



Asia Pacific Career Development Association

## BOARD OF DIRECTORS MEETING

March 8/9, 2016

**Present:** Cheri Butler/President; Soonhoon Ahn/Program; Marilyn Maze/Executive Director; Diana M. Bailey/Secretary; Jose Domene/Canada; Carla Siojo/Philippines; Elvo/Macao; Raza Abbas/Pakistan; Narender Chadha/President-Elect; Lisa Raufman/Public Relations; Shelley Tien/Past President; Natalie Kauffman/Newsletters; Joseph Chan/ Hong Kong, Yu-Chen Wang/Taiwan

Marilyn called the meeting to order at 9:02 PM US ET.

### Minutes

#### Country Reports

- Australia (Carole)
  - First, to warmly reiterate Andrew Rimington's invitation to the CDAA conference in May this year in Melbourne. APCDA members will be offered CDAA member rates to attend and we would be delighted to welcome you to the World's Most Livable City!
  - The second piece of news is that CDAA has a proposal before the IAEVG board to co-host the 2017 national conference in Brisbane. The proposed dates are Wednesday 10 – Friday 12 May 2017. We will bring you news as soon as possible about the outcome of this proposal.
- Canada (Jose)
  - Canexus– largest ever – 900 delegates – high quality sessions
  - Cc chapter of psychotherapy Assoc.– end of march- Montreal
- Hong Kong (Joseph) –Jockey Club announced funding for career guidance in high schools and youth center. Career planning in high schools in China is starting. Joseph has been involved in training–the-trainers.
- India (Narender)
  - very large # will be at the Taipei conference. They all need letters from a hotel for in order to get a visa
  - Planning for their long presentation (2 sessions combined)
- Japan (Yoshi) – will be an exhibitor in Taiwan
- Macao (Elvo)
  - Season of job fairs – entrepreneurship is catching on (could this be a regional trend?)
- New Zealand (Jean –sent report by email)
  - The Career Development sector in New Zealand is currently engaged in the following high-level activities:
  - Increasing workforce engagement.
  - Employers report a disconnect between education outcomes and their workforce needs. Several reviews are underway, including a Productivity Commission review of the tertiary sector and a formal review of the Ministry of Education.
  - There is an advocacy role for leaders in career development, working through the key influences of employers and educators, to increase engagement.
  - **Careers New Zealand strategic priorities**
    - In their Statement of Intent for the years 2014-2018 Careers New Zealand lists strategic priorities as
    - Developing a Career Knowledge Hub
    - Digitisation of delivery

- Strengthening work with industry, government agencies, the education sector, iwi and community organisations.
  - **The National Lifelong Career Development Forum**  
Currently in New Zealand there is no overarching policy or strategy for career development. In response, the National Lifelong Career Development Forum, comprised of cross-sector career professionals, formed to address the shortfall.
  - **CDANZ Professionalism Project**  
In 2016 the team aims to complete a refresh of the CDANZ Code of Ethics.
  - **CDANZ Digital Strategy**  
The project formed late in 2015 to address the fact that along with those who use our services, we are increasingly moving to digital platforms, and we have a professional responsibility to be well-informed about ethical use of technologies.
- **Pakistan (Raza)**
  - Research on parental guidance (April) – grades 8 & 12 – talk to parents about how to provide guidance to their children
- **Philippines (Carla)**
  - Marilyn connected me to Brian Schwartz, Chairman of Success Partners, and Luis “Lloyd” Alberto A. Anastacio, President and CEO of the SFI Group of Companies, one of which is a Career Center. Thanks to APCDA, this can be an opportunity to bring together education, industry and government stakeholders to promote career development and planning in its effort to reach every Filipino student from high school through college as well as early entry workers of all kinds. I met with Brian, Lloyd and his team last Monday, March 7 and discussed the following.
  - Possible areas of collaboration especially in the areas of development, training and capacity-building of career development practitioners in the country; initiatives they have implemented with the Department of Labor and Employment (DOLE) for talent and career mapping and the need to train the Career Life Advocates in the Phil.
  - I have been marketing the 2016 APCDA Conference to people and organizations in my network. A concern raised has to do with starting the process of getting approval from the Philippine Regulation Commission (PRC) to qualify APCDA in granting/providing CPDC (Continuing Professional Development Credits for placement and HR practitioners, guidance counselors and career advocates in the Phil, and in offering PRC-approved clock hours for them for APCDA events/webinars/PDIs that meet PRC requirements. The [Professional Regulation Commission](#) is responsible for the administration, implementation and enforcement of regulatory policies on the regulation and licensing of various professions and occupations under its jurisdiction, i.e., licensing of psychologists, credentialing of guidance counselors, etc. Right now there is no mechanism to credential, license, or certify career practitioners. May I have your comments on this?
  - The current school year will be coming to a close between March and May. As such, Phil. Colleges and Universities are in the process of organizing Career/Job Fairs. While Phil companies have been hosting Academe-Industry events as part of their recruitment initiatives.
  - The Association of Placement Practitioners of Colleges and Universities (APPCU) will hold its annual convention on March 17-18 with the theme "Transitioning Career and Placement Services for Empowered and Engaged Talents". This is an avenue for placement and HR practitioners, guidance counselors and career advocates to learn and enhance their competencies.
  - I will submit an article on Filipino Festivals before the March 21 deadline.
- **Taiwan (Yu-Chen)**
  - Has invited career counselors in Taiwan to write articles for our newsletter
  - Inviting people from Taiwan for our conference

- Sunday, May 22, Taiwan CDA will hold its annual conference (in Chinese)

### **Committee Reports**

- Membership Committee
  - 106 active members
- Newsletter Committee: March 21 Deadline for next newsletter
- Nominations & Elections Committee (Shelley): Nominations Committee is Shelley, Soonhoon, and Marilyn. Please let all of us know if you have nominations for President-Elect. Or if you want us to find a replacement for you.
- Professional Development Committee (later – see 2016 Conference report)
- Public Relations Committee (Lisa)
  - LinkedIn Discussion Topic ideas: Please submit articles from other countries on their issues and economy
  - Suggestions for Facebook: Please send photos of any groups of career counselors meeting in your own countries. We need more pictures of people who are doing career counseling around the Asia Pacific Area.
- Research Committee
  - Met in Tokyo about activating the membership to engage in research

### **Financial Reports**

- Financial Statements: We are currently in good shape
- Webinar Report
  - 2 webinars (January & March)
  - \$274 income
- PAC and APCDA Report
  - The Taiwan group (Master Trainers who read Chinese) reviewed the portfolios for 20 people who took their Career Development Advisor course.
  - PAC will pay APCDA NT1000 (\$30 US) each for doing this review. As previously agreed, 60% of this fee will go to the reviewers.

### **Scholarships Progress Report**

- There will be 3 Emerging Leader Scholarship winners
- Revised criteria
  - Graduate students or those who graduated within the last **5 years**.
  - Plan to attend the entire conference
  - Have not previously won this scholarship
  - Can explain how this conference will help you to provide better career services in your home country
  - No financial support from employer
- One applicant so far

### **2016 Conference**

- 96 Registered (56 paid as of today)
- Who will run the Silent Auction?
  - Soonhoon, Taiwan Staff, Raza
- Panel Discussion Topics
  - Emerging Issues in Career Development
  - Private Practice
- Soonhoon asked who has used Theater for Career Decision-making
  - Lisa Raufman, Suzanne Savickas, Joseph Chan (videos – 3 min each, selfies – to explain career goals)

### **2017 Conference Progress Report**

- APCDA has a contract with Jim Bright as a keynote speaker and PDI leader
- Keynote Speakers from the Philippines - I have given their invitation letter and have requested for their write-ups and photos.

- **Dr. Josefina O. Santamaria**, the pioneer of Career Development in the Philippines and President of Career Systems, Inc. has agreed to give the keynote address on May 22, 2017.
- **Dr. Rana Hasan**, Director of the Dev. Economics and Indicators Division of the Eco Research and Regional Cooperation Dept (ERCD) at ADB has not replied yet. I have sent him the invitation to give the keynote speech on May 23, 2017. I am doing a follow-up-up on this.
- Recruitment initiatives - I have presented the APCDA PPT and invited the following to co-sponsor the 2017 Conference:
  - Career Development Association of the Philippines (CDAP) c/o Ma. Teresa "Mari" Jose, President
  - Philippine Guidance and Counseling Association (PGCA) c/o Lucila "Lucy" Bance, PhD Vice President
  - Association of Placement Practitioners of Colleges and Universities, Inc. (APPCU) c/o Chit J. Concepcion, President
  - Ateneo (CORD) Center for Organization Research and Development c/o Edna "Bopeep" Franco, PhD Executive Director
  - Ateneo Department of Psychology c/o Regina Hechanova, PhD
  - SFI Group of Companies c/o Lloyd Anastacio, President and CEO
  - Others - networks in other colleges and universities
- The PGCA was interested in co-scheduling their conference with the 2017 APCDA Conference in May to encourage more people to attend both. The PGCA Board decided not have a workshop nor set of presentations on Sunday afternoon (May 21) to bridge the time between both conferences as suggested by Marilyn because most of its members will be returning to their provinces on Sunday morning. However, PGCA agrees to publicize the APCDA conference among its own members, especially those based in Manila.

#### **2018 Conference Progress Report – Beijing**

- Leili Jin (Tsinghua University) and Chunyu Li (New Elite Development Plan) have agreed to co-sponsor the conference

#### **2019 Conference host?**

- Vietnam has proposed to host.
- We will choose the country at the Taiwan conference in May.

**Meeting adjourned at 10: 03 PM ET US**

Submitted by,

**Diana M. Bailey**  
Secretary