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2018-11-09 PCA Executive Council Meeting Minutes

Pennsylvania Counseling Association

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PENNSYLVANIA COUNSELING ASSOCIATION

A Branch of the American Counseling Association

Executive Council Meeting Minutes November 8, 2019

As a state branch of the American Counseling Association, the Pennsylvania Counseling Association accepts the responsibility to serve and represent Pennsylvania's professional counselors by providing leadership and professional development. The purpose of the association is to enhance human development throughout the lifespan and to promote professional counseling.

Meeting commenced at 1:10 pm.

Introductions/Roll Call:

Officers of the Pennsylvania Counseling Association

Present

- President: Nellie Scanlon
- President-Elect: Steve Kuniak
- Past-President: Joe Behun
- Secretary: Ashley Deurlein
- Treasurer: Derek Parker

Branch Chapter Officers

Present

- GPACA: Nicole Johnson
- GPCA: Melanie Kautzman-East
- NEPCA: Kevin Snow

Branch Division Officers

Present

- PACES: Eric Owens
- PALGBTIC: Dominic Petitto (*present at the meeting break and remainder of the meeting*)
- PAMCD: Fawn Robinson
- PAMGCA: Michelle Steimer
- PASERVIC: Nora McDonald
- PASGW: Ashley Coombs
- PCCA: Lauren Brubaker-Haag

Not Present

- PACAC: *vacant*

Special Interest Group

Standing Committees (non-voting)

Present

- Archives: Mark Kenney
- Conference: Ashley Deurlein
- Ethics/By-Laws: Gregory Roth

- Finance/Budget: Derek Parker
- Government Relations: Travis Schermer
- Membership: Angelica Galvan
- Nominations and Elections: Samantha Urbanick
- Professional Development: Ashley Deurlein

Not Present

- N/A

Special Committees (non-voting)

Present

- Awards: Deborah Duenyas
- Graduate Student Liaison: Nicole Flack
- Marketing and PR: Steve Kuniak

Not Present

- Journal: Terence Yee
- Past Presidents: Paul Datti
- Social Media: Kathryn Nuff

Guests

Present

- N/A

Quorum present with 13/15 voting members. (9 votes needed to pass)

MOTION (Eric Owens): Add in a 20 minute break at the conclusion of Division reports. Approve the consent agenda as amended (seconded by Greg Roth), 13 yes, 0 no, 0 abstentions. Motion approved.

Approval of August 17, 2019 Minutes

Copies were distributed in advance of the meeting for board review. The president asked if there were any additions or corrections to the minutes that were distributed in advance of this meeting. Being that there were no corrections, the minutes stood approved as read.

No additions or corrections proposed. Minutes will stand approved as read.

Officer Item/Action/Discussion Items:

President – Nellie Scanlon

Discussion items:

- Continued membership outreach with postcards to 250 more LPCs who are not currently members letting them know the benefits PCA has to offer and asking them to join. The letter that was crafted by Nellie Scanlon and Angie Galvan will serve as the example for the creation of the postcard. Also, Eric Owens, past Membership Chair, shared a membership survey they sent out 5 years ago asking what members valued most in PCA benefits and what they would want to see added/increased. We would like to send this survey out again, or one fashioned in its likeness.
 - Including CE opportunities, SLACK app usage, government relations, etc.
 - Eric suggests to review the letter prior to sending it out to make sure content is current.
 - No vote needed as action item, there is already money allocated for marketing/membership
- Cost of the ACA conference this year is well over \$2000 per person for 2 representatives from PCA. This year the President and the Treasurer will attend. Would an increase in the budget for \$500 per person. This is thought to be reasonable since we need to attend to represent PCA. Not all conferences are as expensive as this year's cross- country travel. Derek, PCA Treasurer, will speak to the availability in the budget.

Action item:

- **MOTION (Kevin Snow): Approval of the latest version of the contract with Deneen Pennington and CMS for membership management and website services (TCS) maintenance, seconded by Fawn Robinson, 13 yes, 0 no, 0 abstentions. Motion passes.**
 - DISCUSSION:
 - Communication turn-around time has improved.
 - Cost/billing has decreased. Conference registration through Whova is a factor.
 - Cancellation timeframe/contract termination was moved from 6 months to 90 days.
 - Phone correspondence at least 4 times per year.
 - Joe inquired about the website maintenance fee, \$750 as base fee. Derek clarified that the \$750 is a base rate and \$85/hour thereafter.
 - Nellie, Derek, and Steve expressed that we are not in a position to terminate with Deneen until an Executive Director position is solidified and ready to begin.
- **MOTION (Ashley Deurlein): Appointment of Kenya Johns as the Chair of Professional Development, seconded by Kevin Snow, 13 yes, 0 no, 0 abstention. Motion passes.**
 - Ashley reported that Kenya has started transitioning into the role as PDC with the conference this year and has been a great part of the team.
- **MOTION (Eric Owens): Increase in budget for ACA conference travels for President and Treasurer this year, seconded by Joe Behun, 12 yes, 0 no, 1 abstention. Motion passes.**
 - DISCUSSION:
 - Current budget is \$1500/person. Nellie has suggested an approximate \$400 increase per attendant.
 - Derek reported that the increase would have to come from another line item in the budget. Joe asked how the funds would be allocated. Joe suggested that the budget should be investigated and modified based on current economic climate.

President-Elect – Steve Kuniak

Discussion items

- Would like to seek ideas and support for gaining a group of Beta testers for the Slack community app for PCA. This could include student volunteers.
 - Steve asked if this would be something that the graduate students would be interested in. Nicole thought that there would need to be enough of a motivator for the students to take part in this. Networking/availability may not be enough.
 - Would Chapters/Divisions be open to using this with their membership
 - Fawn would do this for PAMCD
- What to do with member benefits moving forward? This would include Slack but other opportunities for PCA members via sponsorships/networking.
 - Eric inquired if this meant we would be endorsing the organization. If so, he stated that it should be a board vote.
 - Angie inquired about what the sponsors would want from PCA. Steve reported that this would be dependent on the Agency/Sponsor. Some just want the marketing/exposure with the membership, others would be interested in more buy in.

No action items

Past-President – Joe Behun

No discussion item or action items.

Secretary – Ashley Deurlein

Discussion item:

- Board members must maintain active memberships. If you aren't certain about the status of your membership, please let her know and she will check on it for you.
- All board members should be submitting reports regardless of whether or not they have discussion or action items.

No action items.

Treasurer – Derek Parker

Discussion item:

- **Treasurer's Report**
 - Started with \$41,000, currently at \$24,000.
 - AV Bill from 2018 conference that was just received.
 - Lobbyist is approximately 1/3 of the expenses
 - Approximately \$41,000 made from the conference this year (Whova reports)
- **501c6**
 - No current exemption from state sales tax. Derek is continuing to investigate this to determine.
 - This would be very helpful for sponsorship opportunities for next year (ex - Highmark).

No action item.

Consent agenda adopted due to no objections.

Special Interest Group Discussion/Action Items:

N/A

Chapter Discussion/Action Items:

GPACA (Greater Philadelphia Area Counseling Association) – Nicole Johnson

Discussion items:

- GPACA is requesting approval from PCA to host two one-hour calls for all of our members in which we discuss a topic relevant to our work in which we provide CE's to the attendees.
 - Professional Development can provide sponsorship opportunities as long as the Chapter remains compliant within the parameters of the PCA Sponsorship guidelines and NBCC ACEP Guidelines
- GPACA would like to discuss the cost of membership and its impact on minority students' and professionals' ability to engage in professional counseling organizations
 - Potential for a sponsor that would cover a scholarship or grant fund that would assist with minority students
 - Angie suggested approaching this in a way that would not lead to marginalization.
 - PCA membership/conference (ex: Would you like to add \$2 to go towards the PCA scholarship fund?)
 - Eric suggested that a designated sponsor would assist in setting up an endowment fund to cover this.
 - Steve reported that there are potential sponsors that would be interested in the charitable donation component.

- Nellie suggested an AdHoc committee. Joe agreed that this would allow for the committee to bring new ideas to the next meeting. Nicole Johnson will head the committee, Melanie K, Ashley C, Samantha U, & Angie G. This will be further discussed for budgetary concerns and development at the next meeting (February).
- Would it be possible to change the conference registration rate for new year professionals for two years to match the membership guidelines?

No action items

GPCA (Greater Pittsburgh Counseling Association) – Melanie Kautzman-East

No discussion or action items

NEPCA (North Eastern Pennsylvania Counseling Association) – Kevin Snow

No discussion or action items

Division Discussion/Action Items:

PACAC (Pennsylvania Association of Child & Adolescent Counselors) –

No report submitted

Nellie has reached out in attempts to establish new leadership.

PACES (Pennsylvania Association for Counselor Education and Supervision) - Eric Owens

No discussion or action items

PALGBTIC (Pennsylvania Association for Lesbian, Gay, Bisexual, and Transgender Issues in Counseling) -

Dominick Petitto

No report submitted

PAMCD (Pennsylvania Association of Multicultural Counseling and Development) – Fawn Robinson

No discussion or action items

PCCA (Pennsylvania College Counseling Association) - Lauren Brubaker Haag

No discussion or action items.

PASGW (Pennsylvania Association of Specialists in Group Work) – Ashley Coombs

Discussion items:

- PASGW is planning a webinar in conjunction with ASGW around the topic: “Ten strategies to intentionally use group work to transform hate, facilitate courageous conversations, and enhance community building.” They are hoping to partner with another division that has experience offering webinars.
 - Ashley will contact Professional Development for PCA Sponsorship guidelines and application
 - Fawn and Steve provided guidance on Zoom meetings to run webinars. They will connect for further collaboration moving forward, as needed.

No action items

PASERVIC (Pennsylvania Association for Spiritual, Ethical, and Religious Values in Counseling) - Nora McDonald

Discussion items:

- First Board meeting of the year held; new members introduced. Strategic Plan being created.
- PASERVIC is putting together a plan to create a website which will serve as the hub for membership, CEs, etc.
 - Joe reported that the other chapters and divisions were able to upload information to their own page on the PCA site via Nellie/Deneen. Pages may be created with information provided by the Chapter/Division.
 - Weebly (approximately \$100/year) recommended by Steve. TCS recommended by Nellie.

No action items

PMGCA (PA Military and Government Counseling Association) – Michelle Steimer

No discussion or action items.

Committee Discussion/Action Items

Archives – Mark Kenney

No discussion or action items.

Awards – Deborah Duenyas

Discussion item:

- Thoughts for 2020 PCA Awards:
 - Establishing a new award: “Outstanding Counselor Educator”
 - Move beyond the counseling program, but looking at specific educators.
 - In addition to posting the Call for awards on PCA website and sending to current members, also send an email to counseling department Chairs across PA to encourage participation. Another idea is to have PCA division leaders send the Call to their email list.
 - Establishing a rubric for the award committee to use when reviewing award nominations.
- Establishing a PCA email address for the awards committee chair.

Action item:

- **Motion (Joe Behun) Table action items for the next meeting - New award: “Outstanding Counselor Educator”, seconded by Ashley Deurlein, 14 yes, 0 no, 0 abstentions. Motion passes.**
 - DISCUSSION:
 - Looking at those that are mentors and being more specific to the person v. the program.
 - Ashley C suggested combining Outstand Counselor Educator or Supervisor award.
 - Eric spoke on behalf of PACES, they would support the joint award.
 - Travis mentioned that this may be a good way to target members and nonmembers.
 - Joe backed the “revamping” of Awards. Deborah would like to modify to target different populations than previous awards.

- Have a task force committee determine revised awards to bring to the next meeting to be voted on by the board. This would allow approximately 6 months to market the new awards for next year's conference. When developing the awards, the rubrics could be determined at this time also. Deborah will chair task force and include Kevin S and Nellie S. Joe suggested holding a poll for conference attendees to see if there would be interested individuals.

Conference – Ryan Bowers & Ashley Deurlein

Discussion:

- Reach out to presenters that aren't members.
- Conference rates need to be adjusted next year. They were decreased a few years ago and the price of member registration plus membership renewal is more than registering as a non-member. Need an incentive to become a member and attend.
- Looking for conference chairs for next year for Content and Logistics for Steve's 52nd Conference.

No action items.

Ethics/By Laws - Gregory Roth

no discussion or action items

Government Relations – Travis Schermer

no discussion or action items

Graduate Student Liaison – Nicole Flack

no discussion or action items

Journal - Terence Yee

no discussion or action items

Marketing and PR - Steve Kuniak

Discussion items:

- Would like to discuss the idea of creating a position as an assistant marketing director or gathering a committee for marketing and promotion efforts.
 - Raised \$6000+ in sponsorships this year for the conference
 - Committee this year was Steve, Kevin, and Derek
 - Some of the sponsors this year sent information out to the outreach about PCA, this may have been a factor in membership increase.
 - Mark suggested this be announced at the awards luncheon to get it out to the maximum number of attendees live. Joe mentioned Presidents Breakfast that occurred in the past.

No action items.

Membership – Angelica Galvan

No discussion or action items.

Nominations & Elections – Samantha Urbanik & Joe Behun

No report submitted.

Past Presidents – Paul Datti

no discussion or action items

Professional Development – Ashley Deurlein

Discussion items

- The session rating submission window will close to the public officially on November 24, 2019, for the conference so that CE issuance may begin with a report to PD on November 30th for last minute requests.
- PD would like to begin the application for PDE/ACT 48 sponsorship for School Counselor professional development hours. AdHoc Committee, possible to begin in the new year. Ashley is willing to sit on the committee with the background in the Danielson Framework. PD suggests this being brought up in the February meeting.

No action items

Social Media - Kathryn Nulph

no discussion or action items

Additional Report Items

A. Old Business –

- N/A

B. New Business –

- **MOTION (Eric Owens) Appoint Joe Behun as the Finance Committee Chair, seconded by Kevin Snow. 12 yes, 0 no, 1 abstention. Motion passes.**
 - Recommendation to set a new appointed Chair to the Finance Committee. This individual should be checking the books off the Treasurer. (ensuring competence and ethical practice)
 - Discussion:
 - Maintenance and monitoring for travel reimbursement, per diems, contractors (like Deneen's services as previously mentioned)
 - Setting percentage rates for budgets so that when increases are made, we have board voted policy and procedure to work from for consistency.
- Derek suggested starting an ad hoc committee to explore the option of having an executive director versus having an organization manager (as we currently do)
 - Eric suggested having all voting members to have a voice in the committee
 - Do we need an executive director/what would they offer, and if so, what does that job look like?
 - This year we budgeted \$14,000 to Deneen.
 - Nellie and Ashley will designate a state counseling organization to each board member and email them. Each board member will investigate how that state organization handles this position and bring that information to the board next meeting.

C. As May Arise –

- Fawn inquired about a policy and procedures manual for PCA Board Members. Mark stated that this has been attempted in the past, however, has fallen through on each occasion in his opinion due to lack of an Executive Director. Mark offered to provide a committee with the information necessary to compile and move forward with. Nellie mentioned that Paul has been assigning mentors to assist with board member transitioning.

D. Upcoming Meeting Dates:

- Saturday, February 8, 2020, Location TBD.

Motion to adjourn by Derek Parker, Second by Fawen. Motion passed.

Adjournment @ 3.39 pm.