

ICDA Board Meeting

Friday, January 11, 2013

In attendance:

Christie Stoll, Kay Webb, Jennifer Ross, Amy Brady, David Eastwood, Vickie Coale

ICA Conference

Christie Stoll was awarded the Public Policy and Legislation Award for engaging in meaningful lobbying on behalf of the Idaho Counseling Association. Congratulations Christie! Because of this, she is now considering attending the ICA Conference in Coeur d'Alene. She asked if ICDA could help pay for her trip. In the past ICDA has paid for board members to attend. Christy will research a one-day registration fee option and submit her expected expenses to the board for approval. She would assist in staffing our ICDA vendor table as well. Kay mentioned that she will need a check for \$25 to pay for the vendor table.

David made "Save the Date" cards and Christy made rack cards to take to ICA.

ICDA Conference

David, Lindsy and Christie had a conference committee meeting.

David made a "Save the Date" card and sent it to us via email. Everyone liked it and it was approved. He is waiting on confirmation that the keynote speaker has approval from her supervisor to get time off work before he prints them. Kay will write a letter to her that she can forward to her supervisor. If he doesn't receive confirmation before they need to be printed to take to the ICA conference, he will leave off the speaker's name.

Conference Facilities:

David has been trying to contact facilities at the Best Western. The contact was on vacation until yesterday and they haven't been able to connect. He will ask if the hotel will comp our keynote speaker's hotel room and find out about food options and cost. They do not charge us if we want to bring in our own food. Jennifer suggested that the lunch and coffee/water be catered by Best Western and that we bring in the snacks to save money. Jennifer will be in charge of food on the day of the conference.

Kay looked at the confirmation information and seems to remember that there was something from catering included in that. If she finds it, she will email it to the board members.

Speakers, Topics and Agenda:

The conference committee also discussed previous and future budgets including the feasibility of paying keynote speaker expenses (travel, etc.) and a stipend. It looks doable with the budget. Last year the registration fees were \$75 for members and \$85 for non-members. If we charge the same this year, we will need 44 members to attend to break even. The committee proposed paying the keynote's travel and per diem - \$600 - flight, hotel & food if needed. They are hoping that the hotel will be comped. Flights out of Spokane are under \$300. They recommend paying a stipend of \$150 on top of that. Total would be about \$750. We could either pay her expenses directly or give her the money to pay them. Kay will be meeting with her at the end of this month at the ICA Conference. They have been emailing back and forth and will meet at ICA. If Christy goes to the conference, she will join the meeting. Jennifer

thinks that it is worth it to pay her. Christy thinks our budget can support it. The board members in attendance agreed.

Kay asked about a reduced conference fee for students. We didn't have one last year. The counseling program at NNC requires students to attend one conference per year. Many will not attend ICA because of the added cost of traveling to Coeur d'Alene. Kay thinks that they will want to attend ICDA instead. David will target the University counseling programs in the state and give them Save the Date cards with the special student pricing. We all agreed that we need to connect with the counselors of tomorrow. \$40 was agreed upon for the student registration fee.

Kay has pocket folders that we can use that she purchased very cheaply at Wal-Mart. She bought 100 in red. This will save us the \$50 we have budgeted for them.

David is still looking for a few sponsors to help offset costs. He will contact the Albertson's Foundation. We are to let him know if we know of anyone that might be a good sponsor.

David has not contacted anyone on his speaker list. These are just ideas of people for us to consider. Christy noted that Christian from CIS/Department of Labor wants to present.

Jennifer thinks that state labor market information would be a good topic. She also suggested that distance counseling/career counseling over the phone or via Skype, etc., is a topic she's been hearing a lot about lately. Lindsy was going to start doing some distance counseling. She wanted to know if anyone knew anyone at an online school who could speak about it. David and Christie might know some people. They will look through their lists and see. David suggested that we might be able to find someone who will "virtually" present. Kay mentioned that the hotel said they have good internet connections.

We need three speakers for one hour each in the afternoon. Three different topics that would appeal to different groups of potential attendees would be good. Jennifer asked if we had a conference theme. We do not. Thoughts were something like "Increasing your own skills" or "Being the best career counselor you can be". Since some attendees are Career Counselors and some are not, Christy suggested a topic that covers the differences, limitations, etc. between counselors and GCDF's. What extra training can you get to put a feather in your cap? Respondents of last year's conference survey said they wanted to learn ways to increase their skills to be better at their jobs. Kay will find out the percentage of attendees from different areas (school counselors, etc.) Christie noted that last year we didn't have very many school counselors because it was ISAT makeup day. We don't know if we fall on it again this year. Kay tried to check all the schedules.

Action Items:

- 1) We need to solidify a theme. The board's homework is to brainstorm ideas and taglines and submit them to David on Monday - 2 ideas each. He will organize them and send to everyone and we will conduct a virtual vote. We can consider tagging off of NCDA's conference this theme this year: The 100 year celebration for Career Development – creating hope, social justice, and legacy. Also, ICA's theme is built around creativity – Reinventing Counseling.

- 2) We need to lock down schedules and speakers. We will give feedback on the schedule to David and any other speaker ideas. We just need to give him a list of names & topics and he will start contacting people to see if interested.
- 3) Send David ideas for sponsors.
- 4) Christie will have save the date and rack cards printed for ICA Conference.
- 5) David will contact the Best Western about the speaker's room and food.