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Pennsylvania Counseling Association (PCA)

2-27-2016

2016-02-27 PCA Executive Board Meeting Agenda

Pennsylvania Counseling Association

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Approved



PENNSYLVANIA COUNSELING
ASSOCIATION

A Branch of the American Counseling Association

Executive Board Meeting Agenda
February 27, 2016
10:00am-2:00pm

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 life span and to promote professional counseling.

Introductions/Roll Call

Paul Datti, Michelle Bruno, Greg Roth, Lisa Fulton, Dara Schwartz, Bonnie Steich, Nellie Scanlon, Charles Jacob, J Otis Smith, Abby Dougherty, Mark Kenney, Ryan Gruber
By phone: Linda, Mike Elliot, Eric Owen, Shamshad Ahmed

Quorum met.

**Motion to approve November 7, 2015 minutes made by Michelle, second by Ryan.
Minutes approved.**

Reports:

President-Update on survey. Survey came out of a year-long discussion regarding the paneling rates of LPCs by insurance boards, particularly in the western region.

Able to match geographical area with answers. Should we look at whether the psychologists and social workers are experiencing the same thing? Should we talk with PPA and/or PA-NASW, PAMFT about what they are experiencing? Preliminary analysis completed and shared with group, and executive summary will be developed. Need to further clean up data.

Maybe we should work on continuing gathering data on underserved areas. Many respondents reported 'market saturate' as reason given by insurance company for denial of paneling. What does saturated mean? Make a plan to move forward.

President-Elect- \$1517.12 PA Alliance of Counseling returned funds that were not spent to pay for Morgan Flann.

Dr. James F. Alexander has agreed to be the keynote for 2016 conference. He has asked to waive honorarium in exchange for registration for another colleague. Currently looking for conference chairs for the 2016 conference. Duties include reviewing proposals and making arrangements with Penn State. A Call for proposals will go out mid-April with June 1 cutoff. Need to put out a call on social media and website for co-chairs to generate interest. Abby is volunteering.

Janelle Lynch with Malady and Wooten (lobbyist firm), put together a formal offer as a lobbyist for PCA. We are currently the only branch of mental health services that doesn't have a lobbyist. She is proposing \$5000 a month. We are suggesting a counter, with an offer \$1000/month for monitoring. The contract would be month to month, no more than 30 days at a time. This should give an idea of what they can do. A lot of growth potential. We have more numbers than the other groups. A suggestion was made to maybe increase membership rates to be more in line with other groups.

Discussion of ways to fund the lobby effort. We get \$800-1000 month average from banners, and can supplement the rest with a dues raise to \$75 for next year. We can amend the current membership rate approved with the last budget. Also, the \$250 check receive from ACA for winning the 2016 Best Innovative Practice Award will go to this initiative.

Suggestion to use the ACA list of members to send email to ask for donations. Maybe add a "donate here" to the website for a lobbyist. There are 3,000 ACA members and PCA members, so much potential for fund raising. Add a "Donate" to specific funds at end of membership application through ACA. Charles agreed to reach out to ACA government relations for suggestions and opportunity to apply for a grant for campaign to get lobbyist.

Discussion of how to turn donations into lifetime memberships. How do we make sure there are attractive benefits for LPCs, non-LPCs, and students. \$15 dues increase will cover the increase for the lobbyist. That would give us a year to figure out long term funding.

Motion by Charles to counter offer \$1000 per month to Malday and Whooten, lobbying services that will be subsidized by dues increase of \$89/\$49. Nelly seconded.

Motion passed.

Legislative committee will monitor the contract, along with President-elect.

Past-President- NAR is looking for leadership. It is open to current members. Interested parties are instructed to check out NAR website. It is great leadership training and experience if you are

interested. Michelle will forward email to Abby to post on social media and website.

Secretary-Linda Thompson-no additions to report

Treasurer-Review of Treasurer's report. Three years comparison shown. Checking account earning zero. Still recommending move to interest earning account at PNC. Need at least 1%. Keystone will remain the same. 3rd year in a row, Penn Stater hasn't billed us yet. Everything is growing, but going to have to step it up in order to pay for lobbyist.

Multiview (advertising) and Your Member (job target) revenues reported. Operating within the budget. There is budget money to send people to the ILT and ACA conference.

MSA costs. Marketing has been doing a great job at getting much done at little costs. Paypal fees are high, but necessary. Committee budget numbers - Marketing \$1000, \$1500 for other committees per year.

Abby motioned to approve treasurer's report. Mark seconded. Approved.

Motion to approve consent agenda made by J. Otis, second by Mark. Agenda approved.

Chapters: Reports:

GPCA Greater Pittsburgh Counseling Association - The bylaws have been updated and will need to be submitted to Greg Roth and Linda Thompson and vetted through the board at the May meeting for final approval.

GPACA Greater Philadelphia Area Counseling Association - They will be having their kick-off event on March 12 at Neumann University which will include a keynote by Charles Jacob and breakout sessions, with CE credits provided by Holy Family University. Their by-laws have been approved and they have the required minimum 15 members. They have requested \$600 from the Keystone fund for the start up costs. Minna Davis is the interim president. They will need to verify that at least 25% of members are also PCA members.

NEPCA Northeastern Pennsylvania Counseling Association - The bylaws need to be submitted to Greg Roth and Linda Thompson and vetted through the board.

Divisions Reports:

PACAC Pennsylvania Association of Child and Adolescent Counselors-nothing to add

PACES Pennsylvania Association of Counselor Education and Supervision-Eastern region
Spring conference set for April 15 at LaSalle. The cost is \$30 and PACES will have the funds managed by PCA.

- PSCA Pennsylvania School Counselors Association – see report submitted with meeting documents.
- PALGBTIC Pennsylvania Association for Lesbian, Gay, Bisexual, and Transgender Issues in Counseling-Continuing efforts in outreach and community trainings and planning for pre-conference institute track at the conference as suggested last year.
- PAMCD Pennsylvania Association for Multicultural Counseling and Development-Searching for leadership for this group. Hoping for leaders or election in May.
- PASGW Pennsylvania Association of Specialists in Group Work- Needs leadership.

It was suggested that the social media sites feature different divisions to increase interest in leadership and/or membership.

Inactive divisions

- PACCA PA College Counselor’s Association – no updates
- PAMCFC Marriage, Couple and Family Counselors- Shamshad Ahmed reports that the interest group is working on by-laws and plan to have elections once the by-laws are approved. Discussed the next steps which are to submit the by-laws to Linda and Greg for review and vote at the May meeting.

Committees

- Archives-Mark will remain as chair.
- Awards –Nominations are due September 30. Motion made by Ryan that the Eminent Practitioner award be changed to Outstanding Practitioner award. Seconded by Mark. Discussion was that this name change will allow for expansion of the description and be more inclusive. Motion passed.
There was discussion about additional awards, but the consensus was that if too many awards were given the nominations would decrease and be less diversified.
- Conference –Hope to get call for proposals out by April 15 with a deadline of June 1.
- Ethics/By-Laws-No actions reported.
- Finance & Budget-committee did not meet
- Government Relations –Discussion of the value of subcommittees such as a CACREP-focused group. Looking for more advocates. Maybe someone from this committee could meet with Charles and the lobbyist to be able to plan support activities. Plan to look to 2020 committee and ACA for guidance.

- Graduate Student Liaison-will soon need new representative
- Journal –Acceptance rate is down, strong submissions.
- Marketing & Public Relations-see social media report
- Membership –Discussion of undergraduate membership. Motion to allow undergraduate members in a counseling or related undergraduate program to be student members. Motion was tabled until May meeting while the Ethics and By-laws committee reviews the motion.
- Nominations & Elections-nominations will be accepted for open board positions until Monday, February 29. Interested parties should send a one-page nomination discussion of goals and reasons for seeking the position.
- Newsletter- nothing to add. Paul encouraged submissions to newsletter.
- Past Presidents-continued efforts to revive the group and have ongoing discussion, mainly focused on advocacy.
- Professional Development-no updates
- Social Media-Wanting to see about putting presentations on the webpage from conference presenters. Discussed how to go about doing that. Suggestion for a 30 minute presentation for new professionals draft presented in the report. Would like to put on the webpage. Suggestion for ideas for Counselor Awareness Month like photos or profiles of award winners. We will work with Deneen to add these things.
- Supervision Registry Committee-reporting that the cost to develop the registry on the webpage will cost \$300-600. They can use the forms developed by Holly. We're going to send postcards. Mark will check to see if we still have a permit for bulk mailing. Board went over the costs and approved the committee to move ahead. They will update at next meeting.

Discussion on the board's position on support of research studies. Paul made a motion that any researchers who want to advertise research studies through PCA need to send their proposals to the Ethics chair to review. If approved, then send to Executive Council for approval, at which time it will be sent to the Webmaster for posting. Seconded by Michelle. Motion passed.

OLD BUSINESS: 2016 conference-Working now to get conference chairs in place then will have more information. Still planning for pre-conference institutes co-sponsored by PSCA and PALGBTIC.

Motion made by Greg to amend the bylaws to include institutional memberships. Seconded by Mark. Motion passed.

NEW BUSINESS: PCA won the 2016 ACA Innovative practice award. The awards ceremony is April 2 at 6pm at the ACA conference in Montreal. Paul is also presenting the efforts that won the award at a session on Sunday, April 3 at the conference.

Motion made by J. Otis to increase dues to \$89 for professional members and \$49 for student members effective for the fiscal year July 1, 2016 with the increase to be deposited into the lobbyist fund. Seconded by Nellie. Motion passed.

Upcoming Meeting Dates

May 21, 2016, 10 am at the Kalahari Resort in the Poconos (more details to follow)

Motion to adjourn made by Charles, seconded by Ryan. Adjourned at 2:30pm.

Respectfully submitted,

Linda Thompson