



A Branch of the American School Counselor Association

MSCA Retreat 2019

Date and Time: 7/22/19 at 9:00 AM

Location: Jones Palace

Attendees: Laura Jones, Nikki Ham, Allie Downey, Holly Kleiderlein, Suzanne Peters, Alexis Pappadeas, Marian Hoyt, Richard Scott, Gretchen Foust, Ed Reed, Tracy Spain, Xiomara Medina

Adjourned:

Meeting Goals

1. To identify programming for the 2019-2020 year that will advocate for and promote excellence in the profession of school counseling
2. To determine ways for the 2019-2020 year to support current and future school counselors in fostering the full potential of all students' academic, career, and social/emotional development
3. To be intentional with identifying ways to improve diversity of voice, via, gender, race, culture, religion, sexual orientation, gender identification, geographic location and thought in MSCA Programming

Agenda Items

1- Review and Overview from ASCA LDI

A. ASCA support with web hosting (no charge)

- Web hosting and design templates
- ASCA chapter websites
- Professional sites, easy to maintain, user friendly
- Perfect out of the box
- Always up to date
- Manage on your own
- Galleries
- General site and members only
- Still need a webmaster; possibly an emerging leader or grad student
- Will save a lot of money annually
- Change the website "Interested in leadership opportunities within MSCA?" maybe a

google doc?

B. Financial Management Assistance (no charge)

- SCL Consulting-Blended accounting services (DC company)
- Weekly reconciliations
- Weekly check-ins & updates
- Migrate everything into the cloud
- Timely monthly financials w/analysis & KPIs
- Budgeting and Forecasting
- Close out the books on time so year-end is smooth



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Adjourned:

- Catch fraud
- Team is available and familiar
- Convert to Quickbooks Online

C. All Board Members are eligible to participate in the ASCA U Leadership Training for FREE

D. ASCA also provides

- Governance support
 - Membership dues collection
 - State newsletter (president writes + secondary page)
 - Conference mobile app (need to use from the beginning)
 - GoToMeeting use for board/committee calls (we've been using zoom)
 - GoTo Webinar (up to 4 per year)
 - Domain hosting fee for 1 of 4 addresses

. Laura will book rooms for Seattle LDI soon*

LDI Mid Year (continuing the leadership dev.)

Location 1 – Rancho Cucamonga, CA campus – September 26-28

Location 2 –Orlando, FL campus – Oct 10-12

Location 3– Bloomfield, NJ campus – October 25-26

Location 4– Lisle, IL campus – November 14-16

*we did not currently budget for this.

2. Overall MSCA Ideas

- To get new board members, personally reach out to others and ask them to join/shadow, etc.
- 1:1 contact-Regional reps
- Regional reps are their primary contact for Q&As

3. Membership Overview

A. School Counselor Information for the state of Maryland.

2449 school counselors in MD

877 active members in MSCA (only 36%)

-How many MD counselors are in ASCA but not in MSCA? (Nikki is sending an email).



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Adjourned:

-Areas to target: engage our graduate students more (must be a MSCA member to do volunteer work) & research why other counties are not joining/what they are looking for.

WELCOME PACKET-

<https://drive.google.com/file/d/17nRTHBF6M8CoQVCrHoot31i74VOo8uck/view?ts=5d35d34b>

*Add video from the president

*Add a link to the registration page

*Send to Regional Reps, Graduate schools, & County reps

B. Review current membership practices

*ADD BENEFITS- webinar on ASCA new model/changes.

Free raffle for free ASCA membership & one for the ASCA conference (maybe a benefit of recruiting someone)

C. Go over possible new ideas for increasing Membership

-Reach out more to grad students (must be a member to be on a committee/volunteer)

-Utilize regional reps for recruitment/connection

-Send out the Membership Packet

-Post card to lapsed members (cost?)

-Back to School rate

-Benefit of recruiting someone? "How did you hear about us" line? Maybe use the free raffle from ASCA

D. Mentorship Program

-<https://drive.google.com/file/d/1YZT5Tng6JahJPlvMT2aTHGJm6A0sdMnF/view?ts=5d35d05d>

-

<https://docs.google.com/document/d/1piB3NrjSPO7Jod3VgyDZBDPHY57OeTFpjYq05CziGyk/edit?ts=5d35c856>

-<https://docs.google.com/forms/d/e/1FAIpQLSdo5T61zV0OVmzkIIZXUKMgY-j9imtwd1bKz5IKgGp0OLGGGw/viewform?vc=0&c=0&w=1>

4. MSCA Technology/Social Media

A. Review current technology procedures

-Need to make sure all of the email addresses on the website are current.



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Adjourned:

-If you are the head of a committee, make sure you are checking the meeting minutes.

B. Possible new technology ideas

- Make newsletter in audio/podcast format so members can listen to it
- Skype/on-line meetings so more people can join-in and participate & Regional PLs
- Create podcasts. Interviews other school counselors (what works, share wisdom, etc.)
- Regional Reps reach out to school counselors and ask them to video tape their office, offer advice/strategies etc. Put on YouTube
- Hold book club chat on twitter/Facebook Live
- For social media updates contact Allie (downey.allie@gmail.com) with what you would like to put up (make it easy to copy & paste; pictures are great!!)
- Hootsuite: multiple members can add material and it is regulated in one place.
- Quarterly webinars; Laura in Sept. (How to survive your 1st year)

5. MSCA Conference

A. Review 2019 MSCA Conference Information

B. Possible new ideas for 2020 MSCA Conference

- Pay for a conference planner (Robert Rabon?) Gather more details.
- Keynote Speaker Ideas- Paul Harris or Brian Coleman
- Getting quotes from multiple locations
- Incorporate more RAMP opportunities in the conference
- Technology and the conference
- Possible partnership opportunity
- Busses for further out regions sponsored by local vendors (bring you/drop you off).
- Scholarships for grad students.
- Looking into making a day and a half.

6. ASCA Updates

A. By-Laws submission to ASCA

B. ASCA membership

C. Affiliation status- 55 years under ASCA

D. MSCA award from ASCA

7. Advocacy /Lobby Activity



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Adjourned:

A. Review the Kirwan Commission updates (MSCA 2019 conference keynote)

- Blueprint for MD's Future (not just education)
- Holly meets with Alice Kane (delegate from Annapolis).
- Looking at overhauling the whole educational program.

<http://dls.maryland.gov/policy-areas/commission-on-innovation-and-excellence-in-education>

B. New ideas/action steps

- Develop talking points for school counselors to talk to politicians
- Partnership with other professional associations to support school counseling, mental health efforts in school
- Pairing with Strong Schools MD (Joe F.) to do a lobby night (go shake hands with legislators & talk about our concerns). Small budget to get people to agree to come.
- MSPA- Kyle Potter; happy to have our voice join them.
- Working on building a committee.
- Considering doing a legislative breakfast (staffers & legislators come for food and information to share).
- Discuss template at next board meeting.
- Can you do short informational video clips? Schedule with Nikki to do a zoom webinar.

8. MSCA Gala

A. Review Previous year information about the GALA

B. Discuss proposed changes for the upcoming year

- Possible change in venue
- Possible change in format
- Discussion about extending deadline for SCOY, ECOY, MCOY, HSCOY, AOY, POY
- Change "Principal" to "Administrator" of the Year? YES

9. Emerging Leader Update

10. Other

-Angela Cleveland, Program Director, NCWIT Counselors for Computing

I'd like to invite a rep from Maryland School Counselor Association to join us in the morning on Aug 6 and Aug 8 at our summer PD program for school counselors in Maryland. We can give you a few minutes at the start of the day to talk about the benefits of joining the association.



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Adjourned:

Tuesday, August 6, 2019 at The Universities at Shady Grove 9630 Gudelsky Dr, Rockville, MD
(Laura-can't go, anyone available)

Thursday, August 8, 2019 at UMUC Largo 1616 McCormick Dr, Largo, MD (Nikki? Laura can go)

11. Upcoming Events/Meetings

A. July 29-30 Lauryn's Law 8-4:30pm

- Board members arrive at 7am
- Laura will get water, breakfast & snack items (napkins, Styrofoam cups) for 2 days
- Tricia will bring coffee supplies
- 3 volunteers
- Bring MSCA table cover

B. Aug. 24, 2019 Crab Feast 1-5pm Broadneck Park Annapolis MD

Broadneck Park
613 College Pkwy
Annapolis, MD 21409
(410) 222-7315
\$100 rental fee

Send invitation; FEE?? Include estimate of how many crab plan to eat.

C. Meetings:

Oct. 5, 2019

Jan. 11, 2020

March 14, 2020

June 6, 2020

-Discussion regarding possibly changing the meeting location, exploring the options

D. November 9, 2019 Grad Seminar: @ Hood College

-December 6, 2019 Central region PD

E. Feb. 3-7, 2020 NSCW:

F. Feb, 7, 2020 Gala: (Nikki will Chair w/help from Jill)

G. April 3, 2020 Conference

12-Treasurer Report-

A. Xiomara showed 2018-2019 budget



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Adjourned:

- B. Marian motioned for a budget of \$500 for legislative committee. Alexis seconded that motion. All in favor; no one opposed.
- C. Xiomara motioned to approve 2019-2020 budget, Ed 2nd the motion. All in favor, no one opposed.

13. RAMP Scholarship-

14. 2019-2020 Goals for MSCA

15. Share Board members/emails and committees/representatives with everyone. Update/change as needed. Send to Bill

16. Planning for NSCW

Follow - Up Actions

2019-2020 Board Members

President	Dr. Laura Jones	ljones@mscaonline.org ; laura.v.jones@fcps.org ; president@mscaonline.org
President Elect	Nikki Ham	nham@mscaonline.org ; presidentelect@mscaonline.org
Past President	Kelly Ruby	kruby@mscaonline.org ; pastpresident@mscaonline.org
Treasurer	Xiomara Medina	xmedina@mscaonline.org ; treasurer@mscaonline.org



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Adjourned:

Secretary	Allie Downey	adowney@mscaonline.org ; Allison_Downey@hcpss.org ; secretary@mscaonline.org
Post Secondary Vice President	Dr. Gretchen Foust	gefoust@umes.edu ; postsecondaryvp@mscaonline.org
Secondary Vice President	Maureen Ponce	maureen_q_ponce@mcpsmd.org ; ; secondaryvp@mscaonline.org
Middle School Vice President	Cathy Kazio	ckazio@mscaonline.org
Elementary School ilce President	Tracey Spain	TSPAIN@aacps.org ; elementaryvp@mscaonline.org
Social Media Chair	Allie Downey	adowney@mscaonline.org ; Allison_Downey@hcpss.org
Public Relations Chair	Richard Scott	elder_bishop@hotmail.com
Membership Chair	William Marchione	wmarchione@mscaonline.org
Legislative Chair	Holly Kleidlerlein/ Ed Reed	hkleiderlein@mscaonline.org ; HKLEIDERLEIN@aacps.org ; ereed@mscaonline.org
Merchandise Chair	Leslie Schnebly	leslie_schnebly@hcpss.org ; lschnebly@mscaonline.org
Eastern Regional Representative	Melissa Osborn/ Megan Shockley	melissa.osborn@qacps.org



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Adjourned:

Central Regional Representative	Alexis Pappadeas	aepappadeas@gmail.com ; Alexis_Pappadeas@hcpss.org ; apappadeas@mscaonline.org
Northern Regional Representative	Jill Jaharies	jjaharies@bcps.org
Southern Regional Representative	Neal Bankenstein	nbankenstein@mscaonline.org ; nbankens@gmail.com
Western Regional Representative	Suzanne Peters	SDPETER@carrollk12.org
Independent Schools Representative	Loretta Baylor	Lmbaylor82@gmail.com
Graduate Student Representative	Samantha Slick	SamLeeSlick@gmail.com ; sls42@hood.edu
MSDE Liaison	Jonathan Turner	jonathan.turner@maryland.gov