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***NCDA Board of Directors Meeting***

**June 27 – 28, 2023 \* Illinois Boardroom, Sheraton Grand - Chicago**

*Lakeisha Mathews, President Courtney Warnsman, Trustee*

*Sharon Givens, Past President David Ford, Trustee*

*Carolyn Jones, President-Elect Celeste Hall, Trustee*

*Marty Apodaca, President-Elect-Elect Diandra Prescod, Trustee*

*Julia Makela, Secretary Jim Peacock, Trustee*

*Deanna Knighton, Treasurer Stacy Van Horn, Trustee*

*Lisa Severy, ACA Governing Rep Deneen Pennington, Executive Director*

**Tuesday, June 27, 2023: Meeting Called to Order by Lakeisha at 8:15 AM CT**

**1. Roll Call (Julia)**

All in attendance.

A quorum is present.

**2. Approval of the Agenda (Lakeisha)**

**MOTION** was made by David to approve the agenda.

Seconded by Carolyn.

Julia suggested the addition of a discussion of the US Supreme Court ruling on race and admissions that is expected to be released during our NCDA conference. There could be value in ensuring that Board members are informed on the issues and that, as a group, we have an opportunity to think about implications for our membership and our work. David added that this discussion may be extended to consider recent developments in anti-racism/DEI policies at the state level.

**AMENDMENT** was made by Julia to add an agenda item for a discussion of potential impacts of the anticipated US Supreme Court ruling on race and admissions and related state-level policies, considering implications for NCDA.

Courtney seconded the amendment for an agenda addition.

Motion passes to approve the agenda, with addition, unanimously (no opposing votes, no abstentions).

**3. Approval of the April Minutes (Julia)**

*Please see the copy of the April 2023 minutes provided by the National Office on the Board webpage.*

**MOTION** was made by Marty to approve the April minutes.

Seconded by Carolyn.

Motion passes unanimously (no opposing votes, no abstentions).

**4. Report out on Action Items (All)**

***Brain Trust Meeting – Global Positioning of NCDA (Lisa and Lakeisha)***

The Brain Trust Meeting will occur on Friday, June 30, as a part of the conference, with the primary topic of conversation to be a discussion of what we would like the role of NCDA to be internationally. Is NCDA a US organization with international members? Or, are we a “world career development association”? How do we want to position ourselves, and what does this positioning mean (e.g., for resources, services, staffing)?

In addition to this in-person meeting, there will also be opportunities for the Brain Trust to submit reflections via email to Lisa and possibly in further discussion via zoom in July.

**ACTION ITEM:** Lisa, Lakeisha, Jim, and Carolyn will draft a report that reflects from the Brain Trust’s input on the Global Positioning of NCDA.

**5. Membership Report (Deneen)**

*Please see the June 2023 Membership Report spreadsheet provided by the National Office. Additional reflections provided here:*

The membership report provided on the Board website was prepared on June 1, 2023 and reflected 5,392 members. As of June 27, 2023 we are now at 5,723 members – in a very good place. The increase is likely due to conference registrations, and may also be impacted by individuals using up end of fiscal year budgets.

In particular, new professionals and student memberships have increased considerably. This points to the conference being a draw, and also begs the question of: “how do we keep them coming back?” Additionally, memberships in the southern regions continue to increase. This may be a factor to keep in mind when planning the location of future in-person events. We do note that the number of memberships coming directly through ACA continues to dwindle (at 7% now). However, many of these people may come to us directly – so the statistic can be misleading. We also note that the split in membership between counselors and non-counselors remains pretty even at nearly 50%/50%.

**6. Treasurer’s Report (Deanna)**

*Please see the May 2023 Treasurer’s Report spreadsheet provided by the National Office. Additional reflections provided here:*

We remain in good financial health. As of May, we are running a net profit overall. Professional development income may be a little flat as we get the Hub up and running with a number of free offerings. But, that is getting the new programs off the ground. Credentialling continues to exceed expectations, but it has also had some higher expenses this year with some of the revisions processes. With the conference, we are recognizing that onsite costs have grown, and there may be a need to consider second-tier cities in the future in help balance things out and keep costs manageable. We have several years already planned – San Diego (2024), Atlanta (2025), Minneapolis (2026). But after this, where might people want to go that is still welcoming and affordable, as well as has good transportation options? Ideas shared included Long Beach, Anaheim, Kansas City, Austin.

**7. Officer and Staff Reports**

***ACA Update (Lisa)***

A public meeting was held for ACA division Presidents and Executive Directors as the organization is exploring new governance structures. The current ACA Governing Council is quite large, and they are considering a reorganization to increase efficiencies and improve communications. No decisions have been made at this time, however, changes are likely in the coming year – including a likely change in NCDA’s representation in this governing body.

If changes do occur, we will want to consider how this also affects the organization of the NCDA Board. This can be a part of the October 2023 strategic planning discussions.

This conversation about representation and relationships with the ACA Governing Council spurred additional topics of conversation, including:

* ***Recognizing the value of connections to ACA***, with support across domains within the counseling professions advocating together (e.g., the Counseling Compact and recent lawsuits related to counseling licensure. “We need to be on the same page and working together.”)
* Reflecting on when we are a ***“resource” association vs. a “home” association*** for members.
We do not need to be the *home* association for everyone. Individuals and organizations do not have enough resources to be deeply involved in every organization. Where can/should we be the go-to-resource organization for those who need resources related to career development and career services – even when we are not their home institution? How do we encourage this?

This could be a strong ***Leadership Academy Project***. Who are the newer professionals coming to the conference? – career counseling versus other sources of our constituencies? For what percent are we their homebase versus a resource. Don’t have to be a “home” for everyone. When does it make sense to be a resource… and what does that look like?

If we are not trying to be everybody’s home, we can make efforts to keep connected through the resources at significant time in people’s careers. If we can discover a member’s “why”, we can develop ***strategic marketing*** (e.g., specific advertising, articles, webinars), and staff appropriately to recruit and retain members.

***Committee Succession and Feedback (Carolyn)***

All NCDA Committees have Committee Chair succussion plans in place, except the Ethics Committee which will be discussing their plan at this annual conference.

In recent months a “temperature check” survey was sent to all committee members to assess alignment with committee purpose and goals, and well as how welcome, inclusive, and supportive members feel. The National Office and Board reviewed responses and open-ended comments from all Committees, the vast majority of which were highly positive. In limited cases, responses indicated some need for additional support to the Committee Leadership, which the National Office and Presidents will follow-up with.

***Professional Development Update and Visit from PAC (Melissa and Carry Shen)***

*Please see the Professional Development Update and PD Survey Results documents provided by the National Office. Additional reflections provided here:*

There are now 25 episodes available in the ***NCDA Career Practitioner Conversations Podcast*** series. These are released on the 2nd and 4th Tuesdays of each month (with a hiatus in June due to the annual conference). There are already 7 recordings scheduled for the coming year. We have had a diverse group of podcast leads including Board members, committee chairs, NCDA publication authors, State and CDA officers. We have more than 5,500 downloads, with a rate of approximately 600 downloads per month. Listeners come form 72 countries. Top episodes include:

1. The Role of Mental Health in Career Development with Dr. Seth C. W. Hayden (371)
2. Personality Type in Career Planning, Satisfaction, and the Job Search Process with Paul D. Tieger (342)
3. Salary Negotiation with Dr. Sarah Federman (298)
4. Mapping the Future of Undergraduate Career Education with Melanie Buford and Michael Stebleton, PhD (278)
5. Supporting the Career Development of Underrepresented Students with Dr. Eboni Zamani-Gallaher (275)

Our ***NCDA Webinar series*** has also been running strong, with one or two presentations offered monthly. Recent webinars have addressed topics of Multiple Lenses of Mental Health and Well-Being (Courtney Warnsman and Panel), a DEI panel which explored the effect of being “othered” on careers, and The Human Skills Gap: Empowering Youth (Chris Macky & Courtney Reilly). Upcoming Webinars will focus on AI and Career Development, Ethical Dilemmas, and Collaborative Negotiation in Career Development. All recorded webinars are available on NCDA’s YouTube Channel. The November slot is open for a Webinar topic. At least 6 weeks is requested for a lead time on scheduling webinars, in order to provide time for sufficient advertising.

A highlight for this year has been the launch of the **NCDA Hub***.*The program, platform and software integration is up and running. Our next focus is it is getting people signed up and engaged. There is a new button at the top of the NCDA website, with help videos available and a help email address.

Several learning opportunities are now available in the Hub, including three DEI mini-courses, two courses built around the Podcast series, and CE opportunities for engaging Career Developments Magazine. Non-members are able to access the Career Developments Magazine here.

New opportunities are in development in the Hub. We are working on modules for career development competencies for working with veterans. The goal is to release these in September; individuals will be able to earn 6 CEs. The team is also working on a “Best of 2023 Online Continuing Education Bundle”, and additional Career Developments Magazine CEs for future issues.

There are future plans to put the CCSP assessment on the Hub. When members renew, they can get CEs in the Hub, which will bring them into the system. We can promote the Hub, but also individual courses specifically.

A later conversation will be with FCD completers. Once we have enough users, we would like to pull a focus group together regarding their experiences.

**ACTION ITEM:** Board members are asked to reshare Hub posts from NCDA on their LinkedIn next week, as well as to generally reshare these posts that come from NCDA.

***PAC Agreement and Advancing Career Development in Taiwan***

Following a recent NCDA visit to Taiwan, Carry Shen presented to the board to share an update on the strategic partnership between PAC (People Achieving Consulting, based in Taiwan) and NCDA. PAC and NCDA began working together in 2011 with the aim of bringing career development knowledge and training to teachers and practitioners in K-12 schools. NCDA serves as a source of knowledge and research. PAC currently has an MOU with NCDA to “comprehensively enhance the quality of youth education, development, employment and entrepreneurship.”

PAC has developed a four-stage training and certification system for professionals that is being rolled out across China, Hong Kong, Macao, and Taiwan. This includes:

* Career Development Practitioner –
An introduction to applying career development in the classroom (e.g., for school teachers); 18 – 24 hours training.
* Career Development Advisor –
Similar to NCDA’s FCD Curriculum, with some adaptations for context. Focused on practical application. Requires work experience or integration into graduate school curriculum.
* Career Development Instructor –
Similar to Career Development Advisor, yet also has experience in teaching.
* Master of Career Development –
Has 10+ years experience, with a deep understanding of theory, application, and local experience.

There are nearly 6,000 people with training at the different levels (4 at the Master of Career Development level). Numbers were growing steadily pre-COVID, but growth has slowed since because there are face-to-face training requirements which were difficult to achieve with quarantine policies. They are building momentum again, and now have 15 training partners across the Great China Area.

***Social Media Training (Katy)***

NCDA currently has a presence on four platforms (Facebook, Instagram, LinkedIn, Twitter). After a recent removal of bots, we have as many as 25,907 followers across these platforms, and we are working hard to increase engagements (e.g., likes, saves, comments). LinkedIn is our biggest / most active platform. We recently placed our first paid conference ad in LinkedIn, and we seemed to have gained approximately 20 – 30 conference registrations from this.

We have five main goals for our social media activity, including:

1. *Genuine connections with members.*
Communicating that we recognize the genuine people behind career development, and that NCDA is here to support them in all that they are doing.
2. *Get to know NCDA.*
All post should have a clear value add. They communicate why we are sharing that link. For example: “Read this article because it will help with XYZ...”
3. *Getting comfortable with video.*
NCDA posts should incorporate more video media (e.g., clips from interviews at the conference or as a part of our podcast series). These can address the “why” we are putting the material out there and give our audience value-added information. Providing this kind of information encourages audience members to share our posts because they understand the contribution.
4. *Continuing posting regularly on a daily basis.*
Share what is next, with graphics ready that correlate across media to create a cohesive message.
5. *Engage and excite new and potential members.*
Share why they should get involved and how to do it.

Board members were encouraged to engage with NCDA social media efforts by:

* *Reposting NCDA posts on their social media accounts.*
It is important to repost (rather than create our own original posts) because resharing creates a “spider web” of connections that points back to the value of the original organization. When we reshare, it can be valuable to add our own thoughts as to why this resource is important or valuable. Add your own experience to the main post or link.
* *Share events and opportunities with Katy to get them on the social media calendar to be tagged in posts.* Katy has monthly strategy meetings with the National Office team to set social media agendas, and can insert committee, trustee, and other activities embedded in the advertising when it is shared.
* *Learn about – and contribute to – content creation.*
Katy offers the opportunity for one-on-one social media learning sessions for tactical planning and execution. She can spend an hour with us to learn about what we are doing, and provide recommendations on how to improve our social media contributions. Additionally, she mentioned sharing a “how to” sheet on creating videos. The best amount of time for a social media video is 12 – 15 seconds – have a hook, and explain why they should keep watching or otherwise engage.

**ACTION ITEM:** Katy challenged each board member to select and try a tactic to boost social media engagement.

**8. Work Group Reports**

***Membership Committee Report 2023 (Heather Robertson and Mary Edwin)***

*Please see the Membership Committee Report 2023 PowerPoint provided by the National Office. Additional reflections provided here:*

The NCDA Membership Committee shared updates with the Board, highlighting activities and accomplishments from the first year of their committee’s five-year strategic plan. They have an aim of increasing membership by 10% (550 members) in the next 5 years, by leveraging two key approaches: retention and recruitment. Over the past year, the committee developed a strategic plan which explores a variety of strategies to support these aims.

Some recruitment ideas include:

* Review of website, social media, and email communications for membership recruitment
* Gather data from NCDA committees for potential member outreach

Some retention ideas include:

* Membership table at the conference, with potential join/renew discounts
* Membership needs assessment initiatives at the conference
* A variety of strategies to reduce payment process barriers at renewal
* Collaborating with FCD instructors to explore possible retention strategies for new course completers

The Membership Committee will stay connected with the Board on next steps, as they anticipate that some of the activities they would like to pursue may require Board approval and/or support.

***Mentoring Program (Sharon and Melanie)***

In our pilot program this year, we received 34 mentee applications and 67 mentor (5+ years of experience and membership) applications. We had 30 original matches, with 3 additional mentees added. 5 matches terminated by the time of the conference, due to a variety of reasons (e.g., job changes, lack of contact, time zone conflicts, work conflicts, or unprofessional interactions). 28 (85%) of the matches were still in place 9 months into the program.

At the 7-month early evaluation, comments predominantly demonstrated gratitude for the program (71%). Monthly ebulletin emails have a strong open rate (70-85%). However, the mentoring webpage, resources, and Mentor and Mentee Secure Space sites have received minimal traffic.

The program is entering into the closure phase, with three ebulletins remaining (July, August, and September). The formal program will close at the end of September, with final evaluations due from participants on October 16, 2023. When the program is complete, an evaluation and review will occur with recommendations to the Board for next steps.

***NCD Month – CERIC and CCDF North America Collaboration (Deneen and Celeste)***

In the last year, NCDA was approached by CERIC and the Canadian Career Development Foundation to participated in a North America Collaboration for National Career Development Month to communicate the importance of career development via a social media campaign. We plan to engage in this again this year. Katy, our marketing consultant, has been working with their marketing team and the preparation work is complete. We will be connecting this with our poetry and art initiatives, which have received much more involvement since we have moved them virtual. We’re also looking to get the State CDAs involved for broader participation. More information will be shared on how to engage, with tutorials on creating videos and voice overs for social media.

***TEC – New Members (Carolyn)***

*Please see the application form for Craig Bryant provided by the National Office. Additional reflections provided here:*

Carolyn presented the application of Craig Bryant for the open position on the TEC.

**MOTION** was made by Jim to approve addition of Craig Bryant to the TEC.

Seconded by David.

Motion passes unanimously (no opposing votes, no abstentions).

***Global Connections and ISSC (Jim)***

Jim provided an overview of the status of NCDA’s international committees, reporting on his dedicated Trustee-at-Large role in the past year.

The International Student Services Committee is doing well. Their purpose is clear and focused – higher education career professionals working with international students studying in the US. Jim shared that it is “amazing how active and organized they are.” Members across the committee are highly engaged, cooperative, and productive.

The Global Connections Committee has been struggling with an unclear purpose, and committee members express dissatisfaction with their experience as a whole. Meetings tend to be limited to committee leadership, as opposed to engaging all members. There have been tensions with uncertainty or desires to change the mission of the committee. Other members are calling for more attention from NCDA leadership – wanting NCDA to do more. After discussion of Jim’s experience and review of recent committee member survey data, the Board suggested stepping in to help committee leadership organization at this time.

**9. Conference Review (Lakeisha and Deneen)**

*Please see the Board’s Conference Schedule 2023 and Conference Numbers documents provided by the National Office. Additional reflections provided here:*

As of the pre-conference Board meeting, 955 people were registered for the conference. Additionally, 100 people registered at hotel were not yet registered for conference. Signs indicate that we are likely to achieve our goal of 1,000 conference attendees.

**10. Nominations and Elections Rubric and Plan for Next Year (Sharon)**

A project team lead by Sharon has been working on how to restructure the nominations and elections process to enhance transparency and efficiency. We plan to build a portal for submissions and add a clear rubric that can be completed in the portal. Survey Monkey will likely be used to centralize this. The next team meeting will be held in August, with an aim to have this ready in September. The call for nominations comes out in November / December, so this provides plenty of time to complete the transition.

With the new call for nominations, we will offer Zoom meetings to introduce the roles and review the position requirements. This may help encourage people to run. Even those would are not yet eligible can still listen in to learn about ways to get engaged prior to Board involvement, setting themselves up to be successful as a Board member.

**11. New Mexico Career Development Association Bylaws Approval (Lakeisha and Deneen)**

*Please see the New Mexico Career Development Association State Division By-Laws document provided by the National Office. Additional reflections provided here:*

New Mexico Career Development Association has presented a new set of bylaws for approval, with NCDA as the parent organization. They discovered a new partner with an organization that serves many of the same populations and was looking for national representation. It is a positive new chapter in New Mexico’s journey.

**MOTION** was made by Marty to approve the New Mexico Career Development Association State Division By-Laws, as presented.

Seconded by Lisa.

Motion passes unanimously (no opposing votes, no abstentions).

**12. Update Technology Standards and Plans for an AI Webinar (Julia and Lakeisha)**

NCDA will hold a Webinar on Friday, August 11, 2023 (11:00am – Noon Eastern Time) addressing the topic of AI in Career Development. It will bring together a panel of international experts – Jaana Kettunen (Professor of Guidance and Vice-director at the Finnish Institute for Educational Research (FIER) of the University of Jyväskylä), Haishuo Lee (Superintendent of Wagor International School in Taiwan), and Jeremy Schifeling (Khan Academy). They will address trends in technology and career development, focusing on how the future of AI impacts our work.

**13. ARCS Collaboration Opportunity (Julia)**

*Please see the ARCS collaboration and ARCS Newsletter documents provided by the National Office. Additional reflections provided here:*

Julia shared an overview of the Assessment and Research in Career Services Network, a professional listserv that was established in June 2014 to facilitate conversation among career services professionals who are engaged in assessment and research within practice environments. As described in the documentation provided to the Board, the group currently has more than 380 members and has actively connected via quarterly newsletters, information gatherings at national conferences (including NCDA), virtual townhalls, and listserv conversations over the past 9 years. The listserv has been housed through the University of Illinois Urbana-Champaign, led by Julia Makela. Due to recent leadership changes, the group is looking for a “new home”, and the transition team would like to seek a merger with an established professional association. NCDA is on a short-list of associations they are approaching.

ARCS could offer NCDA content expertise in an area that we do not currently have a concentrated strength – program assessment and data analytics. This could both be of interest to current membership and a draw to help us reach new membership populations in career services offices. NCDA could offer ARCS stability and professional development infrastructure that is difficult to maintain for an all-volunteer group connected across organizations (e.g., webinar support, publication avenues in the Career Development Magazine and Career Convergence, repositories for professional development resources in the Hub).

The Board discussed being open to the idea of a transition period for ARCS, with a MOU that would work toward creating a committee oriented toward program assessment / data analytics. We could look for Co-Chairs from the ARCS community to help with the transition, and perhaps provide a Board representative / liaison to work with them who is not a current ARCS member.

We also discussed that not all ARCS members are current NCDA members. How would this transition be handled? Would all active members of the NCDA Committee (those on the roster, leading the committee efforts) need to be NCDA members immediately? Could we offer support for a transition period? Ideas were provided regarding a discounted membership for one year to current ARCS members who were joining to support the committee. Perhaps so they could learn about NCDA and what it has to offer? Maybe an annual conference discount? These will be things to consider as we look toward the MOU.

**MOTION** was made by Julia to indicate that NCDA is interested in developing an MOU with ARCS to engage in a transition period to work toward a committee.

Seconded by Lisa.

Motion passes unanimously (no opposing votes, no abstentions).

**ACTION ITEM:** in July, **Julia** will connect with the ARCS Transition team to share NCDA’s interest in developing and MOU for a transition period to work toward an NCDA Committee. Julia will report back at the next Board Meeting.

**14. US Supreme Court Ruling Reflections**

The Board acknowledged that a US Supreme Court decision on the issue of affirmative action in college admissions decisions was likely to occur during our annual conference. We had a proactive discussion regarding our planned response, deciding that we would craft and send a position statement as well as plan additional programming to support education and advocacy.

The position statement that NCDA put forth should align with the purpose of our association. We are driven to support members. Therefore, we will speak directly to career practitioners – communicating how we support them, as they are supporting their clients and students. The roots of career development are steeped in social justice. We need to say: “ We believe this is wrong. But it is happening, and therefore we are here for you.” The Presidents will draft a statement this week, with reviews from our DEI Committees and Board before sharing more broadly.

Beyond the statement, there will be value in empowering practitioners via webinars and townhalls that center on advocacy. What steps can we take to proactively rally around DEI needs? This will be a continual conversation and focus on Board agendas.

**15. Credentialling Commission and TEC Update (Aaron and Jessica)**

The credentialling programs continue to progress well. We have a strong quality and reputation, with more than five countries coming to us for support. The time period for the previous strategic plan will wrap up this winter (2020 – 2024), and all goals have been met. This includes being on track to reach financial goals with more than $72,000 in profit. Approximately 30% of current membership is credentialed.

The Certified Career Services Provider (CCSP) multiple choice exam is well on its way, with all development timelines on track. Testing is likely to start in fall 2023, with final exams anticipated to be ready for release in June 2024. This could serve as a model for standardized testing growth for other credentials.

Looking forward, the Commission shared that “we have proved that we can offer high-quality credentials.” Now, we are in a place to expand the brand and “step into a sustained premier-provider spotlight”. Marketing will continue to be a large part of the Credentialling Commission’s discussions. They will also be refreshing and reevaluating the processes (updating the policy manual to on board new commissioners, benchmarking against NCDA’s policy manual, etc.). They express a need to best position the Commission for growth, as we are now looking at approximately 1,000 new credential holders annually.

The Commission is looking to work more closely with the Board in the next quarter to examine strategies to operate in ways that are more sustainable and cost effective. How do we grow properly and handle the numbers with renewals? How do we maintain quality and customer service? How do we make the next growth step properly knowing that it is working? What do we really want to create, and where do we want to be? The Commission will be working on a business and revenue generating plan with Board input.

**ACTION ITEM:** Celeste, the Past President, President, President-Elect, President-Elect-Elect, and Deneen, will meet with the Credentialling Commission between before the October Board Meeting to discuss needs.

Finally, updates were shared regarding the Certified School Career Development Advisor (CSDCA) Credential, which was released in February. It is offered as a stand-alone training and credential, different from the Facilitating Career Development training, and requires only 40 hours to complete. Approximately 18 people have been credentialed this year to date. We are working carefully to avoid this becoming viewed as a resource for only school counselors. The vision is broader and more inclusive; teachers, Career and Tech Ed professionals, principals, and career specialists who work in K-12 environments can all benefit. We have a desire to market this opportunity at conferences like ASCA, and have made efforts to ensure that it is differentiated from their offerings.

**Adjourn**

Adjourn at 11:30 AM CT.

*First draft of meeting minutes was submitted to the President and Deneen Pennington on August 6, 2023 by Julia Panke Makela. Last Updated August 6, 2023.*

**Saturday, July 1, 2023: Conference Reflections Meeting
Called to Order by Lakeisha at 8:08 AM CT**

Many thanks were offered to the National Office team for a successful annual conference with attendance back to pre-pandemic numbers. There is much to celebrate here.

Some reflections to note for future years include:

* ***The name badge ribbons were a hit!*** Please put this on the supply list for next year
* ***This particular hotel was challenging to navigate*** – the floor numbering was confusing, and building signage was not very good.
* ***The space and format of the roundtables continues to be challenging.***
The topics and presenters continue to be popular. This year, proposals were 100% blind review, so some big name presenters received roundtable setups. One suggestion was to have “real tables” to gather around. Maybe this could help focus the conversation around a small group? Also, the only place to put roundtables is typically in the exhibit hall. The ceilings are high and the sound bounces. Can the tables themselves be less concentrated? Maybe mixed throughout the vendors so the sound is more spread out? (Maybe vendors would like this too because it would send people through their booths?)
* ***Vendors felt that they were not treated well at this conference.***
There were very few draws to come into the exhibit hall during this conference. The roundtables were separated by a wall and had an alternative entry. And the food and drinks were not always in the space.
Do a survey of the vendors to ask what they need, or ideas they have for drawing people in. A bingo card with a drawing if you visit enough? Put all food at the back of the room? More tables in the space during reception to keep people in the room? Seating area and entertainment constantly in the exhibit hall to encourage traffic (e.g., ASCA)?
Need to change the experience for vendors (not just an NCDA experience… this is happening across the industry). Think of the marketing opportunities. Do they have a social media spot in the run up to the conference? Rolling screen PowerPoints (did not have them this year due to hotel costs, but in future years can bring this back)?
* ***Speaker suggestions to assist those with hidden disabilities.***
It would be helpful remind speakers / presenters to default to talking into provided microphone to assist those with hearing impairments, or even our international visitors who may have a challenging time when voices are not loud and clear. Mobile mics would be great.
Also encourage speakers to use transcription software. *(PowerPoint has a great real-time transcription option that we saw in action during the DEI Symposium.)*
* ***We did not mention the evaluation during the conference. Should be mentioning that this is coming.*** Prime people to expect the survey and encourage them to complete it.

Finally, Diana from the Government Relations Committee shared that they are recruiting new members and encouraging engagement, particularly at the state level. About 20 states have an individual who has expressed interest in connecting with the Government Relations committee, and linking to national efforts. But, there is much room for growth here. If you know CDAs or individuals who are interested in getting involved, please have them reach out to the Government Relations Committee Co-Chairs.