

CCDA Board Leadership Roles

The officers of the CCDA shall be the President, the President-Elect, immediate Past-President, the Secretary, the Treasurer, and the Regional Coordinator. The Treasurer and Secretary shall be elected on alternate years by the membership for a two year term. The Regional Coordinator, Committee Chairpersons and Special Interest Chairpersons are appointed for a one-year term by the CCDA President

PRESIDENT (2nd of 3-year commitment)

The president is responsible for managing the governance of the Association. This responsibility begins in the (president elect) year and continues throughout the presidential year. The president shall hold office for a one-year term and then succeed to past-president for a one-year term. The president shall be ineligible to serve again as president elect-elect or president for a period of five years following service as president.

The functions of the president shall be to: (a) exert leadership in the achievement of the purposes of CCDA, (b) preside at Annual Membership Meeting, (c) preside over meetings of the Board of Directors, Executive Committee, and Annual Membership Meeting, (d) appoint chairpersons of all vacancies to CCDA standing committees, and special interest groups, and other committees (subject to confirmation of the board), (e) serve ex-officio on all CCDA committees, (f) serve as a member of the Nominations and Elections Committee, (g) be empowered to enter the Association into contracts, grants, and other binding agreements upon approval of the board, (h) prepare and distribute to each Board of Directors member prior to each Board meeting an agenda and supplemental reports and action items for Board consideration, and (i) initiate and conduct an annual performance evaluation of the executive director and, with the treasurer, make a recommendation for changes to the management services agreement based on the results of such an evaluation.

After committee appointments have been confirmed, the president should provide to the chairperson: (a) the committee's goals and objectives from the Annual Plan, (b) information regarding the budget for its operations and direct the chairperson's correspondence concerning vouchers and payments to the treasurer, (c) instructions to establish contact with the CCDA board if a publication is planned, (d) the name and contact information for the liaison to whom the committee/commission will report, and (f) materials and timelines for developing a program of work.

Following the CCDA election, CCDA headquarters will notify the CCDA president of the candidates for office who have been elected; the president will in turn notify all candidates of these results, inviting the successful individuals to attend and observe the Board of Directors meetings. In addition, the president makes available a copy of the Policy and Procedures Manual to all newly elected Board members.

The president is responsible for the Annual Report. Usually, the president charges the secretary and headquarters staff with the task of compiling and disseminating the report. The trustees communicate with their committee chairpersons to have their reports completed and sent two months prior to the end of the fiscal year so that the report can be posted by June 30th.

The president is responsible for all of the CCDA activities at the CCDA Conference and the NCDA Conference and, although the executive director and other conference planning staff coordinate many of these activities, the president has several distinct responsibilities at the Conference:

1. The president may present a “state of the Association” address during the Annual Membership Meeting at the Conference.
2. The president is responsible for instructing the staff on procedures for the invitation list for any special events hosted at the Conference.
3. The president is responsible for developing a program related to the celebration of annual awards.

In addition, depending upon monies available and the Conference activities, the president gives the executive director instructions regarding other social functions desired. Typical social events may include receptions in the president’s suite and meals/beverages needed for the Annual Membership Meeting and Board of Directors meetings. The president schedules all CCDA ancillary programs at the annual NCDA Conference.

Lastly, the president should monitor the work of the CCDA Conference Program Committee and should be aware of committee membership and criteria used for selection of CCDA convention programs. Special attention should be given to the appropriate scheduling of ancillary program activities.

The president or designate should represent CCDA at state and regional meetings of CCDA groups and international meetings to the extent feasible.

The President also serves as the Awards Chair.

Awards Chair:

The CCDA Awards Chair oversees annual awards designation process, forming a selection committee orders award certificates and the Grutter and Swan award plaques, and arranges for the presentation of all CCDA awards at the annual CCDA Membership Meeting (usually held at a CCDA Regional conference).

Past-President -CCDA Officer (3rd of 3 year commitment)

The immediate past-president shall serve on the Board of Directors and as an advisor at the Annual Meeting. The past-president serves as liaison to all Award Committees.

The past president shall serve as chairperson of the CCDA Committee on Nominations and Elections and will organize and carry out the functions of the committee as described under the committee section of this manual.

The past-president will chair a committee of the president, president-elect, past-president and executive director to appoint CCDA representatives to NCDA standing committees. Members of this committee may not be nominated by CCDA to serve on an NCDA standing committee during their term of service.

The immediate Past-President shall serve as the Chairperson of the nominating committee for CCDA elected positions.

The Past-President is a back-up to the President in whatever way needed to insure that CCDA is a viable organization that offers exceptional service to its members and is committed to its mission:

- promoting professionalism and ethical conduct in the career development profession

- serving as an effective voice for career development and its practitioners in the State
- supporting professional development of career development service providers
- advancing, fostering, and promoting the practice of career development and career education by stimulating, promoting, and conducting research
- overseeing/assisting Legislative/Public Policy Chair
- creating and fostering partnerships with other professional organizations.

Professional Development/Program Chair:

To provide overall leadership and direction for proposal selection and coordination of CCDA sponsored conference programs and professional development activities. Duties include sending out a request for proposals, receiving requests, gathering a subcommittee to assist with evaluating requests, making recommendations of programs to be presented to conference planning committees and be part of the selection process.

President-Elect/ Membership Chair CCDA Officer, elected position (1s of 3 year commitment)

The president-elect shall be elected annually and shall hold office for one year. Ideally, the president-elect should have previous board experience. The president-elect succeeds to the presidency for a one-year term and then to the past presidency for a one-year term. In the event that the president-elect cannot succeed to the presidency, the Board of Directors may, by majority vote, choose a member of the board to serve as president. The term of office shall commence on July 1.

The functions of the president-elect shall be to (a) perform the duties of the president in the absence or incapacity of the president, (b) serve as a member of the Executive Committee, and (c) plan the CCDA conference for the following year. In addition, the President-Elect also acts as liaison to all committees with the support of the President's vision. The president-elect plans the direction of emphasis of his/her forthcoming presidential term of office with the assistance of the board.

In preparation for the convention to be held during that person's presidency, the president-elect selects chairpersons for convention program so that the new chairpersons can observe procedures at the convention prior to the one for which they will be responsible.

Attends all CCDA Board meetings throughout the year.

Serves as Membership Chair and/or supports membership growth and communications efforts.

Membership Chair:

The CCDA Membership Chair shall be responsible for correspondence and membership packets to new and renewed members, as well as proactive outreach to inactive members who have chosen not to renew their membership, responsible for maintaining a membership table at the California Career Conference, NCDA Conference, and other regional conferences as needed. Also, the Membership Chair is responsible for initiating efforts to increase the number of new CCDA members through revision of recruitment materials and publicity.

Regional Coordinator

In collaboration with the Communications Chair, write the “Chapter Check-in”, a CCDA quarterly summary of past and future events going on in California.

Organize annual meeting, generally by teleconference, of all Chapter Chairs for idea exchanges and brainstorming for chapter events.

Act as human information center for all that is going on in CCDA Chapters. Act as liaison between CCDA members and the Board.

Promote CCDA events and membership at local chapter meetings.

Assist new Leadership Teams activate or reactivate local chapters.

Help coordinate and develop meetings for new local chapters.

Secretary/Historian (CCDA Officer, elected position (2 year term, elected alternate year from Treasurer)

The secretary is a two year term. The person may not serve more than two consecutive terms, but becomes eligible to serve again after a lapse of one term. The secretary serves as a member of the Board of Directors and as an advisor and record keeper at the Annual Meeting.

The secretary sends a first draft of the minutes of Board of Directors’ meetings to members of the Board for correction. The minutes are then corrected according to suggestions received and sufficient copies of the final draft are distributed to all board members for approval. Once approved, the approved draft is then distributed to committee chairs, website editor for posting, and placed in the CCDA archives. The secretary is also responsible for writing a summary of actions taken by the Board and sending this summary as well as the full report of the minutes to the editor of the CCDA Website. The approved minutes should be disseminated via the monthly member e-bulletin.

The minutes should include all action items, agenda and schedule (beginning and recess of meetings), directives and recommendations, resolutions, work group topics and reports, persons in attendance, issues accompanied by pros and cons, rationale and background information for motions which should be provided by the Board members making the motion. In addition, for each motion, the minutes should show the number of votes in favor, against, abstentions, and recusals, if applicable. When such information is not provided, the secretary may use discretion in adding the information, which is encouraged but not mandated. The minutes should not include personal discussions, or informal discussions. A draft of the minutes should be sent to the Board of Directors for review within 14 days following a Board meeting. Likewise, a draft of the minutes following an Executive Committee meeting should be sent to the Executive Committee within 14 days following an Executive Committee meeting.

The Secretary, in coordination with the President, is responsible for assembling and distributing the Annual Report, and placing a copy in the NCDA archives. The Annual Report contains reports from the standing and special committees, officer reports, minutes from the previous Annual Meeting and minutes from all board meetings from the fiscal year.

The Secretary also takes minutes at the Annual Meeting and distributes the minutes to the full membership via the member e-bulletin.

Assists the Communications Committee with promoting CCDA events and membership at events and using multiple media platforms, and assist Communications/Member Services Chair as needed in editing publications.

Treasurer/ Finance Chair CCDA officer, elected (2 year term, usually elected alternate year from Secretary)

The treasurer is elected for a two year term. The person may not serve more than two consecutive terms, but becomes eligible to serve again after a lapse of one term. The treasurer serves as a member of the Board and is an advisor at the Annual Meeting. The treasurer also serves as the Chief Financial Officer of the Association. The treasurer follows accepted procedures for handling the funds of the Association; assists in the preparation of budgets for CCDA, its committees, and publications; and makes recommendations to the board for needed modifications in procedures for managing fiscal affairs. More specifically, the treasurer has the following responsibilities for budget preparation, management, and reporting.

Budget Management

Either separately or through the president's notifications of charges to committee and special interest group chairpersons, the treasurer informs committees of the amounts budgeted by the board for their operations and informs them of the procedures for obtaining reimbursement and general guidelines for allowable expenses. Except with the specific approval of the president, no other expenditure shall be approved for which funds are not budgeted.

An individual may make necessary expenditures in excess of annual budget allotments to activity accounts only with written approval of the president. Expenditures in excess of annual budget allotments to the total of any major budget classification shall be made only with the approval of the Board of Directors.

Any purchase of supplies or equipment in excess of \$500 (five hundred dollars) shall be made on the basis of bids requested from two or more competent vendors. Bids on items that cost less than \$500 will be obtained when the nature of such items and good business practices so indicate.

All nonbudgeted contracts for services and materials in excess of \$5,000 (five thousand dollars) shall require approval by the Board of Directors. Any expenditures from reserve funds shall require the approval of the Board of Directors. For any new project in excess of \$5000, a detailed RFP will be developed and persons interested in completing the work would be asked to submit their proposal bid by a designated date. A selection committee of two or more board members will be identified to review and recommend the best proposal.

All completed vouchers requesting payment or reimbursement are sent to the board liaison person who approves them and sends them to the treasurer for final approval. Check request forms are sent to Board members and committee chairs in the Fall of each year. A check is then sent directly to the payee indicated on the voucher. The CCDA management team produces a monthly financial statement.

A budget line item is established for sending of donations/flowers, etc. to or for individuals who have been closely associated with and given significant services to CCDA. This would include memorial donations, flowers or other similar

recognitions. These recognitions would be sent at the discretion of the current President up to \$100. Any recognition over \$100 would need approval of executive committee.

The treasurer reviews the monthly and annual financial reports.

Fiscal Reporting

Fiscal reporting responsibilities of the treasurer include: routing CCDA financial reports of income and expenses to appropriate officers and trustees, noting unusual conditions and any discrepancies with accounts; preparing financial reports for each board meeting and for the Annual Meeting; advising the Board of Directors regarding the financial condition of CCDA and its potential for undertaking various projects; and making recommendations to the board regarding the investment of reserve funds.

Through a study of income trends and current situations, the treasurer prepares an estimate of income and expenses for the next fiscal year for presentation at the November Conference Call. During June/July the Executive Committee sets priorities and tentative budget allocations for the following year. The treasurer works with the president to prepare a final budget based on actual requests. In summer, the board meets to review the final budget.

In addition to maintaining a set of records for the current year, the treasurer in coordination with CCDA Headquarters maintains historic records for use in analyzing income and expense trends. The historic records consist of the following: the pages which show revenue by source and expenses by cost center from the monthly "Summary of Income and Expenses" report provided monthly by the firm responsible for providing CCDA accounting services, to be maintained for the immediately preceding four year period; the full "Summary of Income and Expenses" final report for the previous fiscal year; the audit report for the immediately preceding seven years; and any CCDA memoranda regarding fiscal procedures which the treasurer deems important. The treasurer may add explanatory remarks to any of the documents. The historic records are passed from one treasurer to the next at the end of the fiscal year with the permanent archives housed at CCDA headquarters.

Communications Chair: appointed (2-year term)

The Communications Chair is a two-year term appointed by the President

Monitor CCDA email and respond to member issues as well as other correspondence:

- Develop and/or gather, edit and send materials for posting for related website content. Brainstorm and plan with President, communications chair, and marketing chair newsletter topics and web content development to reflect current needs and interests of readership. Collaborate with President for quarterly submissions of President's Message, and Legislative/Public Policy for CCDA News.
- Work with Executive Director to secure Activity/Event announcements and Activity/Event reports for prompt event calendaring and post-event news posting.
- Maintain, update and communicate basic editorial guidelines.

- Maintain (and periodically download/email to ccda@ccdaweb.org) continually updated COMMUNICATIONS doc with administrative instructions, contacts, domain and access details to run website and membership.
- Chair Communications subcommittee that is responsible for publications such as newsletter, journal and webinars. May delegate each of these tasks to specific individuals.
- Attend all CCDA Board meetings.

Member Services:

The Member Services role is part of Communications because much of it is supporting member renewals assistance, as well as admin login and processing of check-paid members. The Member Services person also responds to member calls and email questions. The Member Services role also promotes member benefits by coordinating with the Membership Chair, Marketing/PR Chair, and Regional Coordinator. Member Services also involves helping to develop and promote value-added programs, webinars and web-posted resources for members and coordinating members receiving CEUs from NCDA for our programs.

Marketing/Public Awareness Chair: appointed (1-year term)

- Develop CCDA marketing plan.
- Promote CCDA externally, educate and inform the public and career professionals about the field of career development.
- Promote National Career Development Month (November)in California) and the National Poetry and Poster Contest entries
- Encourage coordination of events at the local level in conjunction with Regional Coordinators. Support local chapters in promoting their events.
- Write, edit, and produce press releases, public service announcements, and marketing materials as needed with marketing subcommittee which includes social media sub-committee.
 - Social media subcommittee lead (or social media communications chair?) duties:
 - Support committee members and keep dialogue open
 - recruit new committee members as needed
 - Attend monthly CCDA conference calls
 - Develop Facebook/Twitter/LinkedIn Company page cover photos to promote upcoming events
 - Develop promotional material for events to use on social media platforms
 - Develop engaging/informative posts for social media platforms
 - the goal is to have different content being posted on each platform
 - posts related to career development and the world of work
 - posts promoting the CCDA and upcoming events
 - Facebook, Twitter, LinkedIn company page:
 - check notifications
 - engage with followers
 - review analytics
 - keep profile descriptions up to date
 - create events for upcoming CCDA events (Facebook only)
 - LinkedIn group (this may be removed):
 - review requests to join
 - review flagged posts

- remind committee members of monthly themes to encourage posting related to those themes
- monitor committee members post rotation schedule
 - remind committee members to post when they forget
- review quality of committee member posts
- ensure committee members are engaging with group members who comment on their posts
- Like/comment on committee members posts in LinkedIn group to encourage discussion by other group members
- Make recommendations to CCDA Executive Board, which enhances the public awareness of career development issues, trends and professional services.
- Target audiences as needed that can include professionals and/or potential clients in:
 - High schools, middle schools, elementary schools
 - Community colleges
 - Universities
 - Government agencies
 - Non-profit agencies
 - Private practice
 - Corporations, small business
 - Outplacement agencies
 - Career coaches and like organizations
 - Unemployed
 - General public

Legislative/Public Policy Chair: appointed (2-year term)

- Peruse legislation introduced or amended each year to identify bills that might concern CCDA.
- Analyze pending California legislation of interest and recommend action if appropriate to support, oppose, or seek amendment in accord with that framework. Provide summary to the Board
- Maintain liaison with pertinent State agencies that impact CCDA's Mission, Purpose, Bylaws, etc; e.g., Department of Education, Employment Development Department, Community College Chancellor's Office, Department of Social Services, University of California system, California State University system, Department of Rehabilitation, and California Workforce Investment Board. Inform CCDA Board and general membership of policies and activities of such agencies that relate to CCDA and recommend CCDA positions and actions as appropriate.
- Examine legislative or public policy happenings from around the state that are relevant from agencies/organizations such as: ACA, DOR, EDD, CaVET, VA, CCCO, DOE, UC, CSU, DSS, DDS, CWIB, and SILC.
- Communicate with State policy makers—e.g., legislators, the Governor, or agency officials—on behalf of CCDA concerning our positions on bills or other policy matters.
- Write legislative/public policy update for website and submit to website content designer
- Compose legislative/public policy section for the newsletter and submit to the communications chair.
- Serve as Licensing Liaison to ensure CCDA representation at regular CCCL meetings

- Researching relevant federal and state legislation (pertaining to higher education, workforce, career, special populations, counseling, mental health, etc..)
 - Summarize the legislation and disseminate to board members
 - Compile select pieces of information into newsletter format; disseminate newsletter to board members and CCDA general members (utilizing social media)
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Graduate Student Representative: appointed (1-year term)

- With the assistance of a project team, the graduate student representative will be responsible for the entire state of California or may create regional reps.
- This person will identify all graduate programs in career counseling in the state of California and connect with those programs (via email or letter) to make them aware of CCDA.
- The graduate student representative will work with the Regional Coordinator to help ensure that CCDA, as an organization meets graduate students' needs and helps identify new programs that would help graduate students in the field of career counseling, e.g. new certificate programs such as at CSULA.
- Participate and support events planned by CCDA.
- Promote graduate student participation in CCDA events by speaking in Graduate programs.
- Engage in monthly conference calls with board members.

Board Consultant appointed (member at large 1-year term)

- appointed (Member at Large, 1-year term):
- Provides guidance and consulting to CCDA Board using their past knowledge and experience as a career professional.
- Attendance at CCDA Board meetings subject to member's availability or upon request.

Technology Chair (member at large 1-year term)

The technology chair is elected for a one year term. The role of the technology chair is to develop content and update website as necessary. The technology chair will collaborate and consult with board members regarding the use of technology, and identify best practices of technology within the field of career development.

- Collaborate with other California career practitioners and contribute to the strategic planning for CCDA
 - Educate career practitioners in the use of technology to improve practices
 - Provide professional development conferences and seminars to California career practitioners

- Strong advocate for innovation and utilizing technology to better serve students
- Webmaster: revamp, edit, and update CCDA website
- Participate in CCDA Meetings

Online Content Creator (member at large 1-year term)

- Create promotional Youtube videos for CCDA
- Work with the Technology to develop innovative strategies to increase online presence
- Attend CCDA Board meetings

Community/Collaboration Development Chair (member at large 1-year term)

Serve as a liaison on community events, organizations, and committees to provide career-related services. Assist in the planning and coordinating of volunteer opportunities for our board and/or members to get involved.