



MCA Board Meeting
 March 13, 2019
 1-4pm
 HoCo Library Savage Branch
 9525 Durness Lane
 Laurel MD 20723
 da Vinci Meeting Room

Board Members	
1) *PRESIDENT (18-19)	Catherine "Cathie" Eaton
2) *Past President (17-18)	Karol Taylor
3) *President-Elect	Ajita Robinson
4) *Executive Director	OPEN
5) *Secretary (17-19)	Janelle Bettis-regrets
6) *Secretary-Elec	Melissa Wheeler "Missy"
7) *Treasurer (16-18)	Shannon Kakkar
8) *Treasurer- Elect	OPEN
9) *Member-at-Large	OPEN
Divisions	
10) *MACES PRESIDENT (2018-2019)	Sara Pula/ Vicki Moak
11) *MASERVIC PRESIDENT (2018-2019)	Carol McGinnis- Regrets
12) MAMCD PRESIDENT (18-19)	Michelle Chaney- Regrets
13) *MCDA PRESIDENT (18-19)	Ebony Tara – Lucinda
14) *MAMFC PRESIDENT (18-19)	Dr. Vanessa Patton-Scott- Miranda Mixon
15) MALGBTIC PRESIDENT	Lia Bostian- Taylor Shiver Sergio Washington
16) MCSJ President (18-19)	Chioma Anah- regrets
17) Committees	
18) *MCA Emerging Leader Chair (18-19)	Don Trahan
19) Emerging Leader (18-19)	Kenya

20) Emerging Leader (18-19)	Annyck
21) Emerging Leader (18-19)	Keith
22) Emerging Leader	Rachel Stivers
23) Walden Intern	Grace Abraham Lewis
24) *Advocacy Chair (18-19)	Janice Toothman
25) Awards Chair (18-19)	Carol McGinnis
26) ByLaws Chair (18-19)	Daniel Fleshner-regrets
27) Credentialing Chair (18-19)	Perri Hooper- Regrets
28) Newsletter Chair (18-19)	Michelle Schoonmaker
29) Program Planning Chair (18-19)	OPEN
30) *Public Relations (18-19)	Carolyn Owens Rachel Stivers Kelsey Pearson
31) *Registrar Chair (18-19)	OPEN
32) Membership Chair	Kerri- regrets Mala Hosmane Glenda Dickson
33) *IT Webmaster(18-19)	OPEN please use Lisa Oliver (Virtual assistant)
34) ¹ Archives (18-19)	OPEN
35) MSCA Liaison	Ileana Gonzalez
36) LCPC-M Liaison	OPEN

Quorum: Y/N

Approval of Today's Agenda: Sara P. motion to approve with flexibility; Sergio seconded. Passed.

Approval of Jan and Feb minutes: Sara- motion to approve Jan and Feb minutes; Missy seconded; motion passes

Old Business:

- Finances

- Current situation: Cathie discussed conference situation; current Treasurer has resigned but staying on board until transition can be made. Richard Yep recommended not comingle funds between branch and divisions; need to have DNO insurance for board members, ACA gave recommendation, currently looks like \$5000 to get leadership insurance, ACA says should not go into debt; other branches recommended credit cards
- Action Items to increase income (membership, advertising, workshops)- NOT COVERED.
- Option to request join w/ACA like NY model; members of ACA automatically an NY member. ACA takes over and we lose autonomy. The decision is permanent.

- Continue with 501-c-3 application and consider small business loan; right now donations are not a tax right off
- ACA willing to review our statements and make recommendations; ACA's Financial division can look over our funds; ACA can host another deep dive conference; offer to cosponsor a webinar with them. Split proceeds in half with ACA.
- Cathie asked each board member to host a webinar; exploring ways to offer CEs for recorded webinars that folks could pay to watch and earn CEs.
- Advertising on website
- Under around \$7000
- Janice- maybe we should not offer registration discounts; Cathie- our fee structure last year was based off inaccurate information and we lost money on that.
- Ajita- right now conference not viable; has 1 sponsor lined up and another one potentially, communicated with hotel around what we can do to save money and earn money;
- Glenda- proposed 3 tiered membership for students, professionals, and LGs
- Cathie- we were authorized to have new professional fee
- Missy- New professional membership did not go through the bylaws.
- Sara- prefers to stay autonomous, source of pride, suggested smaller conference and 501c-3
- Cathie has a recommendation for a lawyer
- Miranda- can we do something before November; maybe something to sell tickets to bring divisions together
- Sara- MACES is scheduling a conference that should generate some money (Cathie- that would be division money)
- Glenda- how does division money work- Cathie- division money covers administration, divisions pay a percentage to MCA
- Rachel- 7000 is not undoable; start small; make partnerships
- Sergio- how many hits does our website get? Website identified as a weak spot
- Ajita- need to know our reach and our membership experience; don't know current member- Rachel will investigate open rates, click rates, and other avenues
- Mala- if we are going to advertise, we should do this in the newsletter, maybe on the side or embedded in the newsletter- paid advertising
- Ajita- does this with her business, would be a custom template with special coding, could have year long sponsorship; we do need to become clear of our buy in that we provide community and identity for our profession
- Mala suggested a once a year banquet where we charge a price
- Cathie- the awards ceremony could be it.
- Rachel- could get AFSP and NAMI connections for us
- Sergio- could we have chapters as a way to get buy in
- All discussed reaching out to the counseling board to get list; Ajita \$75 per list for LG or LC to target demographics
- Ajita- career fair- charge vendors to attend but not members; could get a decent rate
- Cathie- need to develop action plan; need to be aware of other conferences
- Sergio- create internship for coding; Sara suggested UMBC; Sergio- Montgomery College; need job description, MOU, and supervisor
- Rachel- need official talking points to recruit members

- Ajita- happy to coordinate career fair; follow up with board list from Maryland; job description; interviewing counselors across the field to feature online and could splice for MCA
- Brainstorming and focusing of ideas that are revenue generating or create connection:

Connections to each other:

Career Fair
 Awards ceremony
 Conference
 Budget
 Game night
 Health fair
 Paint and Sip
 Murder Mystery
 MCA listserv (platform)
 Referrals in profile update profile campaign
 Public access opt-in
 Bowling
 Awards Ceremony
 Walk co-sponsor

Continuing Education:

Conference
 Webinars
 ACA co-sponsored
 Division conferences
 Psycoun webinar/training cooperation
 **NBCC credential
 Deep dive with ACA
 Invite guest webinars
 Recorded self study webinar options (Perri researching)
 Annyck-school
 MASCA- cosponsor
 Resume workshop prior to Career Fair
 MACES workshops in person on suicide prevention + intervention
 Co-sponsor + split

Advertising

Newsletter—adding advertising space to newsletter (need to streamline payment process)
 Increase viewership, increase listserve (25% opening email; even less are opening the newsletter).
 Rates for advertising \$25.00 for quarter page, \$50 for a half page.
 Create form for advertising fees to accept electronic payment
 Website advertising
 Social media strategy and engagement
 Inventory of MCA t-shirts; we don't have a vendors license to sell them. Currently selling at conferences and events
 Reach out to therapy notes folks to see if partnership
 Need metrics + consider competition
 Liberty mutual , Hartford group, 501 c3
 Website advertising
 Sell MCA products- do not have vendors license

Membership

Contact BOPC to get list
Create consistent message re: buy in
Social media advertising
Career Fair—interested in organizing. Missy, Karol, Miranda
YouTube video re: MCA
NAMI
AFSP
Survey of membership needs (review previous survey)
OMHC- look @ agencies to advertise membership
Adjusting fee structure in bylaws (Prof, student, New prof)
Videos/interviews request

Glenda- what are the three action items we are willing to do

Workshops:

Ajita- how to build a private practice, how to build passive income, and insurance and credentialing

Annyck- teaching children how to cope with emotional suffering- partnering with teachers

Cathie- Pet grief and loss

Lia- LGBTQ topic; trans 101

Catherine Roland has offered to help (need to investigate)

- SOPs discuss after reports- moved to another meeting

New Business:

-Vote to Change payment platform to WA to avoid 20% increase in fees-

Motion to change Sergio; Sara seconded to table until we have the cost analysis;

Look at treasurer's reports to find out analysis

Look at Wild Apricot regarding charges

JoAnne the accountant is the first person to talk to; Lia will reach out to JoAnne

-Vote on moving forward to 501-c-3 proposed contracts

1) Resnick \$5000+

2) Karmen Booker \$1500 flat fee plus registration (\$275-800).

Contract does not state what will happen if we do not receive 501-c status

Add this needs to be executed on behalf of MCA

Add in clause regarding what will happen if we do not; refund or partial refund

Cathie will go back to lawyer for this

Sergio- motion to approve working with Karmen Booker on 501c3 application contingent on the addition of clause refunding or partially refunding money if we do not receive 501c3 status AND addition of contract language Cathie Eaton on behalf of MCA.

Sara seconded; Motion passes

MCA Standing Committees Conference Reports

- 1) Newsletter (Michelle S)- Next deadline is April 15, need more submissions and articles. Looking forward to collaborating with Rachel/PR on marketing and growing income. *Please send all submissions to mcanewsletter2@gmail.com

- 2) Public Relations/Social Media (Rachel)- Since e-blast resumed, 15-21% open rate, only 2% click rate to links on e-blast. Hope to create streamlined process to engage Newsletter/submissions as well as increase social media presence.
- 3) Membership (Glenda and Mala)- Updating Brochure, will be happy to use BOPC list, making appointments for personal visits and general outreach. Fundraising/teambuilding ideas such as bowling night. Will pass on information and ideas onto Kerri
- 4) Advocacy (Janice)- will have monthly conference call Sunday, 4:30, 3rd Sunday of the month; asked for division representatives- email Janice.toothman@verizon.net
- 5) IT Webmaster (OPEN) Please use Lisa Oliver, Virtual Assistant if needed
- 6) Bylaws (Daniel)- absent
- 7) Credentialing (Perri H.)- absent
- 8) Program Planning (OPEN)
- 9) Emerging Leaders and Graduate Student (Annyck)- no update, interested in future opportunities and will be assisting MACES with conference.
- 10) Awards (Carol G.)- absent
- 11) Registrar (OPEN)
- 12) Archives (vacant)

MCA State Divisions
Division Updates

- 13)MAMCD (Michelle C.)- absent
- 14)MACES (Sara P.) – still finalizing date of conference, partnering with MAMCFC in addition to scheduling a future webinar/workshop. Sara would like contact person for Universities of Shady Grove to request space (Cathie will forward).
- 15)MASERVIC (Carol G.)- absent
- 16)MCDA (Ebony T./Lucinda)- absent
- 17)MAMCFC (Keesha Vines/Miranda Mixon/Dr. Patton)- Working on community service- Ronald McDonald house, making goodie bags, collaboration with MACES next month, in June they are talking about a Social
- 18)MALGBTIC (Lia)- First webinar went well, and have some specific feedback on MCA workshop SOP to make things easier in the future. They are looking into creating their own website and want to try and have a social event to engage/grow membership.
- 19)MCSJ (Sergio)- Focusing on inaugural conference April 27 8:30-4pm at JHU Baltimore, please come out and join us!

MCA Executive Committee

Officer's Reports:

1. President Report (Cathie)- No additional items to add to earlier financial discussions and action plans to increase funds. Cathie and Ajita are coordinating when to schedule appointment with Capital One and update bank accounts.
2. President-Elect's Report (Ajita)- no report
3. Past-President's Report (Karol)- ending term, working on elections slate; looking for treasurer elect- has no one; three people for president-elect: Kerri, Sara Pula, Carol McGinnis; Secretary Elect- Annyck and Cynthia Taylor; elections will go out when we get bios.
4. Treasurer- (vacant)
5. Secretary (Janelle)- absent
6. Secretary-Elect (Missy W.)- no report

7. Member-at-Large's Report (vacant)
8. Executive Director (vacant)

SOP Review (Grace): no update

Special Thanks to Annyck, Lia, Sara, and Ajita for volunteering a future webinar for MCA!

Future Board Meetings:

Mar 28 MCA SOCIAL at ACA 7-9p Hilton New Orleans Riverside

*will send doodle poll out for next board meeting NOT on a ThursdayApr 11 7:30pm-9 pm via Online *change dates from Thurs evenings

May 16 7:30pm-9pm via Online

June Leadership Retreat—TBD

4:15pm Motion to adjourn by Sergio, Seconded by Sara P.