



Asia Pacific Career Development Association

APCDA Board Meeting

October 17, 2018

Marilyn Maze called the meeting to order at 10PM ET US

Present: Carla Siojo, President; Brian Hutchison, Past President; Woongtae Kim, President-Elect; Jose Domene, Treasurer; Momoko Asaka, Secretary; Satomi Chudasama, Public Relations Committee; Emily Lizada, Administrator; Poh Li Lau, Malaysia Country Director; Claire Ouyang, Macau Country Director; Gulnure Ismayil, Azerbaijan Country Director; Yevgeniya Kim, Kazakhstan Country Director; Agnes Banyasz, Australia Country Director; Soonhoon Ahn, Program Committee Director; Heather Lowery-Kappes, New Zealand Country Director, Natalie Kaufmann, Newsletter Director

President's Message

- Thanks to Emily, Marilyn, and Brian
- Welcome to Woongtae

Country/Area Reports

- Australia (Agnes Banyasz)
 - Government – 2 big reports
 - CDAA – Networking Initiatives, Revised Mentoring Program, Corporate partnership programs
 - Review of standards for career practitioners
 - Future of Jobs report
- Azerbaijan (Gulnur Ismayil)
 - Meeting with Dept of Labor
 - Selected ADA University as a role model (2020)
 - Few universities have career centers
 - Ask university people to work with high schools
- Canada (Jose Domene for Jon Woodend)
 - Debate about career counseling versus other services of career professionals
 - Legalization of marijuana – new professions, regulations
- Kazakhstan (Yevgeniya Kim)
 - Hosted the Eurasian Forum of Higher Education Leaders
 - Connected 40 universities – share experiences, support each other
 - Presentation to Highest
- Macau (Claire Ouyang)
 - Government has made career planning part of policy
 - Middle & high schools to provide career development
 - Training for teachers
 - Working on new materials
- Malaysia (Poh Li Lau)
 - University of Malaya is organizing a seminar on "The effects of Mediums of Instruction on Labor Market outcomes: Evidence from Malaysia" on 19 October 2018 (Friday)
- New Zealand (Heather Lowery-Kappes)
 - Government; 2/3 Ed Level strategy – waiting for confirmation
 - Dissolved Careers New Zealand – leaves unmet needs
 - Developing a career action plan
 - Next week – Symposium – 2 international speakers
 - Another conference mid-November

- Current focus is on school career planning – pushing for focus on life long career planning
- Philippines (Carla Siojo for Lucy Bance)
 - APPCU met recently with World Bank & Labor Dept
 - Concern about school-to-work
 - Concern about skill level of applicants
 - Presenting tomorrow at CDAP
- USA (Rich Feller)
 - National Career Development Summit: Career readiness for all students, September 12, 2018 Washington, DC. Effort to make career readiness a central policy priority in national educational system. See Coalition for Career Development <https://globalpathwaysinstitute.org/the-coalition-for-career-development/>
 - NCDA Career Practitioners Institute, October 26, 2018 Portland, OR “Practical Techniques and Strategies for Career Development Practitioners. See <https://ncda.org/aws/NCDA/pt/sp/cpinstitute>
 - NCDA Global Conference, June 27-19, 2018 Houston, TX “Creating Career Interventions to Break Barriers: Empowering Lives and Achieving Equity. See https://ncda.org/aws/NCDA/pt/sp/conference_home
 - Precarious Employment (IAEVG)_report sent to APCDA...I found this article of interest in response. 5 Things I’m telling my kids to prepare them for the future: See <https://www.fastcompany.com/90247298/5-things-im-telling-my-kids-to-prepare-them-for-the-future>
 - Center for Education and Work Report: Three Educational Pathways to Good Jobs https://cew.georgetown.edu/cew-reports/3pathways/?fbclid=IwAR0ntrKYMmUxY4pmKzuRk6B8CVS1M1gXJAVw8CFTkeaTIEv4armc_H8OxBM

Committee Reports

- Bylaws & Policies Committee: Allan Gatenby
 - The restructuring approved at the last Board meeting and refined at the last Officers Meeting has been inserted into the Bylaws and the draft was shared with Allan. Gemma Williams from Hawaii is joining the Bylaws Committee, but Allan is still seeking additional members for his committee. Please refer anyone with talent in this area.
- Membership Committee: Lisa Raufman
 - Lisa is seeking a replacement for herself as Membership Director and additional committee members.
- Newsletter Committee: Natalie Kauffman
 - With Natalie, our Newsletter Committee is comprised of six (6) APCDA members, 3 of whom met for the first times earlier today (since their original meeting at our China conference).
 - Every other issue of the newsletter will be themed, so the committee is once again looking for country submissions for our next issue with the deadline of Wednesday, November 21, 2018
 - The next newsletter theme is: K-12
 - The committee already has 2 possible article authors for the issue
 - Deadline of: Wednesday, January 23, 2019
 - Newsletter advertisement costs will soon be available online in our tab & new ad guidelines follow:

Guidelines for Ads (TY Tanya & Gerald)

 - Advertisements should be labeled as Paid Advertisements and note that APCDA does not endorse the products.
 - Advertisements should be limited to 250 words and can contain graphics. Ads must fit the newsletter's dimensions and not take up more than a half a page.
 - Advertisements should clearly communicate the advertised product or service. It should identify what the product is, who it is meant for and how it will benefit the user or organization
 - Advertisements must have transparency, mention how old the product is, and what is the cost.
 - Advertisements will be reviewed based on the above points by [the] APCDA [Newsletter] Committee. The committee retains the right to approve or deny the publishing of the advertisement.
- **Program Committee: Soonhoon Ahn and Gulnur Ismayil**
 - Looking for webinar presenters – asking possible keynote speakers for 2020 conference
 - Reach out to inactive members of the committee
 - Developing a list of potential speakers

- Working on the professional development of the members of the committee
- Hoping to offer webinars in native languages
- Bundling newsletter themes with webinar topics, so that we
- **Public Relations Committee: Satomi Chudasama and Claire Ouyang**
- AY19 Public Relations Committee Members
 - Satomi Yaji Chudasama, PR Committee Director (USA)
 - Claire Ouyang, Assistant PR Committee Director (Macau)
 - Dr. Connie Pritchard (USA)
 - Arun Mittal (India)
- Committee Charge:

Public Relations Committee is responsible for developing a strategy to build awareness of APCDA in our region and the world. It is responsible for composing informational materials and announcements about APCDA events and services; assuring that our presence on Social Media is current and vibrant; recommending policies relating to the publications of the Association to the Board; and recommending changes in the media policies, marketing plans, and proposals for new publications or products to the Board.
- Committee Goals for AY19
 - Plans to Achieve PR Committee Goals for AY19
 - Increase member engagement and new memberships through social media tools
 - *How:*
 - Re-evaluate how social media tools are currently used and add tools as needed (e.g., WeChat, YouTube Channel)
 - Develop *APCDA Social Media Guidelines*
 - Map out and follow a social media campaign strategy
 - Create a infrastructure for information dissemination through Country/Regional Directors
 - Dissemination of Information Plans to Achieve PR Committee Goals for AY19
 - Design APCDA On-The-Go
 - **Purpose:** Help members share information with prospective members whenever and wherever needed
 - **What:** A quick overview of APCDA to attract new members and partnerships
 - **How:** PowerPoint, Handout (1 page), Videos (1 min. & 3 min. Versions; 1 min. Version to be embedded on PP)
- Plans to Achieve PR Committee Goals for AY19:
 - Create a One-Pager for APCDA Journal
 - *Purposes:*
 - Encourage current members as well as non-members to submit articles for the Journal
 - Increase the number of subscribers as well as the number of citations in various research
 - **What:** One-page handout that can be distributed via email as well as the APCDA website
- Progress to Date
 - Created APCDA WeChat account and sent welcome message
 - Mapped out monthly plans for social media campaigns
 - Developed the list of tasks and target completion dates
 - Started brainstorming social media guidelines
 - Reviewed the video/PowerPoint about APCDA that was created by Dr. Connie Pritchard last year and started formulating ideas for APCDA On-The-Go
- Request for Country/Regional Directors
 - *Please identify most commonly used social media tool(s) in your country or region that you can use in order to distribute information requested by APCDA and its PR Committee Research Committee: Hsiu-Lan (Shelley) Tien*

Financials: Please see attached Year End Financials and FY 19 Budget

- Motion to accept the budget as proposed
- Jose moved, Carla seconded, passed unanimously
- Motion to move \$15,000 from our Checking account to our First Internet Bank CD accounts.

- Brian moved, Jose seconded, passed unanimously

Staff Reports

- IAEVG Conference: The conference included about 500 people from Scandinavian countries and about 250 from other parts of the world
- IAEVG Admin Proposal: IAEVG is seeking an organization to process their membership applications. They believe the amount of work is minor. Emily and I would like to apply because we might learn some tips from this 50-year-old organization and we do not believe there is a conflict of interest.
- PAC Conference in December 13 – 16: Marilyn will be a keynote speaker
- PAC/APCDA joint membership:
PAC currently offers an APCDA credential which bears the APCDA logo. PAC provides software which delivers training and collects assessment responses from trainees. Shelley Tien and her colleagues in Taiwan evaluate the assessment responses (in Chinese) based on criteria set up by APCDA.

PAC is planning to start a new association would provide continuing education for those who hold these credentials. It is likely that the number of members would grow rapidly, similar to JCDA in Japan, which has 45,000 members.

PAC has proposed a joint APCDA/PAC membership. They would collect the fees and share a portion with us, and their members will become APCDA members. Marilyn will hold talks with them in December about this. This has potential to allow APCDA to grow rapidly. We currently have 192 members. This joint PAC/APCDA membership would likely exceed the current number of APCDA members very quickly.

PAC operates in mainland China. APCDA Membership for residents of mainland China costs \$20. Given that PAC is marketing these memberships for us and collecting the information for us, the cost to them for the joint membership would need to be discounted. There are 2 possible options: \$10 per person and \$5 per person. I am quite sure PAC would prefer the \$5 per person rate. If we charge them \$10/person, we would need to explain the value to their members.

This information was discussed briefly, but time was limited, and this decision will need to be made by the Officers at their November meeting. Feedback from all Board members emailed to Board@AsiaPacificCDA.org is encouraged.

Webinars Planned for the Fall:

- September: Millions of Millennials by Hao Guo and Season Yao
- October: Intro to Design Thinking and Positive Psychology for Career Planning by Julie Niell – October 17/18
- November: It Takes a Village: Maximizing Engagement in School, at Work, in Life by Roberta Neault – November 5/6
- December: 5 Steps to Your Dream Job by Vernon Williams – December 3/4

Selection of Vision/Mission Statements

- This discussion was tabled due to lack of time.
- We need to decide:
 - Is our vision that we encourage career development of **individuals**?
 - Or Is our vision that we provide professional development for **professionals**?
 - Please join the discussion by email.

2019 Conference Information

- Tours have been well defined, but we are waiting for the schedule for the AO Show to firm up the final price for that tour.
 - Tour of KOTO – May 21, 2019
 - Morning / Afternoon Tour of Mekong Delta – May 25, 2019

- Evening Tour – May 25, 2019
 - AO Show and Dinner
 - Evening Vespa Foodie Tour

2020 Conference Planning:

- Dr. Narender Chadha and the Program Committee is working on this.
- Two Speakers confirmed: David Reile & Barbara Suddarth
- Looking for a Local speaker
- May be able to afford one more International speaker
- Venue will be selected by Narender soon

The meeting was adjourned at 11:45PM.