

Kutztown University

## Research Commons at Kutztown University

---

PCA Board of Directors Meetings

Pennsylvania Counseling Association (PCA)

---

2-18-2005

### 2005-02-18. PCA Public Relations & Advocacy Committee Quarterly Report

Pennsylvania Counseling Association

Follow this and additional works at: <https://research.library.kutztown.edu/pcaboard>



Part of the [Counseling Commons](#)

---

# Quarterly Report: FY 20 05 - 3 Q

February 18, 2005

???, PA

## PCA Unit: PCA Public Relations & Advocacy Committee

The following is a quarterly report from the PCA Public Relations & Advocacy Committee (herein referred to as "Committee") to the PCA Executive Council. It details public relations, advocacy, and administrative activities that have occurred since the last council meeting, as well as financial information, planned future activities, and miscellaneous comments.

### I. Activities Initiated Since Last Report

A. Continued assisting the PCA Webmaster in maintaining the Web pages that are relevant to public relations and advocacy.

B. Issued press releases to media outlets in the Philadelphia, Pittsburgh, Harrisburg, Scranton, Allentown, Wilmington (DE), and Dover (DE) markets, as well as to newsletter editors for the PCA, the ACA, NBCC, CRCC, NACFT, the PASW, and the PPA (plus the PCA Webmaster), referring them to the following:

1. PCA Annual Conf.

C. Issued member alerts via the Web site's listserv regarding the following:

1. Dave Hall's death

2. PCA Annual Conf.

D. Acted as point-of-first-contact for 3 PCA members and outside parties (prospective members, media officials, practitioners of other professions, etc.); made attempts to "sell"

membership to all  
outside parties who were mental health professionals while  
responding.

E. Worked on 0 advocacy case(s).

F. As part of overseeing inter/intraprofessional relations, ...

1) continued collaborating with the PCA Professional  
Development

Committee on obtaining CEU provider status from the PA state  
boards of Education (Educational Specialist) and Psychology  
(Psychologist), and also from the National Academy of Certified  
Family Therapists (CFT), while simultaneously dropping

Pennsylvania Certification Board (CAC) provider status in  
favor  
of National Board for Certified Counselors (NCC, plus COMHC,  
NCSC, MAC) provider status--which the PCA already has.

## II. Financial Update

A. N/A (the PCA budget does not have a PR/advocacy cost center)

## III. Activities Planned for this Next Period

A. N/A

## IV. Miscellaneous Comments

A. N/A

---

Respectfully submitted,

*Mike Espina*

PCA Official: Michael R. Espina, M.Ed., Committee Chair

Date: 11/1/2004

PAGE 2

PAGE

*a State Branch of the American Counseling Association*