



Asia Pacific Career Development Association

APCDA Officers' Retreat Minutes

August 21, 2014
Falls Church, VA 22044

Call to Order: 9AM

Present: Soonhoon Ahn, President; Shelly Tien, President Elect; Diana Bailey, Secretary (arrived at noon); Cheri Butler, candidate for President-Elect (telecon at 11PM)

Finances

The letter from the IRS granting APCDA non-profit status was just before this meeting received. We applied in January, 2013 and it took until April, 2014 to receive official approval.

The net income from the 2014 conference was \$15,350. This should be enough to carry APCDA until the 2015 Conference. The budget for the 2015 conference looks good so far. We are not paying the air fare for any keynote speaker. Rather, we are offering an honorarium of \$300 to each of 4 speakers, plus hotel expenses if they wish (the local speakers probably do not need the hotel). We agreed to charge the same registration fees for the 2015 conference as for the 2014 conference.

2014 Conference Lessons Learned

We reviewed the evaluations from the 2014 conference. The ranking question resulted in the following order of importance:

1. Networking
2. Keynoter
3. Location/Presentations (tied)
4. Cost

Although attendees valued networking most, many of the comments related to the reputations of the keynoters and appreciation for meeting famous people in person. The conference ending was difficult for those who did not go on the Polynesian Cultural Center Tour - they wanted more time to say goodbye. Not having WiFi was a problem. Attendees asked for pre-conference cultural advice so they can wear the right clothes, etc. Asked us not to plan the conference too close in time to NCDA.

2015 Conference Planning - Budget/pricing, Schedule, Locations, Marketing, Inviting presentations, Supporting Sponsors

The registration fees for 2015 will be the same as for 2014. We made adjustments to the proposed schedule and added the Annual Meeting. We discussed the concern of IAEVG that we had chosen the same keynoter, and agreed to remedy this situation and agreed on a list of other keynoters to ask (Raimo Vourinen of Finland has accepted). We agreed that the Call for Programs will encourage people to propose panels. We will ask Cheri to chair the panel on the first day and we will ask 3 senior people from various countries to describe career planning in their respective countries. We agreed that the panel on the last day should relate to workforce issues in each of 3 countries.

Webinar Series:

We plan to offer up to 4 webinars this year.

Marilyn will ck with Roberta as to what documentation she needs for her financial contribution of a webinar last winter, now that APCDA has received its non-profit status.

In order to try to minimize schedule conflicts, Marilyn shared the 2014 International Holiday chart that we can use for our webinar planning purposes. She tried to update it for 2015, but some country holiday schedules are not yet available.

We reviewed the evaluations of the presenters at the 2014 conference and selected the ones with the highest ratings and audience participation to ask if they would present Webinars. JoAnn Bowsbey will be asked to repeat her session from the conference on the "Comparison of Career Development Theorists". Pending for Oct/Nov.

Other potential topics/individuals:

- Brian Hutchinson- Jan/Feb
- Carmen Croonquist- March/April
- Rebecca Dedmond- Ed/youth topic/ Late July/early August
- Meei-Ju Lin: Taiwan

Newsletter Update:

- Plan to distribute quarterly each year.
- Outgoing and In-coming president will provide a statement for the August/Sept. issues
- Natalie Kauffman will be doing some of the final editing.
- Shelley will follow-up with the countries that do not have a complete country profile.
- So far, we have received an article from Korea and a conference debrief from Florence

Membership Process:

- Marilyn demonstrated the search feature in the Wild Apricot Directory, which is available to all members as a member benefit.
- We will ask Jessie Niu (Texas) if she can write articles about new members in the newsletters.
- We will ask Membership Director to cc the Country Director who can also welcome new members.
- Work setting category will be added to the information we collect from our members.
- The welcome email which Wild Apricot sends will be edited to describe the set of benefits. We will also develop a welcome email for Organizational Members that outlines their benefits.
- We compared APCDA to NCDA. NCDA has a high turnover rate for members. NCDA is adding a Speaker's Bureau as benefit of Membership, and APCDA might be able to enter its conference evaluation data into the NCDA database. NCDA uses CrowdCompass (a cell phone App) for collecting evaluations at a conference or event. However, the cost of CrowdCompass is very high.
- The LinkedIn group has not been active. Currently, we require members to be an APCDA member to join the LinkedIn group - that may affect its usefulness.
- Marilyn set up a Facebook page that was liked by over 100 people in its first week. Mostly Japanese at this point.

2016 Conference:

- Proposing the 3rd week in May: May 19-21, 2016 in Taiwan
- Wednesday, May 18: Possible pre-conference tour/school/campus visits; Optional govt. university tour of 2 places
- Thurs, May 19, 9am opening until noon of Saturday, May 21
- Reception Thursday evening
- Friday afternoon, Annual Membership Meeting
- Friday evening, Board meeting following the membership meeting
- Post conference: tour of the National Museum Sat afternoon

2017 Conference

Carla Siojo will be contacted re the date for the Manila conference

Board Retreat was adjourned at 4:30 PM

Submitted by:

Diana M. Bailey, Secretary
Attending the PM Session

Marilyn Maze, Executive Director
Attending the AM and PM session