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2-13-2009

### 2009-02-13 PCA Executive Council Meeting Minutes, Oct. 24, 2008

Pennsylvania Counseling Association

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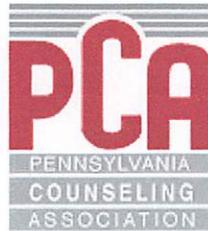
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- Kelley Kenney  
- PamAct



*Minutes from the Executive Council Meeting of the PCA Executive Council*  
Penn Stater Hotel  
University Park, PA  
October 24, 2008      fiscal year 2008-2009

Present: **23 Total**  
**11 representative Votes**

	<i>Officers</i>
Donald Strano	President
Joan Kaylor	Past-President
Holly Branthoover	President-Elect
Christine Liebers	Secretary
Paul West	Treasurer

	<i>Division/Regional Chapter Representatives</i>
Peggy Lorah	PALGBTIC
Mark Kenney	PAMCD
Taunya Tinsley	PACCA
Shannon Deets	PASERVIC
Mary Ann Baron	PAMCHA
Scott Lewis	GPCA

	<i>Standing Committee Representatives</i>
Mark Kenney	Archives
Anne Hull	Membership
Carl Back	Past Presidents
-Michelle Bruno	Professional Development
-Kristen Murray	Public Relations & Marketing
Jamie Hogan	Newsletter
Maura Krushinski	Conference

Kathleen Kuhlhaas	Graduate Student Leader
Scott Shaw	Graduate Student Leader
Cynthia Urick	Graduate Student Leader
Scott Gaskins	Graduate Student Leader
Connie Mathews	Observing

**Call to order:**

President Don Strano called the October 24, 2008 meeting to order at 6:15pm.

***Introductions / Roll Call:***

President Don Strano requests roll call and status of quorum from the Secretary. Quorum is present. The sign in sheet was passed.

Lorah/Kaylor motion to approve the minutes from the August 1, 2008 Executive Council Meeting.

Discussion: Corrections required on the August 1, 2008 minutes included adding Connie Matthews as the ASGW representative.

Outcome: motion carried to accept the August 1, 2008 meeting minutes with corrections.

***Reports:***

- *President* - Don Strano discussed the career center being up and running with 40 job listings, and that the 50% reduction would remain on the University site until November, please spread the word. He reported doing a mass mailing to target all graduate programs. Another marketing strategy would be to post an ad in Counseling Today that could include 350 words per ad with options to include a photo every three months. Finally, The '7 principals' were approved by vote at the Bangor, Maine North Atlantic meeting. Dr. Strano invited Kelly Kenny give a brief update as the NAR representative to the ACA Governing Council:

*ey*  
NAR-

Kelly Kenny (NAR Representative to the ACA Governing Council) reported on the ACA relations with ASCA and PSCA. (The ASCA had been found not to be compliant with the ACA, and their materials did not list them as a Division of the ACA. Several discussions took place with ASCA and the ACA. The ASCA had indicated that they had addressed these issues but all state divisions had not complied.)

The new insurance carrier for the ACA will be HPSO. There were other carriers reviewed but HPSO was contracted. The liability for graduate students will be addressed, and in December 2008 there will be exciting news for the graduate students.

Kelly discussed that the ACA would be working with the Veterans administration, and an agreement that approves counselors to work with returning veterans. Details include that the sessions fees would be fees approximately \$65.00 and the ACA would receive \$35.00 of that fee. The process for counselors to work with this project will be disclosed in the future.

- *President-Elect* –

*Past-President* – Joan Kaylor reported that Bill (1177) was passed in the state, and 120 days after ~~November~~ <sup>February</sup> 26, 2008 the bill will be law. She indicated that she has been working with government relations regarding private practice for LPC's. The PCA should begin planning for the American Counseling Association (ACA) coming to Pennsylvania. The welcoming committee and public relations will be gathering at a 7:30PM garden dinner meeting to begin planning for this upcoming event.

- *Secretary* – Christine Liebers reported that her completed administrative duties had included: collaborating with president, completing minutes, revising contact list, obtaining division reports and forwarding all updates, reports, and minutes to executives and divisions.

- *Treasurer* – Paul West reported on the budget. Current through October 17, 2008, the Activa checks were approved. There was \$20,345.77 in the budget with no outstanding bills. The Keystone account looks good. Paul indicated that the administrative assistant's debit card has been used to pay 'Docucopie' for the associations brochures, and there were no misappropriation of funds. He indicated that the board had never made a motion on card membership.

West/Lorah made a motion to recommend that the debit carrier have control over the credit.

Discussion: Kaylor indicated no issue with the motion as long as Paul West assumed the responsibility over the credit. Paul noted that it has been difficult to follow the money but the bank statement has been the primary way to balance the checkbook.

Outcome: motion carried.

- *Administrative Coordinator* – Report will be tabled until next meeting.

Lorah/Kenney made a motion to accept the officers' reports.

Discussion: none

Outcome: motion carried.

### **Consent Agenda:**

Lorah/Kenney made a motion to accept the October 24, 2008 consent agenda with items noted for discussion (PAMCA, ethics and bylaws, archives, awards, finance & budget, membership, marketing, newsletter, professional development).

Discussion: none

Outcome: motion carried.

### **Divisions & Chapters**

#### **\* PAMCA**

Maryann Baron presented the Veterans project. This non-profit organization is seeking licensed professionals to offer one hour a week of service free after being cleared. She was uncertain about the time limit to be cleared by the state to provide this service. Maryann noted that this was an important initiative for Veterans and their spouses. Don and Paul asked Maryann to do a blurb for the PCA newsletter to alert others about this program. Maryann asked if the ACA knew about this program? Kelly indicated that the ACA had a grant to serve Veterans called the 'Heritage of America', but it was possible the grant had gone to the VA hospital. Connie expressed concern that cultural diversity, competencies, and characteristics were included in the screening process. Holly noted that licensed counselors have to abide by ethics so there should be an existing standard.

## Committees

### Ethics/By-Laws:

Don reported on ethics and indicated that there had been recent complaints that had not been able to be sent to the ethics committee. We need to have laws for these instances, but any changes to the by-laws have to be approved by the governing council.

### Archives:

*archives*  
Mark Kenney reported the 110<sup>th</sup> anniversary of licensure being passed. He indicated that he had consulted with past ~~archive~~ chairs about allowing the public to go through the archives information. He suggested a letter that could be completed requesting to view the archives materials. Don asked if archives would be the persons approving these requests? Paul asked if the PCA should allow viewers to make copies? Mark indicated that he would offer viewers only copied materials to access on their own. Connie indicated that the PCA would need to pull some of the materials to provide confidentiality. Holly asked Mark if requesting the December submission required short term or long-term requests? Don indicated that there were two discussions at hand. Holly asked for the present regulations on this matter? Mark noted that that copied government relations information must go before the board to vote for Bills, and that all these copies were not for emails or personal information. These documents included: executive council reports, newsletters, and the reports of the alliances to the board. No meeting minutes would be included.

Branthoover/Tinsley made a motion to release the Archive materials to Mark Kenney.

Discussion: none

Outcome: motion carried.

### Awards:

Don wanted to recognize Morgan's work and show her the PCA's appreciation. Carl Back indicated that the PCA had given Morgan an award 3-4 years ago, but another award appears warranted. Connie suggested giving a gift certificate or basket. Paul added that although Morgan was not on PCA payroll she still shows interest, and she may still be an asset to this association in Harrisburg. The contract between Morgan and the PCA had ended on July 1, 2008.

Connie indicated to end the relationship with appreciation. Carl suggested a letter from the Past-Presidents of the PCA and that he would follow-up with this task.

### Finance & Budget:

Don asked the group if there were monies available to raise the mileage budget? Connie Matthews asked if there would be value to do a % of the Federal rate verses the flat rate? Mark asked for the budget allotment for mileage? He reported that the travel costs to be \$800.00. If we increased the mileage rate than we would be over budget and have to move funds. Don asked if the funds needed to be moved for this increase?

Kaylor and Branthoover made a motion that effective on July 1, 2008 that the mileage reimbursement would be raised to 70% of the Federal rate.

Discussion: none

Outcome: Motion carried

#### Membership:

Anne Hull reported that as of October 10, 2008 there were 571-573 current members. She indicated that the ACA suggested the importance of tracing the membership in each division and the membership chart reflects the membership in each division. She asked how each division pays their membership to the PCA? She asked what language should be removed from her report?

Discussion: Tanya indicated that the membership of PACCA is known, and that the PCA does not know their members association with others organizations. Paul had asked if the PCA needed to know the other divisions' association memberships? Mark indicated that the amount of members is key to start a new division, but does not affect a division closing. Paul noted that Ann's membership report looks at trends, whereas, Colleen's report gives monthly information. He indicated that the divisions should maintain their own membership without the PCA involvement. Holly asked if the PCA wants to send out the divisions' membership and to whom? Paul indicated that Colleen would send out monthly reports. The discussion came up about membership and the language in the by-laws. Membership points discussed by Don and Paul included: lapsing membership, students changing to professionals, and laypersons memberships. Don stated that the PCA should follow the ACA's wording in relationship to membership and liability. Holly indicated that the by-laws appear to meet requirements for students and those who graduated by that no working exists for members out of state. Holly indicated that the membership application and the by-laws should need to be consistent. Don indicated to add twelve months to membership but that the by-laws will need to be changed. for these changes but the by-laws will need to be changed, and we can change the application to match the by-laws and then clarify the twelve month period. This change can occur with 25 members to sign-off on this request. Ann can change the membership application

Strano/West made a motion to change the PCA by-laws to follow the ACA language regarding 1<sup>st</sup> year professionals.

Discussion: Don indicated that he and Ann would get the proper language for the change. Holly noted that 20 signatures on a draft prior to going to the ethics committee.

Outcome: \_\_\_\_\_?

#### Marketing:

Paul had cross-referenced the ACA and LPC lists directed towards marketing professional identity membership. There was (1) brochure that spoke to membership and (1) outlined the benefits of being the member of the PCA and membership in general. He would get the ACA's brochure to review in the development of the PCA brochure.

Discussion: Kelly <sup>py</sup> noted ACA concern at a branch level regarding a study that had reported initiatives including menu options of the types of membership.

#### Newsletter:

Jamie Hogan newsletter chair thanked all for getting their submissions in by deadline That this past edition had run the smoothest. She asked for more ads to be submitted, and If there was a specific process for screening ads?

Discussion: Maura suggested to develop a form that would include the prices for wording and size. Don indicated that the ads should go to the president for approval to be included in the PCA Newsletter. Connie added that diversity standards should be included and reviewed for submitted

ads. Paul requested the cost per ad and identified <sup>Paul</sup> pg. 60-80 as an example. Connie added Docucopies charges should be explored for the font, size, color, layout options, and to offer options for the visually impaired.

#### Professional Development:

Michelle Bruno discussed offering CEU credits electronically, and this would be an effort to move towards more paperless transactions. Joan noted that she had attended a training that allowed her to print out her contact hours, and there was the ability to run a list of trainings. Connie Matthews suggested to keep the traditional means of accessing credits but to consider using the comfort of using computer options. Don suggested adding a link to the NBCC website would be the easiest option.

#### Old Business:

##### Procedures Manual:

This item was tabled for discussion at the next meeting.

##### Government Relations

Paul reported that Bill #1177 Insurance Act was passed in September 2008. This should allow more movement towards Blue Cross/Blue Shield. Holly had testified and represented the PCA to oppose Bill # 2352 ~~that~~ that presented Bachelor level human service workers be licensed. The lawyer had states that this bill was not equitable nor fair, as the educational credits had no consistency. Paul indicated that Bill# 2352 will be introduced again next year and that the PCA should oppose once more. He suggested that the PCA get the Pennsylvania Psychological Association (PPA) involved in this process.

Paul noted that the insurance act was changed that would allow potential to bill through Highmark. Joan wanted to know the indemnity of a non-managed care HMO? Don and Paul noted that the LPC bills should enable reimbursement from non-managed and managed care. Holly indicated that Jim Winseck the <sup>JW</sup>head of the Alumni asked her about the level of training for Masters level counselors and the conversation went very well. She indicated that Bill #2352 had wanted a pool of Bachelor level persons for group level eligibility. She noted that the NSW president was opposed to this bill, and that 36 out of 38 States were involved with the BA licensing. Paul indicated that there was one State with title <sup>PA</sup>law and Alaska, was the ~~only State that would license Bachelor level counselors~~. All information coming from the social workers was indicated as skewed. Connie added that National focus at the yearly meeting would like to see that State branches target State issues. Don added that we need support for these issues. Especially, for the smaller States that do not have awareness and the visibility of these major issues. Paul indicated the importance of forming a team to watch the licensing board issues in Harrisburg and being able to mobilize persons to get to Harrisburg when needed.

Paul indicated that there needed to be clarity of <sup>Healy's opinion</sup>the Creative Arts Therapists. These therapists need to assist with explain the supports needed for their branch and who would be notified.

*Message*  
Paul indicated that the within the ACA division that the LPC's will have a difficult time competing with the social workers. He indicated that Gerald noted that there was no need to worry about the social workers as they do not worry about the LPC's activities. Don inquired about the status of forming of the government relations committee? Paul indicated that he had contacted some prospects but there had been no permanent appointments yet. Paul will continue to talk to possible prospects for this committee.

*break*  
A meeting brake at 7:47pm was called for the executive council meeting.  
Meeting called back to order at 8:15pm.

#### Creative Arts Division

Dana and Nina of the creative arts division had spoke and wanted to thank Paul for introducing them to the PCA meeting and asked that everyone drop by their display table to learn more about this division. Dana announced that she wants more of their division to get involved with the PCA association and the licensing issue, and to specifically reach out to those LPC students with a creative arts curriculum.

#### PACES

Don announced that *Kelby* had agreed to generate a nominee for PACES. Holly indicated that she would help to keep PACES going until a nominee was elected. *President*

#### **New Business:**

##### Graduate Student Liaison

Paul West introduced all of the student leaders.

##### Lobbyist

Paul indicated that he had met with the applicant for Lobbyist Gerald and *Kelby* the meeting went well. There was some concern about his alliance with pharmaceuticals. Gerald noted that there would be no conflict with representing the PCA and this issue. Paul reported his fee to be \$1,500.00 per month and \$18,000.00 per year.

Lorah/Branthoover made a motion to allow executive council to enter into negotiations with Gerald as a prospect for the PCA lobbyist position.

Discussion: none

Outcome: motion carried.

##### Phone conferencing

Maryann inquired about phone conferencing for future meetings. Discussion: Joan echoed that telephone or web conferencing offers more persons the opportunity to attend and bring in discussions. Don indicated that this topic had been discussed in brief. Paul suggested using college resources for teleconferencing. Peggy indicated that Penn State requires a fee to use access a room with these capabilities. Paul asked that State colleges be contacted for prices. Joan indicated a \$100.00 fee within the state. Christine suggested offering some benefit for allowing the PCA to access conferencing. Peggy noted that the conference cost would deflect from the travel expenses for meeting attendance. Don asked that Joan investigate several options and report back at the February meeting.

Next meeting to be held at 10:00 on February 13, 2009 at the Boucke Building @ State College

Lorah/Tinsley motion to adjourn the October 24, 2008 meeting.

Outcome: Motion carries.

Discussion: none

The meeting adjourned at 9:19pm.

Respectfully submitted,  
Christine Liebers M.A.  
PCA Secretary