

CALIFORNIA CAREER DEVELOPMENT ASSOCIATION

10736 Jefferson Blvd. # 220,
Culver City, CA 90230.4381
Phone: (xxx) xxx-xxxx
CCDAweb.org

POLICY AND PROCEDURES MANUAL

2016-17

(Revised May 2017)

CALIFORNIA CAREER DEVELOPMENT ASSOCIATION

CCDA opposes discrimination against any individual based on age, culture, disability, ethnicity, race, religion/spirituality, creed, gender, gender identity and expression, sexual orientation, marital/partnership status, language preference, socioeconomic status, or any other personal characteristic not specifically relevant to job performance.

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I. INTRODUCTORY MATERIAL

Preface

The **CCDA Policy and Procedures Guidelines** is designed to direct and assist board members and chairpersons of committees to plan, implement, and evaluate the roles and functions of their respective assignments. Due to the continuous changes that affect this document, a revised copy will be posted to the CCDA website.

The content is drawn from three sources: (1) bylaws provisions; (2) Association policy adopted by the board of directors; and (3) informal operating procedures. These guidelines are not intended to discourage persons from using their individual prerogatives and operating styles in their service to CCDA and its members, but only to clarify the policy and procedures by which to deal with the sequence of events requiring their attention throughout the year. The calendar notations provided in each instance are intended to alert the person to the lead-time required for successful accomplishment of various tasks.

Mission

The California Career Development Association is dedicated to:

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, and;
creating and fostering partnerships with other professional organizations.

Purpose

The California Career Development Association is dedicated to the advancement and professional development of career development specialists within the State of California. CCDA is concerned that all individuals be guided to the fullest use of their knowledge, abilities and skills in a career.

Members are professionals who are interested in advancing career development. The membership includes counselors, educators, technicians, paraprofessionals, and business personnel representing education, business, public agencies, and private institutions. CCDA encourages all professionals in any sector of the community who are interested in enhancing the careers of others to become a member of this growing and dedicated Association. CCDA is committed to promoting the quality of career development for all ages. CCDA is a division of the California Counseling Association and is chartered by the National Career Development Association.

Professional Development of Members

CCDA provides a leadership role in career development through its Executive Board and collaborative network of local chapters statewide.

CCDA promotes high standards of professionalism and conducts career development conferences and meetings throughout the year, encouraging professional growth and development of its members.

CCDA conducts workshops and presentations for the community to stimulate the recognition of its dedication to career development for all individuals.

CCDA plays an active role in encouraging awareness of public policy related to career development services within the State of California by providing legislative reporting and public policy updates that are relevant to career counselors in California.

CCDA strives to keep its members abreast of current CCDA news, events, career materials, and programs by featuring a dynamic online newsletter.

CCDA encourages research about career development and research grant funding to members for innovative projects. The Association also presents Recognition Awards to outstanding members.

CCDA has active chapters throughout the state, through which you can connect with other career development professionals.

Leadership

CCDA's Executive Board meets regularly to consider career development issues of import, plan conferences and regional events, guide Local Chapter operations, and ensure sound, ethical, and steady implementation of the Association's mission and purpose. Leadership participation is encouraged, and Leadership Support is strong.

Nondiscrimination Policy

The 2016-17 board of directors adopted a nondiscrimination policy and unanimously passed a motion that the policy will appear on all official CCDA publications. Periodically, the board will review and update the policy. For this year, the policy is as follows:

CCDA opposes discrimination against any individual based on age, culture, disability, ethnicity, race, religion/spirituality, creed, gender, gender identity and expression, sexual orientation, marital/partnership status, language preference, socioeconomic status, or any other personal characteristic not specifically relevant to job performance.

II. GOVERNANCE ORGANIZATION

Board of Directors

Responsibilities

The Board of Directors shall constitute the administrative body of CCDA and its principal duties shall be to set policy and to give direction to the Association. The Board of Directors shall carry out the policies of the Association and speak in its behalf.

The professional responsibility of the CCDA Board of Directors extends beyond that of the normal CCDA membership and, thus, the officer shall assume the responsibilities of attendance at meetings as well as other tasks of the office. It is an honor and a recognition of professional integrity to be elected to the Board of Directors, and Board Membership carries with it significant responsibility.

Structure

The Board of Directors shall consist of the president, the president-elect, the past president, secretary, treasurer, Legislative/Public Policy Chair, and six trustees. The Executive Committee shall consist of president, president-elect, and past-president.

Exofficio Members

The ex-officio members of the board, who serve without vote, can include representatives of various groups and agencies such as guidance-related representatives from federal agencies, or affiliated Associations, or CCDA staff members.

The CCDA Board as a whole must make appointments for all ex-officio members. It is the responsibility of the president to remain sensitive to persons who should serve in this capacity and recommend them for board approval. No funds will be expended for the support of ex-officio members, but they will be encouraged to attend and participate in all board meetings and other Association affairs.

Organization and Function of the Board

The primary duties of the Board of Directors shall be to set policy and to give direction to the Association. The president shall appoint a board member to serve as a board liaison member to each standing committee, task force, or commission. It is expected that board members will communicate with their board committees at least monthly to ensure proper communication and attention. At the request of the president, individual members of the board may be asked to represent both the board and the Association at meetings or activities to which CCDA has been invited to have representation. Geographic location and travel funds are taken into consideration when selecting members for the purpose. Board policies may be amended by a majority vote at any regular or special meetings of the board.

Meetings

The board shall meet face-to-face one time per year and full attendance is expected. The first meeting will be held at the beginning of the fiscal year (July) and usually takes the form of a Board Retreat. Monthly teleconference/GTM meetings will occur at least nine times per fiscal year. At least one-half of the members of the board shall constitute a quorum throughout any meeting of the board at which official business is transacted. All meetings of the Board of Directors, except executive sessions, shall be open to any member of CCDA. Copies of the minutes of all meetings of the Board of Directors shall be distributed to members of the board. In addition to attending the meetings of the full board of directors, the Executive Committee may meet immediately prior to each board meeting. Repeated missed meetings and/or failure to perform as a board liaison may result in removal from the CCDA Board.

Board Travel and Reimbursement

Members of the board shall be reimbursed according to the established CCDA board per diem and travel schedule when attending in-person scheduled board meetings. All claims will be submitted on approved travel template per the logistics that are sent before each meeting. The completed template shall be sent electronically to both the treasurer and to Headquarters. A signed copy with all necessary receipts and related documentation should be mailed, faxed, or e-mailed to Headquarters. The treasurer will then authorize such payments and Headquarters will issue the reimbursement check. Board will be reimbursed for travel to Board meetings as specified by the CCDA Treasurer. Expenses to be reimbursed must be submitted within 60 days of the time that the expenses were incurred. Failure to do so will result in non-payments.

Appeals to this policy may be made to the Executive Committee. The following are guidelines pertinent to reimbursement of board members for travel and per diem to meetings or meetings of the board, excluding meetings at the national convention.

1. Room at meeting hotel will be covered in full.
2. Travel will be reimbursed at the lowest available domestic, economy/coach airfare at least 45 days in advance unless approved in writing by the treasurer.
3. Ground transportation cost will be honored upon presentation of receipt.
4. Meals will be reimbursed in accordance with the current CCDA per Diem rate.

5. Miscellaneous expenses (e.g., copying, shipping, etc.) will be reimbursed upon presentation of receipts. These expenses need to be authorized in advance by the president if they exceed \$25.
6. Mileage will be reimbursed in accordance with the prevailing federal rate – annually reviewed on July 1 each year.
7. Board members may drive personal vehicles to board meetings. Reimbursement is based on the actual mileage rate OR the lowest available 30-day advance economy airfare rate, whichever is lower. The board member is responsible for researching advance airfare rates and submitting documentation of what the cost would have been.

Board members' travel plus hotel and per diem expenses will be paid for conference meetings, as outlined annually by the treasurer. An average of each trip's expenses will be projected and included in the budget each year.

Board E-Mail Vote Process

The CCDA Board of Directors may make official votes by e-mail in accord with the following process to be administered by the CCDA Secretary:

1. When it becomes clear that all of the agenda items will not be covered in a Board meeting, the President indicates what items will be handled in an e-mail vote format. The President then asks for a motion/second for each item (as appropriate). The item is tabled for discussion and vote via e-mail. The President sends out the call for the e-mail vote.
2. If CCDA business occurs between Board meetings that require action, the Board will be sent necessary background information. The President will secure a motion and second to begin the e-mail vote and discussion process.
3. A quorum of Board members must confirm receipt, by e-mail, of the information as stated in #2.
4. If there is more than one item to be discussed and/or voted on, the Secretary will send the general call for an e-mail vote and then send a separate e-mail for each item with the Subject line clearly stating the topic.
5. During the 5 business days following the establishment of a quorum, Board members will discuss the motion. At the end of the discussion period, the President calls for the vote and sets a date by which all votes must be cast. If necessary, the President may extend the discussion period.
6. Board members will cast their vote (yes, no abstain, recuse) on or before the set date. Votes will be broadcast to the entire board.
7. The President and/or Executive Director will tabulate the votes will broadcast the results to the Board within 24 hours of the vote deadline.
8. Board members will confirm receipt of the results by e-mail.
9. The Secretary will record the motion, discussion, and vote in written form and will transmit the information to the Board and to CCDA Headquarters for storage in the CCDA Archives.

Communication

Each member of the Executive Committee of the Board of Directors will be provided with administrative stationery and envelopes if requested. Members of the board are asked to assume responsibility for miscellaneous expenses such as postage, and telephone whenever possible. These costs will be reimbursed through regular submissions of expense vouchers to the Executive Director.

Orientation of New Board Members

Without a planned orientation of new board members and the passing on of all archives associated with the responsibilities, the Association loses much time and progress. It is necessary for the following procedures to be followed on an annual basis. All retiring board members should establish a method of accomplishing the following prior to June 30th of any given year:

1. Instruct new member of past year's events and describe current major activities and issues facing the Association.
2. Transfer those materials that are deemed necessary for the new board member to prepare for his/her future role.
3. Suggest issues that should be considered by the board in regard to specific roles and responsibilities of outgoing board members.
4. Instruct the new board member on how the CCDA board/Association operates its meetings and special events.

5. Incoming board members are encouraged to attend the Board of Directors meeting immediately following their election. They will be considered an ex-officio board member (participating in discussions but without vote), will have their expenses compensated per Board policy, and will have such duties at the Conference as the president may assign.
6. Incoming board members will be given an orientation to the Board of Directors and the Policies and Procedures of the organization.
7. Outgoing board members are expected to attend all board functions until June 30th.

Ideally, this orientation could be efficiently conducted during the Retreat meeting usually held in July. It would also be appropriate for the past president and the president-elect to conduct a group meeting of both outgoing and incoming board members.

Honoraria

Current CCDA board members may not accept an honorarium when speaking as a representative of the organization.

Conflict of Interest

The CCDA Leadership Team, including Board Members, Committee Chairs, and Headquarters Staff, must avoid a conflict of interest with respect to their fiduciary responsibility and their role as a leader of the association.

- When the Leadership Team is deciding upon an issue about which a member has an unavoidable conflict of interest, that member shall absent him or herself from the vote. The member may absent him/herself from the deliberation when appropriate.
- The Leadership Team members will disclose any personal or business involvement with other organizations, with vendors, or any other entities that might pose a conflict.

CCDA Headquarters

CCDA Headquarters mailing address is 10736 Jefferson Blvd. # 220, Culver City, CA 90230 and serves as the central office of the Executive Director and the management team. The major functions of CCDA Headquarters include management services, member/leader services, publications/marketing support, accounting/database services, meeting/vendor services, and development services. Headquarters also oversees contracted services including accounting, audit, investments, legal services, database design, and website development and maintenance.

Annual Meeting

The Association shall hold an Annual Meeting at a time and place of the Conference. The Board shall give written notice to the membership no less than two months in advance of the Annual Meeting. The Association may hold other meetings at a time and place fixed by the Board, which shall give reasonable notice to the membership.

All CCDA members in good standing are invited to attend and vote at the Annual Conference. The quorum at the Annual Meeting shall be the number of members in good standing in attendance. The members in attendance will be asked to act on recommendations of the Board, review policies established by the Board, act on reports of the Board, and such special and continuing committees.

The members in attendance at the Annual Meeting will review and forward amendments to the Bylaws as presented by the Board to the total membership for approval in accordance with Article XI. CCDA recognizes the website www.ccdaweb.org as the official communication center of the association. CCDA will use the website as an important delivery method of communication to the membership. Notification of amendments and voting will be communicated via emails and quarterly newsletters in addition to website posting.

In an emergency and on recommendation of two-thirds vote of the Board, business may be presented by mail or E-mail ballot to the membership. Such ballots shall be taken by the Secretary of CCDA and shall have the same effect as if said action had taken place at the Annual Meeting.

Parliamentarian

The president may appoint a parliamentarian. The person must be a current member of the Association. In the absence of a parliamentarian the president may serve this role.

The duties of this position shall be to assist the president during the Annual Meeting and at any other meetings designated by the president to assure that Roberts' Rules of Order are applied. The official guide for all meetings shall be the revised Roberts' Rules of Order.

Standing and Special Committees

The committee structure of the California Career Development Association will consist of those committees indicated as standing committees by the bylaws, and the president and the Board of Directors form other special committees as.

The organizational structure of the groups is discussed in more detail in the operational sections of the manual. Each group will provide an annual written report of its activities and status to the board for inclusion in the Annual Report. Chairpersons shall designate their membership unless otherwise specified by the Board of Directors. Chairpersons and members shall serve for designated terms or until the appointment of their successors.

Resource Development

It is the position of CCDA that external and non-membership funds be promoted and secured only if:

1. The purpose of the grant/gift/contract is directly related to the mission and scheduled priorities of the Association.
2. The purpose of the grant/gift/contract allows the Association to conduct research and disseminate its results through publication or training events.
3. The purpose of the grant/gift/contract promotes working relationships with groups, organizations, or agencies that are in the best interest of the Association.

The Executive Director, in consultation with the president, can negotiate on behalf of the Association regarding the acceptance of external funds. When opportunities exist, the Executive Director or a member must inform the president of the source, purpose, and benefit of the external funds. The president will, in turn, decide if the opportunity is appropriate and communicate with the board regarding its disposition.

Once external funding is approved, the president and treasurer will apprise the CCDA Headquarters of such action and establish a special budget account for the funds. Policies concerning such matters, as staff hiring, equipment acquisition, and other arrangements will be established by the Board of Directors as specific needs arise.

CCDA has established a partnership checklist to evaluate future collaborations. Appendix H outlines the criteria and process that should be followed.

CCDA has also established a sponsorship program for those organizations seeking to increase their level of participation in CCDA and establish a high-profile presence in front of all CCDA members. Sponsors are a distinguished group of organizations whose work is directly related to the mission of CCDA and the field of career services. Sponsors donate \$3000 (Gold Level) or \$5000 (Platinum Level) annually to NCDA in return for a select package of services. Appendix H outlines the criteria and process that should be followed.

III. GOVERNANCE OPERATION

(JOB DESCRIPTIONS, PROCEDURES, AND TIMING)

President

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, following awards selection process and criteria verification, and has the Executive Director order 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).

Calendar

President-Elect

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.

Calendar

Past-President

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.

Calendar

Secretary

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 the President who makes suggestions. The minutes are then corrected according to suggestions received and copies of the final draft are distributed to all board members for approval (via email) by the President. Once approved, the approved draft is then distributed to committee chairs, website editor for posting and added to 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 is responsible for assembling and collaborating (with?) 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. A summary of the Annual Report should be sent to the Websiteditor. Any Magazine article containing information from this summary should contain the notation that the full report is available from the secretary upon request.

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.

Calendar

Treasurer (2-year term)

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 non-budgeted contracts for services and materials in excess of \$5,000 (five thousand dollars) shall require approval by the Board of Directors. Any expenditure 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 historical 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.

Calendar

Social Media /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, newsletter and newspaper articles, and marketing materials as needed with marketing subcommittee, which includes social media sub-committee.
- 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

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);
- 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.

Executive Committee

The Executive Committee is chaired by the CCDA President and includes the President, President-Elect, Immediate Past-President, CCDA Executive Director (Ex Officio). The purpose of the committee is to review matters affecting the Association, and to make recommendations to the CCDA Board of Directors for action. With permission of the Board and between regular Board meetings, the committee may make decisions with Board approval. The annual budget should be developed by the Executive Committee at its meeting in the fall and should be sent to the entire Board of Directors to enable time for study and comment.

Sanction and Removal of Directors

Grounds for Sanction or Removal

A member of the Board of Directors may be removed from office on any one or more of the following grounds:

1. Repeated failure to perform the duties and responsibilities of a Board Member, including, but not limited to, failure to perform functions mandated by the Bylaws or Policies for the particular office and failure to attend or participate in meetings of the Board.
2. Conduct prejudicial to the best interests of the Association, including, but not limited to,
 - a) Fraud in the Association's electoral process;
 - b) Failure or refusal to disclose necessary information related to the business of the Association;
 - c) Financial improprieties with respect to Association funds or obligations;
 - d) Conflicts of interest;
 - e) Misrepresentation of the Association and its officers to outside persons;
 - f) Conviction of a felony.
 - g) Any conduct, whether of commission or omission, tending to bring the Board of Directors into disrepute or to impair the proper and effective functioning of the Board in the conduct of its business.

The grounds for removal listed in paragraph A.2 may be based upon conduct occurring during the member's present or prior terms of office.

B. The Board, in its discretion, may, by resolution, sanction a member of the Board for any of the conduct described above which the Board deems not to be sufficiently serious to warrant removal from office.

Procedure for Sanction

- C. Any member of the Board who has reason to believe that grounds exist for sanction of another member of the Board may submit to the Board at any regular or special meeting a proposed motion to sanction that member. The proposed motion shall state the grounds for sanction, specifying all conduct alleged to warrant sanction. Debate on the motion shall take place in executive session. The presence of the person to whom the sanction motion is directed is not required. If the person to whom the motion is directed is present he/she shall be given an opportunity to speak in his/her defense. The motion to sanction shall require for its approval a simple majority of the Board present and voting, shall be taken by secret ballot, and, if approved, shall be reported in the regular minutes.

Procedure for Removal

- D. Any member of the Board who has reason to believe that grounds exist for removal of another member of the Board may submit to the Executive Committee a proposed motion to remove that member and request that the motion be placed on the agenda for the next scheduled meeting of the Board. The proposed motion shall state the grounds for removal, specifying all conduct alleged to warrant removal or sanction. The Executive Committee shall determine by majority vote whether sufficient reason exists to place the proposed motion, or an amended or modified version of the motion, on the agenda for the next meeting of the Board. The Executive Committee may vote on the matter in person, by telephone, or electronically as it votes on other matters. If the Executive Committee decides to place the proposed motion on the agenda for a meeting of the Board, the Committee shall promptly take steps to provide written notice of the proposed motion by certified mail to the member being charged. The notice shall state the date, time, place, and nature of the hearing to be held on the motion, shall include a copy of the motion, including all charges and specifications, and shall direct the member to appear in person at the hearing. Such notice shall be given in sufficient time to provide the member being charged at least 30 calendar days prior to the meeting at which the motion is to be considered by the Board.
- E. The Executive Committee shall appoint a Case Manager to prepare and present the case for removal to the Board at the hearing.
- F. The hearing shall be conducted in accordance with the following procedures:
 - 1. The President of the Association, or another member of the Board designated by the President shall be the Presiding Officer of the hearing. If the President is the person charged, the Past-President or that person's designee shall serve as the Presiding Officer. The Presiding Officer shall have full authority and discretion to conduct the hearing in a fair and just manner and to rule on all matters of procedure arising at the hearing, subject, however, to being overruled by majority vote of the Board. The Presiding Officer, the Case Manager, and the accused member shall not be entitled to vote on such procedural questions.
 - 2. The accused member shall have the right to appear at the hearing in person to address the Board and to present witnesses and other evidence in support of his/her case. If the accused member, without reasonable excuse, as determined by the Presiding Officer, fails to appear at the hearing, the hearing may go forward in his/her absence, and the Board may proceed to a decision on the basis of the available evidence.
 - 3. The Presiding Officer shall call the hearing to order, noting that the meeting is in executive session and that the Board is obligated to maintain the secrecy of the proceeding, and shall then read the proposed resolution, verify that the accused has been given notice of the hearing and the charges, announce the names of all Board members present, and inquire of the accused whether he/she is ready to proceed. If the response is negative, the Presiding Officer shall inquire as to the reason the member is not prepared to proceed and shall determine whether the hearing should proceed at that time or be continued to another time.
 - 4. The Presiding Officer shall direct that each charge is read separately, and the accused shall be asked how he/she pleads to that charge, guilty or not guilty.
 - 5. If the accused pleads guilty to all charges, the Board will then proceed to a determination of whether to impose a penalty following a brief statement of the facts and an opportunity by the accused to be heard on the issue of a penalty. The procedures of paragraph F.10 shall apply.
 - 6. If the accused pleads not guilty to one or more of the charges, the Presiding Officer shall proceed with the following steps in sequence:
 - a. Opening statements, first by the Case Manager, then by the defense;
 - b. Testimony and other evidence presented, first by the Case Manager, then by the defense;
 - c. Closing arguments, first by the Case Manager, then by the defense.
 - 7. Cross-examination of witnesses shall be permitted. With the permission of the Presiding Officer, and subject to conditions that might be imposed by the Presiding Officer, any member of the Board may ask questions of a witness.
 - 8. Formal rules of evidence shall not apply. The Presiding Officer may exclude evidence that he/she deems to be irrelevant to proof of any point at issue, evidence that is unhelpful to a determination of the issues, or evidence that is merely cumulative of evidence already received.
 - 9. Following closing arguments, the Board shall proceed to consider and vote on each of the charges. All members of the Board except the accused shall have the right to vote. The accused and any person who is not a voting member of the NCDA Board must leave the room. The Presiding Officer will then state the question as follows: "The question before the CCDA Board: Is _____ guilty of the charges preferred against him/her?" Each charge shall be read separately, opened to debate, and voted upon separately by secret ballot. The charges can be amended upon motion to conform to the facts adduced at

- the hearing, but only if the charge as amended is wholly included within the charge upon which the accused was tried. A simple majority vote of those present shall be necessary to find a member guilty of a charge.
10. If the accused is found guilty of one or more charges, the Presiding Officer shall announce that the next item of business is the determination of whether to impose a penalty and the nature of any such penalty. One Board member must make a motion to impose a penalty. The motion is debatable and amendable. All votes shall be taken by secret ballot. A two-thirds majority vote of those present is necessary to remove a member of the Board from office. A simple majority vote of those present is necessary to impose any lesser penalty.
11. After the voting, the accused, if present, will be called back into the meeting room and notified of the results. In any event, the accused will be notified of the results of the vote in writing by certified mail no later than ten days following the close of the hearing.
- G. If, after a hearing by the Board in executive session, the member has not been found guilty of any of the charges, there will be no announcement of the charges or the hearing, and unless the member who had been charged requests in writing that such an announcement is made. If the member has been removed from office or otherwise sanctioned, the Board shall have the right to disclose that fact to the membership of the Association.
- H. The disposition by the CCDA Board at the hearing shall be final.

IV. MEMBERSHIP CATEGORIES

Career development professionals can join directly, or join through the American Counseling Association. Member benefits are the same for all membership categories:

Professional: professional members are those members a Bachelor's degree or higher in counseling or a closely related field, from a college or university recognized by the Council for Higher Education Accreditation.

Associate: Regular members are those who have an interest and or employed in career development area.

Student (Non-Professional): Students enrolled in programs preparing them for counseling and other career development areas are eligible to become student members of NCDA.

Emeritus: Retirees from the counseling profession can apply for retired membership.

Membership Designations

CCDA also recognizes its diverse membership of career service providers and strives to describe each member's designation according to his/her unique education and experience levels.

V. PLANNING AND OPERATION

Long-Range Plan

CCDA is an Association that needs clear goals and continuity of direction to ensure its relevance to its membership and to the public in a rapidly changing social context. A long-range (three-year) plan can provide general direction to the board and provide continuity as leadership changes. The Long-range Plan is intended to give general direction, which will be more clearly defined through the annual plan, annual budget, and annual program of work, which incorporate specific goals for each CCDA standing committee and special interest group. The Long-range Plan should:

1. List CCDA goals.
2. Give priority ratings to each goal. These ratings should guide the allocation of effort and money.
3. Suggest objectives for achieving priority goals.
4. Be reviewed annually and updated no less than every three years through an analysis of future trends and through a survey of CCDA leaders (board, chairpersons, state division presidents, and other career development leaders).
5. Be approved by the board and the members at the Annual Meeting.
6. Be implemented by the board and chairpersons.
7. Be considered as the main priority for expenditure of funds. Other goals should be initiated only after the priority goals as stated in the Long-range Plan have adequately been achieved.

Annual Plan

The Board of Directors under the leadership of the president-elect will develop a CCDA annual plan that is derived from the Long-range Plan. The plan should include:

1. A list of goals to be achieved during the year.
2. A listing of standing committees and ad hoc groups, which are responsible for each goal.
3. Suggested objectives that might be used by each standing committee and ad hoc group to achieve its assigned goals.

Planning Process

To achieve its long-range and annual plans, the board will request each chairperson and other individuals making budget requests to develop an Annual Program of Work. Once the plan is approved, the board assigned liaison will help chairpersons complete the following steps:

1. The president will communicate the Annual Plan to the chairperson. The focus will be on the general goal(s) to be achieved, the priority of the goal(s), and objectives for achieving the goal(s).
2. The chairperson shall host a committee meeting at the Conference to begin the process of developing a work plan and budget request for the year.
3. The chairperson will develop a written Program of Work using the suggested format and submit the plan to the president-elect for review.
4. The board will review all Programs of Work reports, will review budget requests, and will make changes if necessary to finalize the total CCDA budget. The board will give final approval to all Programs of Work and each liaison will communicate the final Program of Work to each chairperson.

Program of Work Format

The Program of Work should include a title page and work plan. (See Appendix A)

Monitoring/Communication

After reviewing proposed programs of work, the Board will approve the Annual Plan that should direct the work of the Association for the year. The board liaisons are responsible for monitoring the activities of the standing committees and special interest groups. Suggestions for effective coordination include:

1. The board liaison and the chairperson should communicate at least once every month.
2. The chairperson should copy the board liaison on all written communication.
3. The chairperson should feel free to contact the Board liaison at any time to discuss problems or seek direction.

Reporting

Chairpersons are responsible for the following during the year:

1. The Program of Work should be submitted no later than the first month of the fiscal year (October) to the president and appointed board liaison.
2. A summary of achievements should be sent to the appointed board liaison prior to each scheduled board meeting.
3. Upon request, a one-page report should be submitted to the secretary for inclusion in the Annual Report. A copy should be sent to the president and to the board appointed liaison.

VI. NOMINATIONS PROCEDURES

Nominations and Elections Matrix

Candidates for elections will be on a rotating basis. Each year, CCDA will seek candidates for the office of President-Elect. Secretary and Treasurer Candidates will be sought each second year.

Nominations Guidelines

1. Nominations for the positions of president-elect, secretary, treasurer, and trustees should be made to the Nominations and Elections Committee prior to the start of the CCDA Annual Meeting at the conference.
 - a. President-elect candidates ideally should have served on the board before assuming the president-elect position
 - b. Treasurer candidates should have previous financial experience with monitoring a budget, understanding financial reports, and communicating with an auditor
2. Any member in good standing may make nominations. The nomination will be in writing to the chairperson of the Nomination Committee (Past President) and shall include:
 - a. A one page professional resume of the proposed nominee.
 - b. A letter from the nominee as to his or her willingness to serve and time availability if elected.
 - c. A prepared statement to be published on the CCDA website.
3. Nominees must be members in good standing who have participated in CCDA activities, including the committees, Board of Directors, or other work groups within CCDA.
4. The Nominations and Elections Committee shall include three members who usually are the most recent past presidents. The immediate past president shall serve as chairperson. If any Past-President is unable to serve, the President will appoint a former board member.
5. Online voting will be opened to the membership. No paper ballots will be mailed. If a member is requesting a paper ballot, the management team will accommodate and validate the ballot using the members' ID number to ensure they are eligible to vote.
6. No candidate shall perform or endorse campaigning prior to or during the nominations and election procedure. The Nominations and Elections Committee will declare those parties who do not abide by this policy ineligible and their names will be deleted from the ballot.
7. Appeals: A defeated candidate may petition the Nominations and Elections Committee, which will review the appeal and make recommendations to the Board of Directors.

Elections Guidelines

The Nominations and Elections Committee will solicit potential candidates by the end of April each year and submit a slate to the board for approval by the end of May. The Committee may select up to three potential candidates for each office by screening those that show interest or are nominated by a member in good standing.

Procedure for the Election:

The order of candidates will be alphabetical by last name.

As of close of the conference, an electronic e-bulletin will be sent to members in good standing with online voting procedures, biographical information, and goal statement (information used in the Annual Meeting Report). The timing is as follows:

TBD

Online voting will be done through the CCDA membership database and may start immediately after the election is posted on the CCDA website. The Executive Director will oversee the process. Tallying of the ballots will be automated and reported to the President. The candidates receiving the most votes will be declared the winner. All candidates will be notified prior to the announcement of the election results.

If any questions or disagreements result from the election, the board will use the CCDA policies and guidelines to resolve the situation. All violations and appeals will be handled according to CCDA policies.

In following with CCDA guidelines, candidates are prohibited to campaign. The use of personal funds or any kind of informal campaigning, such as dissemination of letters, is not allowed. No funds may be appropriated or accepted by any candidate. No ads or articles about the candidates may be run in any CCDA publication. Oral information about individual candidates is to be confined to personal communications among members, not involving organized campaign speeches, telephone trees, broadcast e-mail messages, web sites and other activities, which may be construed as campaigning. Candidates, friends of candidates, and colleagues of candidates may not distribute or mail campaign literature of any kind. At state or regional meetings, the names of all candidates for an office may be announced and if one or more of the candidates are present, they may be asked to stand and be recognized. They may not speak about their candidacy or as a candidate in front of a group.

VII. CCDA'S ANNUAL CONFERENCE AND OTHER CONFERENCES

A conference will be held annually. The president-elect in the year prior to the conference will have overall responsibility for planning the conference including recommendations of site(s) and development of budgets, with the assistance of the executive director, for Board approval. The president-elect establishes such committees and liaisons as are required to carry out the planning and delivery of the conference. Guidelines for working with other organizations that will support the conference are provided in Appendix B.

1. A conference budget will be prepared by the Conference committee and approved by the Board of Directors.
2. Professional Development Institutes held in conjunction with CCDA conferences or at other times in coordination with the Board of Directors. Guidelines are presented in Appendix C.
3. Other planned conferences sponsored by the Association or jointly sponsored with other organizations will be identified in the annual budget. Conferences not identified in the annual budget may be scheduled as requested by the president and approved by the Board of Directors.
4. Exhibitors and advertisers will be informed of CCDA's non-discrimination policy.
5. A task force on conference planning, consisting of the president or designee, president-elect, program chair, and will plan all CCDA conferences. The role of the task force shall be to recommend future sites to the Board of Directors, plan the conference, evaluate the conference, and make recommendations for the next conference. The president or designee, with advice and consent of the Board of Directors, shall establish the conference theme, and serve as conference chair.
6. The Annual Meeting will be held during the Conference, The CCDA President may elect to deliver a "State of the Association" address during the Annual Membership Meeting.

The president and headquarters staff are responsible for planning these ancillary events including sending ancillary request forms to committee chairs, scheduling meetings, sending invitations to receptions, obtaining awards plaques and certificates, and making social/meals arrangements.

VIII. ADVERTISING

All arrangements for advertisements, income producing or not, shall be approved by the Executive Director. All requests will be made in writing and should include a description of purpose, fees, and fiscal arrangements. The buyer should professionally prepare all advertisements. No advertisement for any product or agency will be considered if the materials or agency mission in any way conflicts with the purpose and/or bylaws of CCDA. CCDA headquarters will coordinate advertising and set rate structure in consultation with the treasurer, and present copy of questionable advertisements to the President for review.

IX. CCDA AWARDS, CERTIFICATES, GRANTS, AND SPECIAL FUNDS

Each year, a Board Member will be appointed by the President to be a liaison to all awards and grants committees. The Board liaison has the responsibility to annually: (a) ensure the Awards and Research Chairs disseminate the CCDA Awards and Grants Information to relevant committee chairs; (b) place this information in the CCDA Policies and Procedures Guidelines; and (c) publish this information in the CCDA Newsletter; and (d) post information on the CCDA website. All awards and grants applications shall be submitted to the appropriate committee chairs, for processing. All CCDA Awards and Grants Committees shall submit requests for plaques and/or certificates with names and suggested wording to the Executive Director for processing. All CCDA Awards and Grants given are to be announced at the conference. The CCDA Awards Committee will also be responsible for soliciting and coordinating the nomination of CCDA members for NCDA awards and other appropriate external awards. **No seated board members or Awards Committee members are eligible to receive any CCDA award with exception of the Presidential Awards.**

Procedures

Responsibilities of Awards Chair held by the President

1. Provide budget information for upcoming year.
2. Develop committee (as needed).
3. Promote awareness of CCDA awards and grants.
4. Review award or grant applications or nominations with input from committee.
5. Select award or grant.
6. Develop wording to appear on the plaque or certificate.
7. Send request to Executive Director for certificate or plaques.
8. Submit check request for cash awards to Board Liaison.
9. Solicit and coordinate the nomination of CCDA members for NCDA awards and other appropriate external awards
10. Return all nomination forms (for those who were not accepted) to the original sender

Responsibilities of Board Liaison

1. Help develop and approve plan of work
2. Monitor promotion and decision process.
3. Communicate special needs or concerns to staff.

Responsibilities of Staff/Management Team

1. Prepare plaques and certificates as specified by responsible person.
2. Arrange to have plaques and certificates at appropriate location for award.
3. Mail plaques and certificates when appropriate.
4. Monitor payments of grant monies.

Description of Awards and Certificates

CCDA Awards – all budgeted from the Awards Committee budget unless otherwise stated.

X. STANDING COMMITTEES, SPECIAL COUNCILS, AND SPECIAL COMMITTEES

Committees and special ad hoc groups carry out activities related to membership services and professional action needs. Chairpersons of these committees report to the CCDA Board through a board liaison and provide annual plans, budget requests, progress reports, and other items as requested. Each committee chairperson and committee members must be members in good standing in order to serve. Each chairperson is responsible for submitting a report to be contained in the Annual Report that is distributed at the annual CCDA Convention. Each report should contain: (a) name of committee/ad hoc group, (b) name of chairperson, (c) purpose, (d) activities completed to date, and (e) goals for the remainder of the year. Committee reports should contain names of the members as well. Reports are to be submitted to the Secretary and should not exceed two pages. The originator should include his or her return address.

Travel to the NCDA convention or CCDA conference will not be paid unless approved through board vote. In addition, it is not customary for money to be paid for travel to committee or ad hoc meetings. Therefore requirements for travel, hotel, or per diem money must be spelled out in the plan of work and budget and approved by the Board. The duties of committee and ad hoc group chairs and board liaisons are listed below:

Duties of Committee Chairs

1. Constitute a committee and coordinate a committee meeting during the annual conference.
2. Develop a plan of work and budget. Send to president-elect and Board liaison within 30 days of the end of the annual conference.
3. Receive communication from Board liaison as to approval of budget and plan of work by early June.
4. Carry out plan of work. Communicate with Board liaison monthly as to progress and problems. Report issues to liaison that need to be discussed at Board meetings.
5. Write 2 reports annually; a mid-year report due on mid March and a year-end "Annual Report" by early September.
6. Send reimbursement vouchers to Board liaison for approval.
7. Chair committee meeting at convention to discuss plan of work for next year.
8. Communicate the activities of your group through the CCDA Newsletter. Write at least one article each year.
9. Recommend someone to chair your committee when your term is over.
10. Transfer files and relevant historical records to the person who takes over your responsibilities.

Duties of Board Liaisons

1. Communicate monthly with each committee or ad hoc group chair for which you are the liaison.
2. Receive and review plans of work and budgets and make recommendations to the president-elect.
3. Assist chairs with problems and ideas.
4. Communicate relevant Board decisions as soon as possible after meetings.
5. Review and approve reimbursement vouchers and forward to treasurer.
6. Communicate significant problems to the president between Board meetings.
7. Report and advocate for your committee and ad hoc groups at Board meetings.
8. Make recommendations to the president-elect for continuation of committee and ad hoc group chairs or nominate replacements.
9. Attend all Board of Director meetings.
10. Attend committee and ad hoc meetings at Convention and Conference.

Appointment of Committee Chairs

The president-elect shall appoint half of all the chairs of standing and ad hoc committees in consultation with the president and executive director subject to confirmation of the appointees by the Board of Directors. Terms of office for all appointees shall be for two years (except as otherwise noted) and shall coincide with the fiscal year of the Association (July 1 – June 30). No member of the Association may serve as Chair of more than one committee or ad hoc group. The Chair must designate the members of her or his committee or ad hoc committee for a term of one year or until the appointment of their successors. Each member of a committee must hold CCDA membership and remain in good standing. Chairs and members may be reappointed.

XI. ENDORSEMENTS MADE BY CCDA

CCDA selectively endorses government-produced career development products/materials/programs, which are made available at no cost. An ad hoc committee will review all requests and will submit a recommendation to the Board.

APPENDICES

APPENDIX A

Annual Plan for Standing and Special Ad Hoc Committees

CALIFORNIA CAREER DEVELOPMENT ASSOCIATION ANNUAL PLAN STANDING OR SPECIAL AD HOC COMMITTEE

Directory Information

Please complete this cover sheet and Plan of Work on the next page and submit to HEADQUARTERS BY APRIL 6.

Name of Committee or Group _____

Chairperson's Name _____

Preferred Mailing Address _____

Office Telephone _____

FAX Number _____

Home Telephone _____

e-mail address _____

Members: Please attach a separate sheet listing the names and contact information for current committee members.

Budget Request

Purpose

Amount

Total _____

Return to: _____

Fiscal Policy

No person who has responsibility for spending monies allocated and approved as the CCDA Budget for a particular fiscal year shall overspend the approved amount without additional approval. The Board members with direct responsibility as liaison for a particular CCDA entity may approve up to 10% or \$100 (whichever is greater). Any amount over 10% or \$100 (whichever is greater) must be approved by the treasurer in consultation with the executive committee. Original receipts that directly document the business purpose of the expenditure must accompany all requests for reimbursement.

Expenses to be reimbursed must be submitted within 90 days of the time that the expenses were incurred. Failure to do so will result in nonpayment. Appeals to this policy may be made to the executive committee.

Plan of Work

<i>Goals and</i>	<i>Objectives</i>	<i>Activities</i>	<i>Complete Date</i>
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APPENDIX B

Guidelines for Co-Sponsoring Organizations for the annual Conference

Organizations can participate as “Co-Sponsoring Organizations” in the annual Conference by contributing an agreed upon combination of the following:

1. Promoting the conference to their members or constituents, through mailings, magazine articles, announcements, etc.
2. Identifying presentations that focus on the organizations’ needs and incorporate the conference theme.
3. Organizing a pre-conference workshop within the conference theme targeted to bring their constituents together with other workshop attendees. The organization must assume all financial obligations for the workshop.
4. Organizing an interest section program during the conference to focus on bringing their constituents together with other interested CCDA or conference attendees. Featured speakers may also be chosen and all costs must be assumed by the organization.
5. Sponsoring a hospitality breakfast, lunch, dinner or break or providing other supportive funding.
6. Sponsoring a local field trip or social event.
7. Identifying persons to act as session chairpersons or facilitators, providing persons to help with registration and providing persons to help with other tasks as needed.

In exchange, “Co-sponsoring Organizations” will receive an agreed upon combination of the following benefits:

1. Listing on brochure advertising conference.
2. Listing on the program agenda.
3. Recognition of a representative at a general session, the banquet or at other appropriate time during the conference.
4. Inclusion of one piece of literature or one flyer in the registration packet along with conference agenda.
5. Space for display of materials on a common display table in the exhibit area.
6. Brief description of the “Co-sponsoring Organization” in conference publications
7. Revenue sharing based on the conference budget and sponsor agreement.

Please note: Since CCDA has sole fiscal, planning and implementation responsibilities for the conference, the board of directors will determine the specifics of the budget and revenue sharing each year. While CCDA seeks other organizations interested in various levels of participation, the board of directors reserves the right to approve the conditions of any agreement.

Appendix C

Guidelines for CCDA-Sponsored Webinars

A webinar is a live online presentation using one's computer to deliver information to participants who are viewing the information and listening to the presenter via an electronic device. Participants are able to submit questions and comments during the presentation. For CCDA's purposes webinars are 1 hour in length. Payment is \$XX which may be shared by multiple presenters, if desired.

The CCDA Board of Directors is responsible for identifying and recommending quality webinar topics and presenters to the CCDA board. Webinar topics can be based on a) suggestions from an CCDA committee, b) an CCDA member, c) surveys of professional development needs, d) new initiatives in the field of career development, or e) career development experts.

Approximately four webinars are scheduled each year.

To arrange for a webinar, a potential presenter

1. Completes a short proposal form as below and submits it to the CCDA Management Team review.

Title of Webinar

Name and Title of Presenter:

Rationale for Topic:

Relevance to CCDA's Mission and Resources:

Learning Objectives (3-4):

General Outline of Content (as detailed as is reasonable):

Resources/Sources Used:

Example PowerPoint Slides You Have Developed (2 of your best)

Listing of 2-3 Previous Webinars You Conducted and for Whom:

Recording of Any Previous Webinars OR Contact Information of a Person Who Can Recommend You as a Presenter:

Bio and Photo: One page or less

2. Make any suggested revisions or additions to the proposal as requested by the Board.

Once topics are reviewed favorably by the Board and the information is submitted to the NCDA management team.

CCDA management team will:

1. Contact the presenter to negotiate a date and time for the webinar.
2. Arrange for payment.
3. Inform the Continuing Education Committee Chair of the webinar date and time prior to formal announcement to the membership.
4. Announce the webinar to the CCDA members and others through various electronic means.
5. Submit information to the editor of Career Developments for publication if appropriate and timely.
6. Establish registration options and fees.
7. Work with the presenter to understand the webinar platform (currently Go To Meeting).
8. Provide assistance and support to attendees and the presenter at the time of the presentation.
9. Record the webinar for future sale.
10. Provide the evaluation questions to the attendees at the conclusion of the webinar.
11. Compile the evaluation results and submit to the presenter and the NCDA Continuing Education Chair.
12. Create and send the certificate of attendance to the attendees with the appropriate CEU clock hours.

13. Post the recorded webinar and announce it for sale.

APPENDIX D

Annual Report Format

Format

1. Name of Committee or Group -- centered at top of page
2. List of names of members (alphabetized by last name; do not include addresses)
3. Outline of Committee Activities to Date
4. Outline of Projected Plan through June 30 of the applicable year.
5. Limit the length of your report to 1 page.
6. Prepare headings as follows

NAME OF STANDING OR AD HOC COMMITTEE
(all caps, bold and centered)

List of Members (upper/lower case, bold, flush left)

Committee Purpose (upper/lower case, bold, flush left)

Committee Activities to Date (upper/lower case, bold, flush left)

Projected Plan through July 30, 20XX (upper/lower case, bold, flush left)

APPENDIX E

Procedure for Submitting Product Development Proposal To CCDA's Publications Development Program for Review

CCDA Mission Statement

UPDATE

In an effort to provide products that meet membership needs and increase revenue, the CCDA Publications Development Council is soliciting recommendations from authors to identify new publications that CCDA should consider publishing.

Procedures:

1. Three copies of the proposal (written or electronic) should be sent to the CCDA Headquarters. CCDA staff will distribute them to the Publications Chair and two reviewers.
2. CCDA Headquarters alerts the Chair and selected reviewers about material to be forwarded.
3. Reviewers return written evaluations to the Publications Chair within three weeks of receipt.
4. The Publications Chair recommends action to the Board based on reviewer comments within 30 days of the receipt of the review.
5. If the proposal is accepted, CCDA Headquarters completes contractual negotiations with the author.

Proposal Format:

The proposal should include the following items:

1. Title of Publication
2. Please indicate Monograph or Book
Monograph: approximately 100 pages double-spaced, practitioner oriented and focused on a single topic related to career counseling or career development.
Book: minimum of 175 pages double-spaced and focuses on issues, research, history, or other topics related to career counseling or career development that yields knowledge or understanding.
3. Author
4. Contact Information
5. Author's Bio
6. Description of the Intended Audience
7. Publication Category(ies)
 - Career Development Theory and Models
 - Individual/Group Counseling and Facilitation Skills
 - Assessment
 - Career Information Resources/Curriculum/Activities
 - Program Planning/Promotion/Management/Implementation
 - Coaching/Consultation/Performance Improvement
 - Specific Populations
 - Supervision
 - Ethical/Legal Issues
 - Research/Evaluation
 - Technology
 - Career Planning and Job Seeking Resources
8. Setting
 - K-12 and Parents,
 - Post Secondary,
 - Non-Profit,
 - Governmental,
 - Business and Industry, and/or

- Independent/Private Practice.
9. Media Type
- Print
 - Video
 - CD-ROM
 - DVD
 - Other
10. Detailed outline of the product
11. 200-word summary that describes the materials including the structure of the content (e.g., case studies, activities, reflections, etc.)
12. Examples taken from the reference list (minimum of 10 references)
13. In addition, illustrate evidence of quality and impact by submitting items such as previously authored materials, previous editions of the materials, and/or two or three finished chapters that the reviewers will use to complete the evaluation.

Submit Proposals To:

**AGREEMENT BETWEEN
THE CALIFORNIA CAREER DEVELOPMENT ASSOCIATION
AND _____, AUTHOR**

THIS AGREEMENT is entered into this _____ day of _____, _____, by and between the National Career Development Association, a nonprofit corporation organized and operating under the not-for-profit laws of the Oklahoma ("The Association"), and _____ ("The Author").

WHEREAS the Author is the creator of a book in preparation (the "Work"); and

WHEREAS the Association desires to produce, publish, promote, and market the Work to its members and the public;

The Association and the Author mutually agree as follows:

Description of Work

The Author shall develop a work titled _____ (or a similar title to be mutually agreed upon, hereinafter, the "Work"), as described in the Author's proposal dated _____. The Author shall provide the typescript in a form and with content suitable for publication in print form (hereinafter "Book") or other media, including illustrations (if any are required) in a form suitable for reproduction.

The Publisher, in consideration thereof, agrees to distribute the Work, if the manuscript is judged to be acceptable, in such style as to paper, printing, and binding, or in any other media, as the Publisher deems best suited to the sale and marketing of the Work. The terms covering the publication and/or distribution of the Work shall be as follows:

(1) **AUTHOR'S RESPONSIBILITIES.** The Author shall assure that deadlines for the Work are met and that all material submitted to the Publisher complies with contractual requirements and shall take all reasonable and necessary steps to assure that the Work is delivered to the Chair of the CCDA Media Committee in suitable form and within a timely manner for publication as set out in the Agreement.

(2) **RIGHTS.** The Author hereby grants and assigns to the Publisher all her or his rights, titles, and interests in and to the Work, and all literary property therein, including all distribution forms and media, and all copyrights throughout the world now or hereafter provided, as well as all renewals and extensions of copyright throughout the world, now or hereafter provided. The copyright shall be in the name of the Publisher, who shall pay all expenses necessary for registering the copyright and recording its assignment to the Publisher; the Author shall execute such documents evidencing the assignment as the Publisher may reasonably request. In exercising its rights under copyright, the Publisher shall make all reasonable effort to act in the interest of the Author as well as in its own interest.

(3) **PUBLICATION OF SELECTIONS.** For purpose of review or advertising, the Publisher may license and permit others to publish such selections from the Work as the Publisher thinks necessary or desirable for the promotion of the Work. The Author shall not receive royalties or any other form of compensation for such publications.

(4) LIBELOUS/ACTIONABLE MATERIAL.

(a) **Right of Refusal to Publish.** The Publisher shall have the exclusive right to refuse to publish all or any portion of the manuscript which it believes may be deemed libelous, a violation of copyright, or otherwise actionable. The Author certifies that, to the best of her or his knowledge, nothing in the final manuscript submitted is libelous, a violation of copyright, or otherwise actionable and agrees to indemnify the Publisher for any liability for damages arising from any legal proceedings concerning the publication of any material in the volume authored by her or him.

(b) **Notification.** The Publisher and the Author agree to notify each other promptly of any suit filed or threatened, or claim made, arising out of the Work and agree that the Publisher shall have the right, at its election, but not the responsibility, to control the defense of any such suit or claim.

(5) **PERMISSIONS TO REPRINT.** The Author shall obtain written permission to use in her or his contribution material that was previously published. If fees are charged for permissions, it is the Author's responsibility to pay them.

(6) ROYALTIES.

- (a) Royalties. The Publisher shall pay the Author up to 15% of net receipts of the book.
- (b) Reporting. The Publisher shall report in September of each year on the sale of the Book for the twelve-month period ending the previous July 31. Within thirty (30) days after delivery of the report of sales, the Publisher shall make settlement for any balance shown to be due. No payments shall be made until accrued royalties reach fifty dollars (\$50).

(7) COMPLIMENTARY COPIES. The Publisher agrees to provide five (5) copies of the Book to the Author upon publication. The Publisher agrees to sell the Author up to fifty (50) copies of the Book at a discount of twenty percent (20%) from the NCDA member price, but copies so furnished to or purchased by the Author may not be resold.

(8) SUBMISSION, PRODUCTION, AUTHOR QUERIES, PROOFS, AND AUTHORS' ALTERATIONS.

- (a) Submission of Draft Manuscript. The Author at her or his discretion may conduct a field review of the manuscript prior to its submission to the Chair of the NCDA Media Committee. The Author shall provide to the Chair of the NCDA Media Committee copies of all reviews, as well as explanations of changes made to the manuscript as a result of those reviews.
- (b) Final Submission. The Author shall submit to the Chair of the NCDA Media Committee the original and two (2) copies of the manuscript and one (1) fully correct copy on media. Media shall be prepared in a format compatible with the Chair of the NCDA Media Committee's computer system (preferably in IBM-compatible Microsoft Word format).
- (c) Technical Editing. A copyeditor hired by NCDA shall edit the manuscript according to the guidelines provided in the American Psychological Association's *Publication Manual* (5th edition) and shall forward to the Author an edited manuscript for her or his review and approval. The Author shall return her or his approved, copyedited manuscript directly to the copyeditor and shall respond directly to copyeditor regarding all author queries.
- (d) Index. The Author is responsible for generating the index to the Book, if one is deemed necessary.
- (e) Typesetting Stage. The Author is responsible for proofreading the original manuscript against typeset proofs. The Author shall receive two (2) sets of typeset proofs in page form and is responsible for checking proofs and responding to all queries from the Publisher. The Author may make corrections to the text of the manuscript if such corrections are necessary to introduce accuracy.
- (f) Typographical Corrections. Correction of typographical errors and other errors of the Publisher and of all charges for corrections up to fifteen percent (15%) of the cost of the original cost of composition shall be at the expense of the Publisher. Alteration charges resulting from changes made to the typeset proofs by the Author in excess of the said fifteen percent (15%) allowance shall be charged to the Author.

DATE OF DELIVERY OF MANUSCRIPT. The Author agrees to deliver to the Publisher, on or before the _____ day of _____, one (1) original and one (1) copy of the manuscript in hard-copy manuscript form, including illustrations, if any, and one (1) fully correct copy on media as specified in Paragraph 8b, time being in the essence of her or his provision. If the Author should fail to make delivery of the manuscript and the illustrations, or any portion thereof, complete and ready for publication, on the date named, an extension of time may be allowed by the Publisher in writing, or the Publisher may decline to publish the Book under her or his Agreement, and thereupon the Agreement shall terminate.

REVIEW OF THE FINAL MANUSCRIPT. Upon receipt of the final manuscript and illustrations from the Author, the Publisher may obtain written evaluations (both of content and cost of production) of the Work from reviewers prior to manufacture and subsequent publication of the Work. On receipt of such evaluations, the Publisher may decline to publish the Work.

CARE OF THE MANUSCRIPT. Whenever feasible, the Author shall retain copies of all manuscript and illustrations delivered to the Publisher. The Author shall have the manuscript and illustrations delivered to the Publisher. The Publisher shall exercise all due care of the manuscript and illustrations, but the Publisher shall incur no liability to the Author because of loss of, theft of, or damage to the said material while in the Publisher's possession, nor because of the Publisher's inability to go forward with publication by reason of said loss, theft, or damage.

NON-COMPETITION The Author agrees that during the term of this Agreement, she or he shall not, without the written consent of the Publisher, write, edit, print, or publish, or cause to be written, edited, printed, or published, any other book that shall directly compete with the sale of the Work herein named.

MARKETING AND DESIGN. Final decision on all aspects of marketing and design shall be made by the Publisher. The Author shall provide information and suggestions regarding the approaches to be used in marketing, the markets to be reached, and the design of the Book.

REVISED EDITIONS. In the event that the Publisher decides to publish a revision of the Book, and at the Publisher's option, the Author may be invited to prepare such a revision. The Author shall respond to such invitation within thirty (30) days of receiving it. If the Author agrees to prepare a revision, she or he shall furnish the revision, in a form and content suitable for publication, within twelve (12) months from the date of the Publisher's request. In the event that the Author elects not to prepare the revision, or fails to notify the Publisher of her or his decision within the agreed-upon period, the Publisher has the right to select another Author to prepare the revision, and the Author shall retain no rights to nor receive any compensation in any form derived from that revision or any future editions of the Work.

THIS AGREEMENT shall be binding upon and inure to the benefit of the parties hereto, their heirs, successors, assigns, and personal representatives. This Agreement shall be construed and enforced in accordance with the Laws of the District of Columbia.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the dates noted below.

CALIFORNIA CAREER DEVELOPMENT ASSOCIATION AUTHOR

NCDA	President	Author
<hr/>		Social Security Number or FEI #
<hr/>		
Date		

Guidelines for Selecting Products for CCDA Distribution

CCDA Mission Statement

The California Career Development Association (CCDA), a founding division of the California Counseling Association, provides professional development, publications, standards, and advocacy to practitioners and educators who inspire and empower individuals to achieve their career and life goals

In an effort to provide products that meet membership needs and increase revenue, the CCDA Publications Development Council is soliciting recommendations from authors and publishers for existing products that should be considered for resale by CCDA.

Procedures

1. Author/publisher contact is made with the CCDA Headquarters which immediately requests two copies of the materials be sent to CCDA Headquarters with the understanding that CCDA only distributes materials providing a discount of at least 40%.
2. The Publications Chair receives a copy from CCDA and makes an initial screening and requests that the CCDA Headquarters Office send a copy to one committee member.
3. CCDA alerts selected members about material to be forwarded. Materials will be reviewed 3 times per year. Reviews will be May 1, September 1 and January 1. Products for review must be submitted 2 weeks prior to these review dates.
3. Reviewers will then return written evaluations to the Publications Chair within three weeks.
4. The Publications Chair recommends action to Board from reviewer input within 30 days following the review. If the reviewers are in disagreement, a third reviewer will be selected.
5. If the proposal is accepted, CCDA Headquarters completes contractual negotiations with the author/publisher.
6. If the product is accepted, all distributor agreements should include a request to have CCDA authored publications cross-distributed as well. (For example, if CCDA distributes a Corwin Press book, CCDA would ask Corwin to distribute NCDA products.) *This is preferred but not a requirement.*

Evaluation Elements

Reviewers will evaluate the material by scoring and providing comments to the following questions:

1. Does the material align with the mission, goals, image and purpose of CCDA?
2. Would you purchase this material yourself or recommend it to others such as students, counselors, teachers, parents, career practitioners, librarians, counselor educators, career development facilitators, or others?
3. Does the material address the needs of the audience for which it is intended?
4. Is packaging and pricing attractive?
5. Is the material current?
6. Does the material add a new perspective to the subject?
7. Does the material show quality in terms of style, ease of understanding/use, structure and appeal?
8. Do you know of additional books on the subject matter that CCDA should consider reselling?
9. In conclusion, please provide a score of 1 (low) to 5 (high) that describes your opinion as to whether CCDA should resell the materials.

Author/Publisher Submission Form

Please complete this form and submit 2 copies of the publication to be reviewed to:

California Career Development Association

Attn:

10736 Jefferson Blvd. # 220,

Culver City, CA 90230.4381

Phone: (xxx) xxx-xxxx

Email:

Author Name: _____

Publisher Name: _____

Contact Information: _____

City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Title of Publication: _____

Copyright Date: _____

***Please note: CCDA will only review publications with a copyright less than 3 years old. Publications with a copyright more than 3 years old may request a special review. Please contact the CCDA office for more information.**

Retail Price of Publication: _____

Discount Price of Publication: _____

(Minimum 40% discount required)

Target Audience: _____

Please circle the appropriate category(ies):

- Career Development Theory and Models
- Individual/Group Counseling and Facilitation Skills
- Assessment
- Career Information Resources/Curriculum/Activities
- Program Planning/Promotion/Management/
Implementation
- Coaching/Consultation/Performance Improvement
- Specific Populations
- Supervision
- Ethical/Legal Issues
- Research/Evaluation
- Technology
- Career Planning and Job Seeking Resources

Please circle the appropriate setting(s):

- K-12 and Parents,
- Post Secondary,
- Non-Profit,
- Governmental,
- Business and Industry, and/or
- Independent/Private Practice.

Please circle the type of media:

- Print
- DVD
- CD-ROM
- Video Tape
- Other

APPENDIX F

CCDA Drug-Free Workplace Policy

The California Career Development Association promotes a drug-free workplace. As required by the Drug-Free Workplace Act of 1988, CCDA adopts the following policy:

The applicant certifies that it will or will continue to provide a drug-free workplace by:

1. Publishing a statement notifying employees that the unlawful manufacture, distribution, dispensing, possession, or use of a controlled substance is prohibited in the CCDA workplace and specifying the actions that will be taken against employees for violation of such prohibition;
2. Establishing an on-going drug-free awareness program to inform employees about:
 - a. the dangers of drug abuse in the workplace;
 - b. CCDA's policy of maintaining a drug-free workplace;
 - c. any available drug counseling, rehabilitation, and employee assistance programs;
 - d. the penalties that may be imposed upon employees or contractors for drug abuse violations occurring in the workplace

Making it a requirement that each employee/contractor to be engaged in the performance of CCDA management services or/and the various cooperative agreements is given a copy of the published statement.

Notifying the employee/contractor in the statement required by paragraph 1 above that, as a condition of employment for CCDA and various cooperative agreements, the employee/contractor will:

1. Abide by the terms of the published statement
2. Notify the president in writing of his or her conviction for a violation of a criminal drug statute occurring in the workplace no later than five calendar days under such conviction
3. Notify the CCDA President, in writing, within 10 calendar days after receiving notice of conviction. The CCDA President will then notify the applicable federal agencies with which cooperative agreements are held of such conviction.
4. Taking one of the following actions, within 30 calendar days of receiving notice
 - a. Taking appropriate personnel action against such an employee/contractor, up to and including termination, consistent with the requirement of the Rehabilitation Act of 1973, as amended or
 - b. Requiring such employee/contractor to participate satisfactorily in a drug abuse assistance or rehabilitation program approved for such purposes by a federal, state, or local health, law enforcement, or other appropriate agency
 - c. Making a good faith effort to continue to maintain a drug-free workplace through implementation of the above policies.

This policy is for work that is performed at:

CCDA Headquarters
10736 Jefferson Blvd. # 220,
Culver City, CA 90230.4381
Phone: (xxx) xxx-xxxx

APPENDIX G

Partnerships Evaluation Checklist

On occasion, the California Career Development Association (CCDA) may enter into partnerships with both non-profit and for-profit organizations and related entities. The attached document is designed to assist CCDA board members in making decisions about which partnerships, if any, to pursue. Any group seeking to partner with CCDA is invited to provide whatever information might be helpful in the evaluation process.

The Process

Any member of the board, committee chair or member, CCDA member, or other external group can bring the initial information on the proposed partnership forward.

For each partnership inquiry, the CCDA President will identify two board members and a third individual with knowledge related to the content/issues associated with the potential partnership to serve as reviewers. These individuals should not be in a position to benefit financially from the potential partnership, be members of, or directly affiliated with the organization.

In their role as reviewers, these individuals will be asked to examine the information on the proposed partnership, and complete the Partnerships Evaluation Checklist using the rating scale provided and offering any additional comments they wish to add.

The reviewers will be asked to make a recommendation to the board using the following categories:

- Decline pursuing the partnership
- Table the partnership (current information provided is complete but Board has other priorities at this time)
- Table the partnership and request further information (this may be requested by the reviewers or the board)
- Pursue the partnership and recommend board's approval. If approve, the board and Headquarters would work out the details with regarding to any type of agreement or contract that might be entered into with the partnering organization.

It is possible that no one set of criteria can be established for use in evaluating collaborations with external organizations, but this process may prove helpful for the current and future leadership of CCDA to have some sense of what issues were considered in previous arrangements associated with successful partnerships. CCDA headquarters will maintain a record of discussion topics, rationale, and completed checklists for decisions related to partnerships, in order to further refine these guidelines for future board discussions on this matter.

CCDA Partnership Evaluation Checklist

Criteria	Definitely.....Not at All 5 4 3 2 1 0	Cannot determine	Comments
Are the nature of the organization's mission, purpose, or services compatible with the missions and goals of NCDA?			
Are key members of the organization involved in NCDA?			
Does the partnership have the potential to benefit NCDA members (e.g., access to specific services, resources, etc.)			
Does the partnership have the potential to benefit NCDA financially?			
Do the potential benefits (financial or otherwise) justify the impact of the partnership on headquarters staff ?			
Does the proposed partnership avoid any potential harm or threat (however defined) to NCDA?			
Does the agreement or partnership avoid an exclusive arrangement with or endorsement of any one organization, e.g., publisher, testing or training organization, etc.?			
Is the timeline for how long the partnership will last specified and information provided on how can it be continued or terminated?			

APPENDIX H

Sponsorship Program

Rational

CCDA seeks to be the premier organization of career development for service providers, professional and paraprofessional as well as the place where students, clients and the general public will go to for career development information and resources.

Background

Over the years, various organizations have approached CCDA seeking “marketing partnerships.” These requests include seeking to link to the CCDA Website, sponsorships for conference events/items and grants, advertising opportunities, etc. With the recent addition of the marketing services company and the new technology options through the software technology vendor, the time is favorable to consider moving forward with a Sponsorship Program.

Overview

CCDA is proposing to select and invite appropriate sponsors to participate in this CCDA program for a set annual fee. The sponsorship program is detailed below.

Levels

Two levels of sponsorship will be offered. Sponsors may choose one level depending on the extent of participation desired and cost. Each level requires a one-year commitment.

PLATINUM: \$5000 annual Participation includes:

- Listing on the CCDA website’s Sponsor page
- Discounts on CCDA conference exhibit booths
- Advertising in the *CCDA Journal* and the annual conference program
- Placement of sponsor logo on one General E-bulletin sponsorship

GOLD: \$3000 annual Participation includes:

- Listing on the CCDA website’s Sponsor page
- Advertising in either the *CCDA Journal* or the Conference program

Logo

Sponsors will be allowed to include their corporate logo in the Sponsor page of the CCDA website and in any print advertising. The logo must be supplied by the sponsor and standardized in size by the CCDA graphic designer (or web technician) to fit the page.

Length

Additional wording (no more than 50 words) provided by the sponsor may be included on the sponsor page of the CCDA website. Additional advertising guidelines may be required for sponsorships in the Magazine and Conference program.

Location

- CCDA Home Page (bottom left of page will have a box labeled “Visit our Sponsors” with each sponsor logo rotating on/off). Clicking on that box will lead to a full sponsor page, which includes the listing of all sponsors (including logos and descriptions of up to 50 words).
- The *CCDA Journal* – one half page ad located at the discretion of the editor
- The annual conference program – one 75 word paragraph on the Sponsor’s page

Cost / Value

PLATINUM: \$5000 annual Participation Includes:

- Sponsor page on the CCDA website – (valued at \$2500)
- Discounts on CCDA conference exhibit booths - (valued at \$200 off the Regular or Premier Booth; originally \$795 and \$895 respectively)
- Advertising Career Developments Magazine and the annual conference program – (valued at \$2200 – full page ads) meet ad policy
- 20 copies of CCDA Journal – (valued at \$50)
- One General E-bulletin sponsorship – (valued at \$2500)

GOLD: \$3000 annual Participation Includes:

- Sponsor page on the CCDA website (valued at \$2500)
- Advertising CCDA Journal and the annual conference program – (valued at \$1500 – half page ads)

Criteria

Sponsors who receive an invitation to participate should meet the following criteria:

1. The organization should have a broad relevance and appeal to CCDA members.
2. The subcommittee of 4-5 board members may tentatively pre-approve an invitation to an organization; NCDA Board should approve sponsorship invitations in advance.
3. All sponsorship advertising falls under the guidelines in the CCDA Legal notice/Disclaimer.
4. Where possible, a reciprocal link to the CCDA website should be included in the sponsor’s website.

Invitations

The best way to obtain sponsors is via personal invitation from a Board member. CCDA headquarters would draft a brochure or similar document accompanying the invitation. Invitations could read as follows:

“Organizations who wish to increase their level of participation in CCDA and establish a high-profile presence in front of all CCDA members are invited to become an CCDA Sponsor. Sponsors are a distinguished group of organizations whose work is directly related to the mission of CCDA and the field of career services. Sponsors donate \$3000 (Gold Level) or \$5000 (Platinum Level) annually to CCDA in return for a select package of services.”