



## **What a year!**

Usually, when we hear people say this, they talk about how difficult things have been due to COVID and socio-political challenges. Some of us, though, reflect on how many people have managed to adapt and respond with positive innovation -- which is precisely what I believe your CCDA Board has done. I will highlight some of those purpose-driven innovations, but first, let me address the most important aspect of the CCDA Board, our people.

## **OUR PEOPLE**

As I conclude my year as President, I want to once again thank Markell Morris for her years of leadership and continued support and commitment to developing leaders in our industry.

She remains a steadfast source of stability and strength for CCDA. I am also thrilled to welcome Shelby McIntyre as our incoming President. Shelby is no stranger to CCDA. She has served on the board for the past few years and always delivers exceptional results. Shelby brings a fresh perspective, endless energy, keen insight, and precision-paced drive that will move us forward. Shelby will enhance our careers as we enhance the careers of others. Her leadership will be strengthened by the collaborative efforts of next year's board members -- a collection of top influencers in our field. (You will meet these amazing people soon!)

Here is a reminder of this past year's board members.

- PRESIDENT – Dr. Andrew Stenhouse, Professor of Organizational Psychology at Vanguard University, psychotherapist at Gesell Psychotherapy in Newport Beach.
- PAST PRESIDENT - Markell R. Morris, CEO of Futures In Motion, Inc., a national certified counselor, and adjunct career/academic counselor at Santa Monica College and Cypress College.
- PRESIDENT ELECT (AND CONFERENCE CHAIR) - Shelby McIntyre, a Career & Academic Counselor at Glendale Community College and Cypress College, an NCDA Certified Career Counselor.
- SECRETARY - Kegan Barroso, Career Counselor for Ben Hudnell Memorial Trust, working with Kaiser Permanente Union in Riverside County.
- CONSULTANT TO THE EXECUTIVE BOARD - Carrie McKnight, Career Counselor at San Jose State University Past-President of CCDA and has served on the Board for several years in various roles.

- MEMBER (CHAIR) PROFESSIONAL DEVELOPMENT COMMITTEE - Dr. Cheryl Love, Career Counselor at Cal Poly Pomona. Co-Chair of the National Career Development Association Committee on Diversity Initiatives and Cultural Inclusion.
- MEMBER, PROFESSIONAL DEVELOPMENT COMMITTEE - Dr. Yas Hardaway, National Certified Counselor, the Executive Director of Career Services at Pepperdine University's Graduate School of Education and Psychology.
- MEMBER, PROFESSIONAL DEVELOPMENT COMMITTEE - Dr. Lea Beth Lewis, Member of CCDA since 1984, NCDCA certified counselor, Career Centers at Cal State Fullerton and Cal State Long Beach.
- MEMBER - Dr. Elif Balin, Assistant Professor in the Department of Counseling at San Francisco State University, Coordinator of the Career Counseling specialization program.
- MEMBER - Dr. Paolo Varquez, Career Services Coordinator at Coastline Community College and Adjunct Counselor / Instructor, teaching Career and Life Planning Counseling.
- MEMBER - Dr. Jessica Meshkani, Career Counselor and faculty member at Santa Monica College.
- MEMBER - Dr. Ash Ayvar, Counselor of Career & Professional Development at Art Center College of Design
- MEMBER - Dr. Usman Khan, Mentor and Counselor for students and community members with a focus on personal and career growth.
- MEMBER - Dr. Gohar Srapyan, Career Counselor with over ten years of teaching and counseling experience, working with diverse students in career exploration.
- MEMBER - Dr. Edna Davoudi, Career Counselor with over 15 years experience in career development and career education in several colleges and universities.

## **OUR PURPOSE**

This past year, the Board consolidated efforts into four committees in order to renew energy and focus, particularly during a challenging year. The four committee highlights are summarized as follows:

### **Marketing and Communications Committee**

1. Significantly increased Social Media activity (LinkedIn, Facebook, Twitter, Instagram).
2. Regular and strategic thoughtful, dependable, and reliable email communication.
3. Enhanced website content, accessibility, usability and influence.
4. Quarterly e-newsletters, with video profiles of our members as well as helpful resources.

### **Professional Development Committee**

1. Lunchtime Knowledge Exchange series with 20-30 participants at each.
2. CEUs through NCDCA for all events.
3. Strong connection with NCDCA, including committee chair - Dr. Cheryl Love ("the recipient of a NCDCA Presidential Recognition Award for 2021 for her strong leadership for

the Diversity Initiatives and Cultural Inclusion Committee which has informed NCDCA and the broader career services field about critical elements of cultural diversity and inclusion”).

### **Community Development Committee**

1. Began the year with an engagement survey to assess our members' needs and used the results to inform our programming for the rest of the year.
2. Established the groundwork for CCDA to form constituency groups (in addition to our historical regional chapter model) in which career professionals in similar roles can connect with others in their specialty of career Services.
3. Began hosting monthly series of Community Support Meetings to help our members connect and share best practices.

### **Events:**

1. How to Support Immigrant Communities' Legal Needs
2. Community Support Meeting for Private Practitioners and Consultants
3. Helping Clients Identify and Market Their Brand Using Social Media
4. Community Support Meeting on Mentorship
5. Listening session: How Can the CCDA Support You?

## **A FINAL THOUGHT**

With 540 constituents, we are hoping to grow our active membership. Please be sure to keep your membership active and current, as well as encourage your career professional colleagues to join. Joining and renewing membership can easily be done at [www.ccdaweb.org](http://www.ccdaweb.org).

If you are interested in serving on the board with this amazing team of professional career development leaders, you can also reach out to us via our website: [www.ccdaweb.org](http://www.ccdaweb.org).

Friends, it has been a privilege to serve as President this past year, and I look forward to serving as Past President, supporting this year's President Shelby McIntyre. Thank you for your continued involvement with CCDA.

Hope. All is well.

Andy  
Dr. Andrew Stenhouse  
President, California Career Development Association