries?
    - Multinational corporations (i.e. Sony, Samsung, Google, Microsoft, Corning Glass): What are the new trends?
    - Talent management across the life span
    - Aging workforce
    - Associations Panel (a panel of the associations in one country and the difference focus of each - especially Japan, which has many association); or possibly associations from different countries and how their focus differs by country
    - Funding Panel - ways that career services are funded in various countries
    - Government Investment - evidence that career development pays off
    - How to deal with NEETs (Not in Education, Employment, or Training) - growing group of disengaged youth
    - Career Planning Advocacy (Andrew will organize a panel) Australia has had a withdrawal of funding (by the Prime Minister) and may become more ad hoc rather than systemic
    - Competition between immigrant labor low-skilled local labor - a panel on how various countries are dealing with this
    - ASEAN integration and competition
    - Displaced workers
    - How has the emphasis on academic, math and skill development impacted career dev. and workforce outcomes?
    - Social Justice in career development

#### **NCDCA Conference:**

- We will have a meeting from 8AM to 10AM in at NCDCA Conference in Long Beach. How do we want to use this time?
- Review the highlights of Seoul, Hawaii, and Tokyo
- Break into small groups and ask them to suggest Webinar topics - webinars allow involvement on an on-going basis throughout the year and do not require travel. We could have as many as one per month (avoiding local holidays).

#### **IAEVG Conference:**

- Soonhoon, Cheri, and Roberta will be there. What are their goals?
- They will be listening to speakers and inviting them to Tokyo
- They will look at the structure, mission, and vision of IAEVG and see what we can learn from them

**Member Services:**

- Where are we and where are we going as an organization?
- How do we facilitate Peer-to-Peer conversations?
- Expand the newsletter to also address the need to produce publications from members - can we have editor-invited articles as well as peer-reviewed articles?
- Glossary Project will also help connect the countries.

**Focus of Board members in the coming year:**

- Think about what your role is in the association and what you want to do about it...
- Roberta (Treasurer): Financial stability
- Lisa (Public Relations): Expand the PR and look at websites with critical eye
- Soonhoon (President)- recruit more members and more countries
- Diana (Secretary) - Improve communication with members and add ways that members can communicate with each other.
- Translate our materials into local languages
- Cheri (Research) - build a Glossary
- Involve the country directors more!!!
- Several country directors agreed to promote awareness
- Review the benefits of membership
- Are we linked to the National Career Dev Association closely enough? Would NCDCA cosponsor our conference?

Meeting was adjourned at 9:05 PM

Respectfully submitted,

Diana M. Bailey

Diana M. Bailey, Secretary