

MCA 2016 Post-Conference Meeting

December 11, 2016 via Zoom

Attendees: Christian, Sarah V., Cathie, Sarah G., Marsha, Karol, Michelle W., and Miranda

6:08pm—Welcome remarks by Christian and establishment of a simple agenda to process SWOT analysis of conference. (Strengths, Weaknesses, Opportunities and Threats)

Feedback on venue: Concerns about space too small for some meetings and luncheon, too much food ordered and left over breakfast, difficulty getting minimum room numbers needed to group discount

Do we change venue to another location or stay?

Karol joined discussion, summarized to date and advocated to add Dependable Strengths certification training

Discussion about session times and space specifically, 60& 75 min sessions' overlap and confusing.

Discussion on whether to expand Conference to 2-2 ½ days, Marsha will call and get a quote and see if dates available. Possibility of using available spaces differently.
Adding a map to program brochure would be helpful.

Discussion on volunteers and to increase better use of resources, more training volunteers, set hours. Need to add a volunteer coordinator to improve everything running smoothly.

Loyola graduate students very interested in trading volunteer hours for discounted conference fee

Sarah G mentioned need for more structure and guidelines on whole process

Michelle-joined discussion and summarized discussion so far.

Need for a Procedure manual for the conference (Marsha will research previous SOP manual that was result of hard work)

Karol—need for clear (leadership) and responsibilities (check by-laws)

Motion to have a SOP manual put together for next and future years. There is one in existence, may need to be updated—Marsha will email SOP and any other documents that may be helpful

Review of SWOT

Discussion of Social cost \$350-400, would be better to have a separate room instead of mixing with public area. Lots of left over food, confusion about free breakfast for hotel guests vs. our breakfast...

Karol suggested we need to use PR team to talk up Conference now, advance chatter and advantages of attending –include social media

Discussion on increasing fees, mindful of leadership training
Idea to create a social at 6:30 as a special, separate event and include DJ, and/or Karaoke

Karol mentioned keeping venue and building brand and conference as something to count on and rely on every year. Marsha will look into prices and availability.

Separate Awards Ceremony from General Public Venue; Giveaway Baskets create sense of fun and make it a special experience

Discussion of Michelle W. rejoining MCA with timing off and unintentionally left out with no information and scrambling to make do. Need more preparation. Need more organization, no access to CEU email---Sarah will add Michelle to email access now.

Further discussion on difficulties with creating Gmail email addresses instead of emails through Go Daddy/Wild Apricot/Website

Kudos to Michelle for taking on difficult tasks and for MCA team to come together and disorganization was not apparent to general attendees. Kudos to Marsha for using her connections and expertise to facilitate planning of conferences.

Miranda's presence was sorely missed this time at registration and need to be able to have structure to keep things running smoothly---she hopes to be available next year.

Want to build excitement for next year's Keynote speaker

Discussion on using ACA resource kit and more STRUCTURE Need to start working on potential vendors, advertising NOW

Discussion on the use of a Conference Booklet for advertising in addition to the Program Booklet?

Poster Session Feedback: Seemed to go well, people found enough easels, although there were some last minute misunderstanding of who would provide easels.

Marsha—proposed different timeline for presentations and poster sessions

Question on whether we offered to reimburse Dr. Dailey for her room as compensation for her free presentation for Red Cross Disaster MHT? Motion to add to agenda of full board meeting to discuss and vote

7:37pm Cathie motion to adjourn, seconded by Sarah G.