



*A Branch of the American School Counselor Association*

BUILDING BETTER HUMANS

OCTOBER 5, 2019  
9:00 AM – 12:00 PM

**Mission Statement:** The Maryland School Counselor Association (MSCA) advocates for and promotes excellence in the profession of school counseling to support current and future school counselors in fostering the full potential of all students' academic, career, and social/emotional development across all regions of the state.

**Vision Statement:** The Maryland School Counselor Association (MSCA) creates a network of support for current and future school counselors by providing professional development, leadership, outreach, and advocacy through ethical practices. MSCA, in association with the American School Counselor Association (ASCA), empowers all Maryland school counselors to promote every aspect of student success through implementation of the National Model.

Date and Time: 10/5/19 at 9:00 AM

Location: JHU Columbia Campus

Attendees: Laura Jones, Nikki Ham, Allie Downey, Alexis Pappedeas, Gretchen Foust, Alexis Thompson, Marian Hoyt, Maureen Ponce, Bill Marchione, Tracey Spain, Kelly Ruby, Samantha Slick, Ed Reed, Cindy Sanders-Moore, Holly Kleiderlein

Adjourned: 11:59am

#### Agenda

1. Call to Order
  - Introductions
2. President-Elect -N. Ham- [Report](#)
  - a. Gala-Feb. 7, 2020
  - b. Emergent Leaders Program
3. Past-President – K. Ruby
  - a. Elections will be in the spring.
4. President's Report – L. Jones
  - a. Lauryn's Law & Crab Feast huge success!

- i. 48 registered for the Crab Feast. Most attended. Great weather/location.
      - ii. Reached max for Lauryn's Law but a few withdrew at the last minute. A lot of interest in doing it again.
    - b. Gifts for members - NSCW (Feb. 3-7, 2020)
      - i. Need to form a committee for NSCW.
      - ii. Nov. 12th is the next supervisor mtg.
      - iii. Need to decide before then so they can be ordered and delivered.
    - c. Conference-Friday, March 27, 2020 at the Westin Annapolis
      - Max 400 people (not included exhibitors)
      - Call for proposals (**due Jan 18, 2020**): Work w/ Allie: Need to make sure the proposals are getting the information we need for the App so that it will go directly into a google doc and will upload to the app.
      - Work with Allie to gather Vender Sponsors
      - Russell Sabella will be our keynote and do a break-out session on SFBT and possibly others
      - 2021 Planning for 2 day or day & a half event. Getting quotes from the company (the one VA uses) that would plan it for us.
      - Goal is to have every county represented at the conference. Possible offering 1 free room for overnight accomodation
    - d. ASCA U Leadership Training FREE to all Board members!
      - i. Laura plans to take advantage in the winter.
- MSCA Newsletter-if you would like to submit an article, please email Laura (DUe Oct 10)
- e. Google Drive/Box-
    - i. Kelly will make folders in google docs/ team drive transfer files from Box
    - ii. Create accounts for the position not the person
5. Treasurer's Report – X. Medina
    - a. \$43,568.60 in the account.
    - b. We are filing our first tax return because we were over \$50,000.
    - c. We are still a non-profit.
    - d. We should consider NBCC to be able to offer our own contact hours. Nikki believes it is \$800 for one time and then a renewal fee.
  6. Post-secondary VP – G. Foust
    - a. Graduate Seminar Nov 9 9am-12pm Hood College
      - i. \$10 members, \$15 non-members
      - ii. Updating contacts.

- iii. Registration just opened.
- iv. Still looking for panel members from every county and discussing how to utilize all speakers.
- v. Spring Conference: “You’re Hired! Now what?”
- vi. Contact Leslie ([leslieschnebly@gmail.com](mailto:leslieschnebly@gmail.com)) about selling merchandise

7. Secondary VP – M. Ponce

- a. Mentoring Guide (will send email to board for review).
  - i. Intro, Goals, Benefits, Requirements, Guidelines, Suggested Timeline, Suggest Goal Dev.
  - ii. Mentor/Mentee Google Form
  - iii. Regional Reps will advertise the program in the New Member Packet

8. Middle VP – C. Kazio

9. Elementary VP – T. Spain

- a. Will be sharing Mentor Program with current and new members.

10. Membership/Website - B. Marchione ([powerpoint](#))

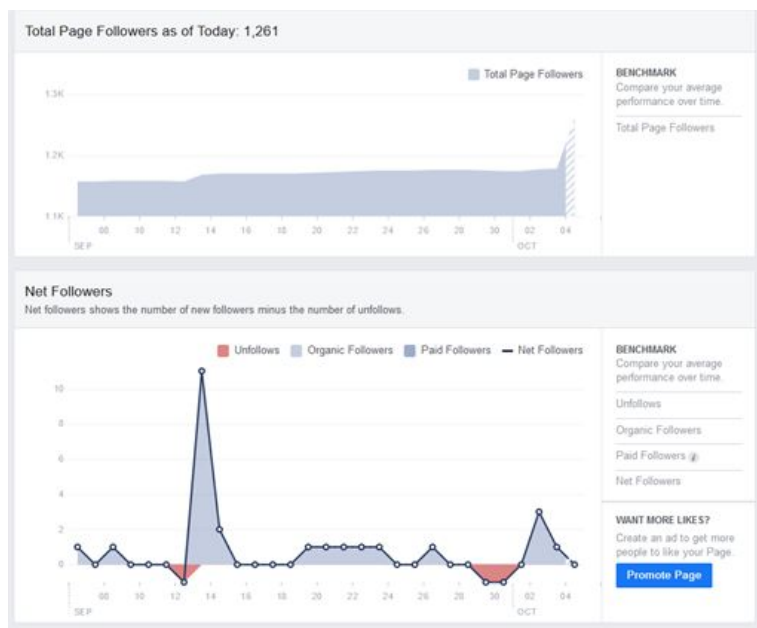
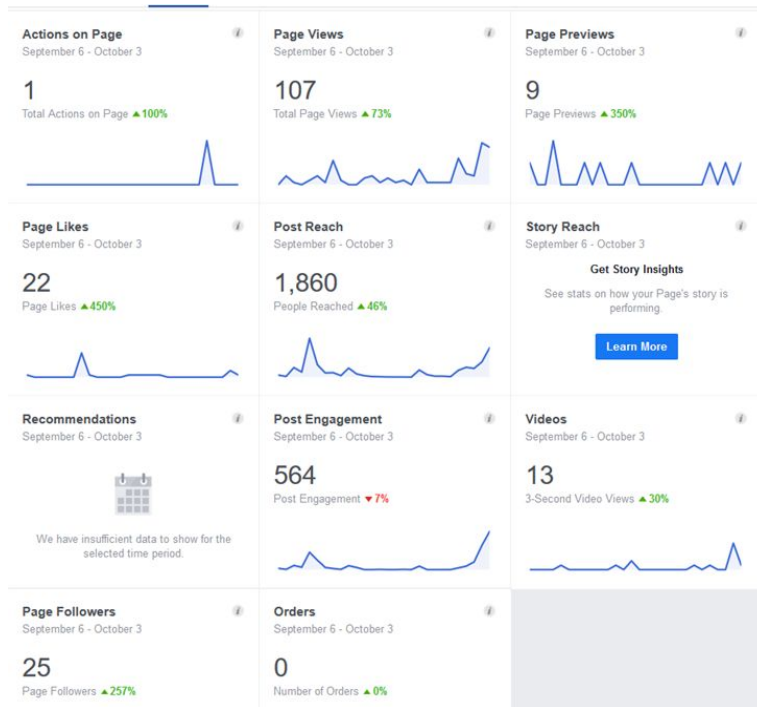
- a. Online Advertising Sales (down from last year)
- b. Should we do two parts of the website would have advertisements
- c. Website hits: Sept higher this year than last year; Feb was the 2nd highest month ever.
- d. 854 Current Members (256 during the Membership Drive).
- e. Issues: Balt County disables emails (marked as spam) looking into it.
- f. Members Only Site: Need member #.
  - i. Will work on creating a “**Print This Card**”with membership # on it to include in membership packet.
- g. Welcoming new members (monthly)
- h. Welcome packet: video from president, letter from rep (or gen. Rep letter) sticker, notepad, coupon for swag
- i. Coordinator- Marian Hoyt will send regional rep monthly their list of new members, they will send welcome packet (Be sure they know their membership #), Marian will send to those who register through ASCA
- j. Send every current member the Welcome Packet (currently in need of Southern Regional and Eastern Regional Rep)
  - i. Welcome Packet includes video of Laura, social media, benefits, resources, contact info, calendar, etc.

11. Legislative – Holly Kleiderlein

- a. <https://sites.google.com/mscaonline.org/msca-legislation-committee>

- b. Lobby Night with Strong Schools MD?
- c. Legislative Breakfast (something school psychologists do)
- d. Help legislators understand what we do.
- e. Goal to add scripts to the website for sharing with legislators.
- f. Add to [www.mscaonline.org](http://www.mscaonline.org)
- g. Will be going to LDI at the end of Oct.

## 12. Social Media –A.Downey



- Instagram: 191 Posts, 205 Followers
- Twitter: 2,788 Followers
- Hootsuite
  - Limited free plan: 3 social profiles | 30 Scheduled Messages | 1 user
  - 129 /mo -20 social profiles, Unlimited scheduling, 3 users
  - Offer 50% off for Non-profit

13. Graduate Student Rep –S. Slick

Nov. 9, 2019-Grad Seminar @ Hood College (see above)

-Contact Leslie Schnebly ([leslieschnebly@gmail.com](mailto:leslieschnebly@gmail.com)) about selling merchandise

14. Public Relations – R Scott

15. Professional Development-E. Reed

-First Webinar: How to Survive Your First Year-28 participants

-Vision is to reach members who are on the further ends of the state.

-Get list from Bill/Marian in regards to interests that members write when registering

-Will talk to Kelly to get her results from a few years ago

-May also send out a survey as a “needs assessment”

-Do a short video with Russell Sabella as a “teaser” to the conference

\*\*\*Form a new committee-Strategic Partnerships with business, other non-profits, etc. Building alliances. Looking for committee members

16. Merchandise-L. Schnebly

-Selling at the Graduate Student Seminar

17. Regions

- Southern-NEEDED
  - College of Southern MD for Southern PD
  - Bill will be reaching out to the contact person
  - Looking for a date.
- Eastern- NEEDED
- Northern-J. Jaharies
- Central- A Pappadeas
  - Dec. 6th again at Lincoln Tech. 9-2 pm Looking for a speaker. Topic: Anxiety. Possibly building tool kit; No classes on Friday so classrooms are available- fits about 30 ppl per room.
- Western- Suzanne Peters

- Fall PD Nov. 6-8, 2019 at Will-O-The Wisp in Garrett County
- Frank Kros Keynote-NAREN organization
- Caps at 100 (currently have 67 registrants)
- Independent/Private Schools - Loretta Baylor

18. For the Good of the Group

-RAMP scholarships-2 submissions (Kathleen Klecan & Dr. Laura Jones-Fred Co)

-Applications due October 11th.

-New ASCA National Model and Implementation Guide-Purchase for board members

-LDI sessions (Holly Kleiderlein, Oct 25-26, Loretta Baylor Oct 10-12)

19. Next Meetings - Jan. 11, 2020, March 14, 2020, June 6, 2020

a. All meetings will take place at JHU Columbia Campus (Alexander Bell Dr.)

20. Adjournment