MCA Board Meeting

Monday, February 24, 2020

Via Zoom

8:00 p.m.

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| **Board Members** |
| 1. \*PRESIDENT (2019-2020)
 | Ajita Robinson |
| 1. \*Past President (2018-2019)
 | Catherine “Cathie” Eaton  |
| 1. \*President-Elect
 | Carol ZA McGinnis |
| 1. \*Executive Director
 | OPEN |
| 1. \*Secretary (2019-2021)
 | Cynthia Taylor |
| 1. \*Treasurer (2019-2021)
 | LaNail Plummer – **report submitted** |
| 1. \*Treasurer- Elect
 | OPEN |
| 1. \*Member-at-Large
 | Glenda Laurent Dickonson |
| Divisions 2019-2020 |
| 1. \*MACES PRESIDENT
 | Sara Pula |
| 1. \*MASERVIC PRESIDENT
 | Maya Georgieva |
| 1. \*MAMCD PRESIDENT
 | Leslie Holley |
| 1. \*MCDA PRESIDENT
 | Lucinda NoblesShavon Nicole Kelly Pres-Elect |
| 1. \*MAMCFC PRESIDENT
 | Miranda Mixon Debra Allen Pres-Elect |
| 1. \*MALGBTIC PRESIDENT
 | Sergio Washington |
| 1. \*MCSJ President
 | Don Trahan  |
|  Committees 2019-2020 |  |
| 1. \*MCA Emerging Leader Chair
 | Felicia Pressley |
| 1. Emerging Leader
 | TBD |
| 1. Emerging Leader
 | TBD |
| 1. Emerging Leader
 | TBD |
| 1. Emerging Leader
 | TBD |
| 1. Walden Intern
 | TBD |
| 1. \*Advocacy Chair
 | Open  |
| 1. Awards Chair
 | Open |
| 1. By-Laws Chair
 | Latonia Laffittee |
| 1. Credentialing Chair
 | Perri Hooper |
| 1. Newsletter Chair
 | Michelle Schoonmaker  |
| 1. Program Planning Chairs
 | OPPEN |
| 1. Public Relations Chair
 | Annyck Hamez – **report submitted**Jordan Madison |
| 1. \*Registrar Chair
 | OPEN |
| 1. Membership Chair
 | Kerri Legette McCollough |
| 1. \*IT Webmaster
 | OPEN  |
| 1. [[1]](#footnote-1)Archives
 | OPEN |
| 1. MSCA Liaison
 | Nikki Ham, President-Elect |
| 1. LCPC-M Liaison
 | Danielle LaSure-Bryant |

Quorum: Y/N

**The meeting was called to order at 8:05 p.m. by president, Dr. Ajita Robinson.**

Approval of Today’s Agenda: **Don moved to approve today’s agenda; Maya seconded. Motion passed.**

Approval of January 27, 2020 Minutes: **Don moved to approve the minutes; Maya seconded. Motion passed.**

Unfinished Business:

1. MCA Conference 2020 planning (Carol): **The conference planning committee met again on February 15, 2020. The committee compared 5 locations including universities. The Pier 5 by Hilton in Baltimore is the most reasonable and the committee’s first choice. We have an estimated budget of $13,000 and seeking sponsorships. We already have a $2500 sponsorship from Messiah College (soon to be University); Carol has contacted several other universities to obtain sponsorships. We have received a proclamation from Governor Hogan.**

New Business: **see reports below**

**MCA Executive Committee**

Officer’s Reports:

1. President Report (Ajita)- **March 5 is Advocacy Day; we have connected with Bowie State University (BSU) and ACA. ACA is helping with one liners. We are excited about connecting with BSU students.**

**The application for CEs through NBCC requires submission of 2 recorded webinars; Maya volunteered her recent webinar. The cost is less than what we thought. Goal is to have the application completed by the end of March.**

**We will send President’s message regarding Maryland Medicare; this may take up to 4 months to resolve. We want our members to know our advocacy position and the impact on clients and practitioners.**

2. President-Elect’s Report (Carol) – **Continuing to help out with divisions, CEs, and doing virtual assistant tasks such as keeping our website updated. Please let Carol know of any updates for our website.**

3. Past President’s Report (Cathie) – **Written report submitted.**

**Supporting Ajita and Carol transition this last half of term, great job on securing our first sponsor for our Oct 2020 Conference!**

**Elections Update: Full slate of candidates in all positions will be submitted to MCA membership tomorrow! For Treasurer, there are two open positions, so the top two candidates will be Treasurer and Treasurer-Elect respectively. Special thanks to Glenda and Cynthia for their assistance with the Nominations Committee!**

**We will also need to submit our newest bylaws at least 14 weeks prior (estimated to be April 6) to the ACA Governing Council meeting scheduled for July 2020 for review.**

**The Executive Committee will need to set a date for a review and vote of our Member at Large.**

**Lisa Oliver is available to return as our virtual assistant, with a slight increase in hourly salary ($50/hour) as of July 2020. She can resume at the previous contract rate ($45) until a new contract is agreed to and signed. She is diligent in her documentation of hours worked, in increments of 15 min, keeps our website up to date and can assist with conference planning. Her budgeted annual costs were $7K for 2019-2020.**

**Our 501c3 Application was submitted to the IRS and we are awaiting approval of creating a new entity non-profit. Once we are approved, we will need to update and change our banking accounts, (avoiding co-mingled accounts) advertising, social media, and website. Our accountant recommends we change all of our identities, e.g. MCA, LLC.**

**Workshop/Conference Planning for MCA: In order to improve financial stability we will need to increase workshop offerings to our MCA members. There is a Google Doc with a comprehensive calendar. Please consider providing a Zoom workshop or in person workshop to support MCA, thank you to Annyck and Carol who have signed up for providing workshops.**

**\* Division Leaders can request that MCA cosponsor an event to benefit their members and split proceeds with MCA \***

**All events will need to be entered and processed on MCA’s website, (save MCDA) and adhere to the SOP guidelines including use of correct ACEP language, avoiding scheduling conflicts with ACA and other MCA events. We are looking forward to scheduling at least 2 workshops/webinars a month for the rest of the calendar year.**

**Please consider supporting our Division Events: MAMCD 02/29 Bowie State 8:30- 1pm, MCDA 04/2&3 Sheraton Columbia MD, MCSJ 04/25 JHU Balt 8:30-4pm**

**Thanks to everyone for supporting MCA!**

4. Treasurer (LaNail) – **submitted report. Our financial records are up to date. MCDA asked for an advance of 5K for their upcoming conference; rationale – they planned their conference with money they thought they had. After much deliberation, it was decided that we need a formal proposal. This will be discussed at our next EC meeting.**

5. Secretary (Cynthia) – **no report**

6. Member-at-Large (Glenda) – **no report**

7. Executive Director (Vacant)

**MCA State Divisions**

Division Updates

1. MAMCD (Leslie) – no report

2. MACES (Sara) – **MACES has a new PR chair; MACES is working with Cynthia to have their annual conference at Bowie State University; more information will follow.**

3. MASERVIC (Maya) – **recently had first event for this year; Maya facilitated. There were 13 participants with a $235 profit. There are 2 more events in the series (you do not need to attend all events in sequence; you can attend 1, 2 or all 3 in the series). There will also be 2 in person events; Secretary, Michael Dickson is assisting with locations.**

4. MCDA (Lucinda)- no report

5. MAMCFC (Miranda) – **Previous president-elect had to resign; Debbie Allen has been elected to fill the vacancy. They are working to revitalize the division; they are planning a couple’s night out for fun and self-care. Other ideas include a Sip & Paint event. They are updating their logo and creating a social media presence.**

6. MALGBTIC (Sergio)– **recently their page on the website has been updated**

7. MCSJ (Don) – **continuing to plan and promote the April 25, 2020 conference**

**MCA Standing Committees/Conference Reports**

1. Newsletter (Michelle S) – **the next issue will come out in May; submission deadline is April 15 – seeking pictures, events, etc.**

2. Public Relations/Social Media (Annyck/Jordan) – **written report submitted by Annyck**. **Since last report in January 2020, 3050 people are successfully receiving the Weekly Digest.**

**From this: between 640 and 700 members open their Weekly Digest, which is a 22% average. Around 90 members click on at least one link, that is grossly 2%.**

**This report reflects the results of the four weeks since the last Board Meeting of January 27, 2020**

**Regarding the Payment for Ads in the Weekly Digest:**

**I thank our president, Dr Ajita Robinson, for getting back to me, and clarifying the complexity of creating an infrastructure, off of the website, that would work smoothly, and direct members to pay for their ads on the Electronic Weekly Blast.**

**I have had a first virtual meeting with Jordan Madison, the other half of the PR team. We analyzed a bit why/when people read their, emails/social medias, and the factors that come in, for them to, or not to read/respond. We shared some strategies and validated how to best share important elements that go into the Weekly Digest, and the Social Media Apps. I look forward to continuing the communication and improve the quality of the Public Relations Committee at MCA.**

**Lastly, I am looking at the month of March to concretely set a 2-hour time for Wild Apricot and navigating the website. This is to become more comfortable with the different resources they offer and use them regularly in the Weekly Digest. I am also thinking of getting in touch with ACA Public Relations Committee Chair. It is my first experience in reaching out to a large number of contacts, as a Media Specialist and could benefit from other’s “best practices”. Keeping in mind that physical time is always the missing ingredient.**

**Please get in contact with Annyck if there are any ideas she could benefit from**.

3. Membership (Kerri) – **no report, working with Carol on Awards**

4. Advocacy (OPEN)

5. IT Webmaster (OPEN)

6. Bylaws (Latonia)- **hope to have bylaws re-aligned by March**

7. Credentialing (Perri H.)- no report

8. Program Planning (OPEN) –

9. Emerging Leaders (Felicia) – no report

10. Awards (OPEN)

11. Registrar (OPEN)

12. Archives (OPEN)

Future Board Meetings:

**Wednesday, March 11 @ 8:00 p.m. (Zoom)**

**Saturday, April 4 10:00 a.m. – 2:00 p.m. (in person – location TBD)**

**Meeting adjourned at 9:09 p.m.**

1. [↑](#footnote-ref-1)