

APCDA Board Meeting

February 21/22, 2019

President's Message

- Thank you for being here
- Thank you for your hard work
- Our agenda is Action Packed!
- Solid financial health

Country / Area Reports

- **Australia (Agnes Banyasz)**
 - National & State Materials
 - Future Ready – a student focused National Career Education Strategy
 - The Pineapple Project (sneaky hacks to shine in the workplace)
 - This Working Life (how we work and why we work)
 - CDAA (Career Development Association of Australia) News_
 - Celebrating 30 Years of CDAA
 - Webinar on E-Recruitment
 - Making Sense of Career Research – new webinar series
 - Career Conversation: Tertiary Success: Branding Matters
 - Conference: September 19-21 (Program available March 4)
- **Canada (Jon Woodend)**
 - **CANNEXUS19**, National Career Development Conference, was held January 28-30, 2019 in Ottawa with more than 1,200 delegates.
 - Theme: “**exploring the disruption that is changing how we define work, find jobs, develop skills and succeed in the labour market.**”
 - Three keynote speakers:
 - **Dr. Deborah Saucier** (MacEwan University President) who spoke out against the idea that arts degrees are “useless”.
 - **Dr Mary McMahan** (Australian career theorist) who demonstrated how systems thinking can be used to help clients through stories.
 - **The Right Hon David Johnston** who explored the idea of creating a better sense of trust across Canada.
 - New Book Launched: **Career Theories and Models at Work: Ideas for Practice**. Edited by Nancy Arthur (University of Calgary), Roberta Neault (Life Strategies) and Mary McMahan (University of Queensland)
 - Speakers’ **presentations and handouts available** on their website:
<https://ceric.ca/2019/02/an-expanding-cannexus19-hosted-a-pan-canadian-dialogue-on-career-and-workfor-ce-development/>
- **India (Vandana Chopra)**
 - In India, we are looking forward to seeing you all in 2020.
 - We have held a big career fair in one of the leading universities in Delhi NCR. Its still going on. And I will share the report of this fair in the next meeting
- **Macau (Claire Ouyang)**
 - Continuing seeking for expanding partnership with local NGOs and government departments on promoting the idea of career planning in terms of teachers training and parents education,
 - Organized a committee for improving materials for teachers training upon feedbacks in the past two years, and kicked off the fundraising procedures and relevant research projects
 - Recruiting members
- **Malaysia (Poh Li Lau)**
 - Counseling Association of Malaysia (PERKAMA) is organizing national conference on 1-2 April 2019 at Fakulti Pengajian Pendidikan, Universiti Putra Malaysia, Malaysia. Email: konvperkama21@gmail.com.
- **New Zealand (Heather Lowery-Kappes)**
 - CDANZ (Career Development Association of New Zealand) annual conference:

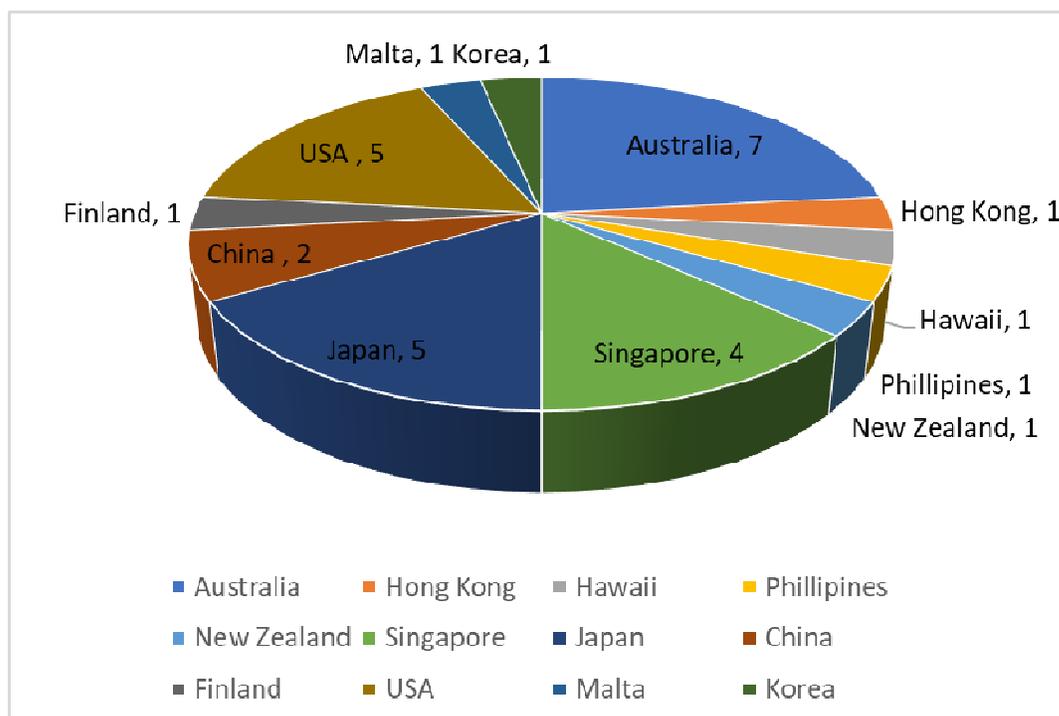
- 5 - 6 September 2019, University of Canterbury
 - Theme and call for abstracts coming shortly
 - New Zealand Government proposes merging 16 polytechnics and technology institutes into single entity <https://www.stuff.co.nz/national/education/110554835/government-proposes-merging-16-polytec>
- NZ Occupational Rehabilitation Conference, 1 Apr 2019, AUT University, Auckland
 - Held in partnership with the AUT University School of Clinical Sciences, this biennial event draws together vocational consultants with multidisciplinary professionals who deliver vocational rehabilitation programmes through ACC, government agencies, community based and private providers to explore best practice in their field.
 - Our programme includes:
 - Approaches to VR – Dr Jo Fadyl, AUT
 - A VR approach to Homelessness – Ashleigh McDonnell
 - Multidisciplinary Teams – Research presentation and panel discussion
 - Clients gaining employment – Literature review and panel discussion
 - Concurrent workshops:
 - The technical, moral and legal boundaries of drug testing in the workplace – Samuel Andrews, NZ Drug Foundation
 - Pain – Naomi Faulknor, Habit Group
 - Motivation – Making it Stick – Ken McMaster, HMA
 - Legal implications of VR and occupational assessment – Sam Hack, ACC
 - Health and safety in VR
 - And more to be announced
 - Register for NZORC19 at www.cdanz.org.nz
- **Pakistan (Raza Abbas)**
 - Career Education
 - Working on legislative towards introducing provincial bill on career education
 - Introducing career coaching at Universities for employability and job creation for students and alumni
 - Working to start a consistent national media talk show on significance of career education
 - Inclusive career education for differently able collaboration with Pakistan Disable Foundation
 - Entrepreneurship
 - Initiated Disciplined Entrepreneurship sessions for emerging entrepreneurs at National Incubation Center
 - Introducing Entrepreneurship Education sessions based on practice at universities
- **Philippines (Lucy Bance)**
 - APPCU: Association of Placement Practitioners of Colleges and Universities
 - 9TH APPCU Annual Convention
 - March 7-8 2019
 - “Talent development and management in the digital age: a challenge to faculty members, placement and student services practitioners, and HR personnel”
 - CDAP: Career Development Association of the Philippines, Inc.
 - 41ST Annual Convention
 - January 24-25, 2019
 - “Responding to Career Challenges of the 21st Century”
 - Coaching the Philennials
 - Mindfulness for Philennials
- **Singapore (Hector Lin)**
 - Working with the government to help the national project of career development to all
 - Recent Developments
 - Working with the local government to recruit and train volunteers with career development skills to be deployed as auxiliary staff in national career centres and to help out in reaching out to the heartlands.
 - Collaborating with the government to develop consultancy programs to help enterprises integrate career development practices in their HR practices, organisation processes and systems.
 - Events

- PCDA AGM 2019
- PCDA CEO Council
- PCDA Conference 2019
- **About PCDA**
 - Impacting Societies Through Career Development
 - Promote and Advocate for Career Development in Singapore
 - Advance Career Development Practices in Singapore
 - Ensure Sustainability to Promote Members' Interests
- **Sri Lanka (Anjana Kulasekara)**
 - Labor skills mis-match – government trying to help
 - Working at the policy level to integrate career guidance
 - Regional training, donor community, career education – need to know about changes in the World of work
- **Taiwan (Yu-Chen Wang)**
 - Anne Chen will be the new Country Director
 - PAC is willing to pay the travel
- **USA (Rich Feller)**
 - *Career Development Conferences*
 - NCDCA June 27-29 “Creating Career Interventions to Break Barriers: Empowering Lives and Achieving Equity, Houston, TX https://ncda.org/aws/NCDA/pt/sp/conference_home
 - NCDCA PDI June 26, Houston, TX https://ncda.org/aws/NCDA/page_template/show_detail/119200?layout_name=layout_details&model_name=news_article
 - IAEVG-NCDA Symposium: International Perspectives of Career Development June 26 Houston, TX https://ncda.org/aws/NCDA/pt/sd/calendar/95762/PARENT/conference_layout_details/false
 - *Studies & Trends*
 - *The Work Ahead: Machines, Skills, and U.S. Leadership in the Twenty-First Century* <https://www.cfr.org/report/the-work-ahead>
 - *Empower the Human+ Worker* https://www.accenture.com/us-en/insights/technology/future-of-work?c=acn_glb_technologyvisiogoogI_e_10886728&n=psgs_0219&gclid=Cj0KCQiAtbnjBRDBARIsAO3zDI8Z3bT6AvnpEznBCX8tIZWGc5qYTZomixUp9IeIPUB3DSwgr4gszAUaAgIDEALw_wcB
 - *5 Career Services Trends Every University Should Embrace in 2019* <https://www.careerleadershipcollective.com/single-post/2019/01/02/5-Career-Services-Trends-Every-University-Should-Embrace-in-2019>
 - *The Shape of Work to Come* <https://www.nature.com/news/the-shape-of-work-to-come-1.22839>
 - *Innovative Books About Career Development*
 - *The Job: Work and its future.* Shell, E. (2018)
 - *The Once and Future Worker: A version for the renewal of work in America.* Cass, O. (2018)
 - *Designing Your Life: How to build a well-lived joyful life.* Burnett, B. & Evans, D. (2016)
- **Vietnam (Minh Chau Nguyen)**
 - The Organizing Committee is working hard to prepare for the APCDA Conference
 - The responsibility for the tours was given to Chau, and she has been bargaining on our behalf and getting great prices for us.
- **Bylaws & Policies Committee: Allan Gatenby**
 - Met in December, working on revised Bylaws
- **Membership Committee: Lisa Raufman & Jon Sakurai**
 - Current membership: 190
 - Met in December
 - Agree that PAC receive reduced Member rates to collaborate with APCDA; as recommend that we "partner" with other "career counseling related organizations in member countries.

- Recommend that Country/Regional Directors identify related professional associations for us to partner or collaborate with such as Society for Human Resource Management.
- Recommend we increase APCDA engagement sessions at universities in respective countries.
- Recommend that we survey our Professor members about the possibility of creating student chapters on their campuses (maybe a pilot program with those students being eligible for special scholarships and free webinars?) If we can introduce APCDA student chapters, hopefully, it will have a greater impact.
- APCDA should offer 15 minute complimentary TED Style webinars free of cost session to attract members on topics mentioned in the annual member survey
- We will conduct two New Member Online Orientations; one to occur before the scholarship deadline.
- Next Orientation is March 13

- **Newsletter Committee: Natalie Kauffman**
 - Next Deadline: March 20
 - Excited about suggestion for next theme newsletter – college best practices – June issue
 - If any *Country/Area Director* would like to use all or parts of their Board Meeting-provided *Country Reports* for our next *APCDA Newsletter* issue, please send it in a **Word** document to Natalie at Newsletter@AsiaPacificCDA.org by Wednesday, March 20th.
 - Shout out of appreciation to Australia Country/Regional Director, Agnes Banyasz, for suggesting the following for our next APCDA Newsletter theme:
“Career Development Challenges, Research and Best Practices with College/University Students Emphasizing the employer connection with College/University students and focusing on Best Practices, Challenges and Research regarding . . .”
 - Employer Partnership Strategies
 - Internships and other 'hands-on' experiences
 - Successful Job Placement Programs
 - Newsletter article submissions for this next theme issue is **Wednesday, May 22, 2019.**

- **Program Committee: Soonhoon Ahn and Gulnur Ismayil**
 - Work in progress & Plans
 - PC Goals/Mission
 - Criteria for Webinar presenters/ Speakers
 - Working list of potential speakers
 - Cooperation with other APCDA committees (ex. PR & Newsletters)
 - Cooperation with PR committee
 - Fee for webinars: 15/20/30
 - Country directors to promote webinars
 - Timing and time differences
 - Webinar feedbacks
 - 2019 Webinars: plan & statuses
 - Dr. Praveen Prameshwar ‘*Lifology: Let’s develop this newest subject together*’ – January 2019
 - Dr. Mary McMahon ‘*Systems thinking, systems stories and narrative career counselling*’ – February 25th, 2019
 - Dr. Brian Schwartz – March 11/12, ‘*Blending Psychological Type and the Ancient Wisdom of the I Ching to Form a Universal Career Assessment Model*’
 - Dr. Marilyn Maze – ‘*Career Planning Around the World*’, July 11/12, 2019
 - Dr. Constance Pritchard – ‘*NCA Credentials*’, August 21/22, 2019
 - Dr. Britt Andreatta – September-2019
 - Ms. Jaana Kettunen – October 24/25, 2019
 - Ms. Tuna Dagli & Ms. Gulnur Ismayil ‘*Career credentialing and certification programs around the world*’ – November, 2019
 - Lorie Humphrey/Rich Feller, YouScience?? – introductory presentation: no response. Perhaps suspend it a while?
 - Speakers/presenters
 - Total 30



- Topics:
 - AI, Data Science & Career Technologies
 - Elderly Career Services
 - Human capital development and transformation in industrial revolution 4.0
 - Empowering modern career coaches and practitioners
 - Neuroscience of decision making and personal development
 - Educating for Resilience
 - Job search strategies
 - Credentialing in career counseling

- **Public Relations Committee:** Satomi Chudasama and Claire Ouyang
 - Participated in the Program Committee meeting to identify collaboration opportunities.
 - Cherry May Palacio from the Phillipines has joined the team.
 - Our next steps:
 - Connect with the Membership team for collaboration relating to member engagement opportunities.
 - Increase postings in social media platforms by featuring members, etc.
 - Continue to facilitate discussions on WeChat.
 - Start working on the APCDA On-The-Go.
 - Requests for the Board and Country/Regional Directors:
 - Nominate members we can feature in social media tools.
 - Volunteer to share a super-brief version of country/regional report to be included in social media platforms.
 - We need multiple volunteers from country/regional directors over the course of next several months.
 - Volunteers can go for Q&A with a PR committee member in a written format or opt for a quick video (no more than 1 min)
 - ***Please reach out to publicrelations@asiapacificcda.org with nominations and volunteer opportunities stated above.***

- **Journal: Brian Hutchison**
 - March – issue #2 – 3 articles, but not quite ready yet
 - Lead Article: Jim Bright & Richard Pryor – Chaos theory

Financials (Jose Domene, Treasurer)

- 4/12 months

- We seem to be where we expect to be at this time of year financially
- See attached financial statements

Staff Reports

- **Working with other organizations:**
 - Media Partner for Future Workforce Asia Summit 2019
 - Co-sponsor for Career Construction Institute
 - Global Career Services Summit
 - Lisa Raufman requested that we have Facebook podcasts that are perhaps 10-15 minutes long from each event
 - Brian asked Hector to take the lead on contacting Satomi with the idea of capturing some content (I like video too) of the Future Workforce Summit?
- **Martha Russell Scholarship Winner**
 - Nguyen, Chi, Vietnam
- **Emerging Leader Scholarships Winners**
 - Barreno, Ziella, Philippines
 - Kim, Hae Na, South Korea
 - Kong-Ho, Yvonne Shi Qi, Singapore
 - Mamauag, Marife, Malaysia
 - Rafi, Kazi Ashique Ahmed, Bangladesh/UAE
 - Shao, Hongshan, China
 - Soso, Fiona, Papua New Guinea
 - Wong, Valerie, UK
- **2019 Conference**
 - Conference registration: 95
 - Conference Treasurer: Anjana Kulesakara – Thank you
 - Session Monitors – Need as much help as we can get
 - Silent Auction – Please remember to bring gifts for auction from your country
 - Conference App
 - Would allow instant communication of schedule changes, photos of locations or other transportation issues, and instant calls for help if any is needed
 - Would allow communication among attendees, to make meeting easier.
 - We could send messages to everyone about things like the closing of the Silent Auction, and come pick up purchases.
 - In the previous conferences, some presenters cancelled on us at the last minute, so we were forced to change schedules. even the sudden changes, it is easy to change by using the app, and the app can also be used at conferences after next year.
 - Vote: Unanimous in favor
- **2020 Conference**
 - Conference Venue - Manav Rachna International Institute of Research and Studies (free)
 - Hotel - Taj by Vivanta (special price)
 - Theme: Think Globally, Act Locally
 - Keynoters:
 - Barbara Suddarth
 - David Reile
 - Ji-Yeon Lee
 - Narender Chadha
 - Tours in progress

Vision:

A forum for sharing career development ideas and practices in the Asia Pacific region and engaging the world

about these insights.

- Jose moved, Carla seconded. Vote was unanimous.

Mission

1. To promote collaboration among career practitioners throughout the Asia Pacific region
 2. To inspire existing and potential career practitioners to deliver theory-based and research-driven career development services
 3. To promote research in the field of career development
 4. To advocate for workforce policies and practices that foster inclusion and access to decent work for all
- Brian moved, Jose seconded, Approved Unanimously.

Organizational Partnership Agreements

○ APCDA Accreditation of a Training Program for Professionals in our Field

- We already do this for PAC
- PAC follows NCDCA standards and uses NCDCA materials (translated to Chinese) in their training
- Need guidelines about when and how we do this
- Taskforce include Brian Hutchison, Woongtae Kim, Jose Domene, Carla Siojo, Poh Li Lau, Midori Nonogaki, Momoko Asaka, and Lucy Bance
- Evaluating such programs is an activity within our mission
- How do we evaluate programs without bias? – We must not show favoritism. Ask the task force to address this.
- Our mission is for career practitioners. We need to be careful that we do not try to serve clients.
- Lucy Bance commented that this It will be useful for the Philippines because we do not have enough licensed counselors in the country. Those without license in the Phil. are called career advocates but they do not have an organized training.
- Midori Nonogaki commented that Japan also has the possibility of introducing things like PAC in the future, so they are interested in joining the taskforce

○ One Year Free Membership for All Graduates of Career Services Training Programs

- This is not controversial – we all agree on this

○ Joint Membership

- Local Association collects 50% of our regular fee and sends it to us with contact info for each member
- The member is added to our database and treated like any other member
- Possible Benefits of PAC/APCDA joint membership:
 - Representation by APCDA at Local Conference
 - APCDA provides newsletter articles for local newsletter
 - Local Association submits news articles for APCDA's newsletter
 - Local Association translates some of APCDA's newsletter into the local language
 - Local Association asks members each year if they plan to attend the APCDA and facilitates group attendance
- Sending an APCDA Representative to the Local Organization event needs to be carefully defined in the agreement.
 - Marilyn argued that APCDA is offering to send a Board Members (because Board Members do, in fact, represent APCDA) and to pay the airfare to the country using the income from the joint membership so that the "Joint Membership" is a shared commitment between APCDA and the local organization. Shelley had previously argued that the local organization should pay the air fare, but there was general agreement that this was not a "joint" relationship.
 - We agreed APCDA would **not** pay a fee/honorarium to the speaker, but the local organization could pay such a fee if they wished to have a speaker who required such a fee.
 - APCDA's cost would be limited to air fare and not exceed the income already received from the Joint Membership (even if that limited the countries from which the speaker could be chosen).
- We agree to follow legal and ethical practices and to terminate the relationship if there are violations.
 - We currently follow the 2017 IAEVG Ethical Guidelines.
- Further details will be worked out by the Taskforce.

The meeting was adjourned at 11:42PM

Respectively Submitted,

Momoko Asaka

Secretary