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2018-11-09 PCA Executive Council Meeting Minutes, August 18, 2018

Pennsylvania Counseling Association

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PENNSYLVANIA COUNSELING
ASSOCIATION

A Branch of the American Counseling Association

Executive Council Meeting Minutes

August 18, 2018

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: Joseph Behun, Nellie Scanlon, Charles Jacob, Kristen Hawk, Derek Parker, Astra Czerny, Eric Owens, Ryan Gruber, Krista Malott, Matthew Nice, Ryan Bowers, Travis Schermer, Nicole Flack, Angelica Galvan, Ashley Deurlein, Michael Perrott, Judith Bookhamer

Not present: PACAC, PCCA, PASERVIC, GPCA, NEPCA (no current leadership), Archives, Ethics/By-laws, Marketing/Public Relations, Social Media, Past Presidents

Meeting commenced at 12:06 pm.

Motion to approve consent agenda as amended by Eric Owens and second by Derek Parker. Motion approved.

Motion to approve June 2, 2018 minutes by Joseph Behun and second by Charles Jacob. Motion approved.

Officer Item/Action/Discussion Items:

President – Joe discussed having a strategic two year plan including mission, vision, core values, and goals and objectives to be achieved in next two years by an ad hoc committee. Discussion followed. It was noted that a short and long term plan would be best (2 years and 5 years) and that action plans need to be put in place. Joe indicated a goal to have the committee formed and to report to the board at the November meeting. Nellie said that it would be good for members to

see this work done. It was stated that PCA's mission needs to be clear. Joe suggested that him and Nellie would co-chair the committee and other interested members could join and contribute.

Joe made a motion to form an ad hoc committee with Nellie as co-chair to consider a PCA strategic two year plan. Second by Eric. Motion approved.

Confirmed Richard Yep as the keynote speaker for upcoming conference and that he is speaking for free. \$750 that would normally be spent on the speaker will go back to PCA to utilize for travel expenses for Joy Natwick (Ethics Specialist with ACA) the speaker this year's 3 hour ethics seminar.

PCA communication procedures were distributed previously by Joe via e-mail. Kristen indicated that anything that needs to be changed on the website needs to be sent to Deneen directly. E-mail blasts to PCA members are done by Deneen as well but Joe pointed out that he needs to be contacted prior. E-mail blasts sent to division and chapter members can be done without approval.

Newsletter editor has resigned. Joe asked if we want to continue using the newsletter format. Charles suggested that we let the newsletter phase out and focus more on social media. It was also suggested that we have scheduled e-mail blasts. Judy discussed how they contact PSCA. Travis indicated a benefit in that it invigorates his connection to PCA but that it can easily be replaced with a different format and Joe agreed. Division, chapters, and committees can send information to be included in the monthly email blasts. Joe indicated that it's good for our members to consistently see what we're doing. It was decided that the newsletter would discontinue and information would be sent as needed in a different format.

Joe is going to send out a template for division websites in November.

President-Elect – Nellie indicated that SB 530 is now ACT 76 and will come into place in November. Nellie discussed that questions are being sent to Janelle and she sends them to her and Joe to answer the questions. She explained that discussion has been taking place about what PCA's response to these inquiries should be and if PCA is responsible for doing so. It was suggested that most FAQs could be posted on the website and then encourage members to contact the board if they want further clarification or have questions. Nellie spoke with someone from the board and the board is hoping to have explanation of interpretation by sometime in October. It was pointed out that the board typically wants people to contact them directly with questions rather than outside organizations trying to handle questions. Joe discussed that it's vital that we do not interpret the law and encourage them to contact the board. It was then discussed how we should reply to our lobbyist when questions are sent. Joe indicated that we should stay away from answering questions about this. Nellie stated that she's currently trying to get a better handle on exactly what Janelle is doing for PCA (what we're paying her for) and that she believes Janelle should be able to answer the e-mails directly rather than forwarding them. It was suggested that a humanistic piece should be included in our responses because the anxiety that people are experiencing is understandable. Travis indicated that we (PCA) can have a position. Joe pointed out that a draft of a possible formalized response from PCA has been

created. Nellie indicated that she wants a copy of the contract and Janelle stated that Charles would have it. Charles pointed out that he would've given a copy to archives – this will be followed up on after the meeting.

Nellie made a motion to approve the following statement: the board is in agreement that it's not the role of PCA to respond, interpret, or execute state law. Second by Joe. Motion approved.

Past-President – Charles stepped in to serve in place of Linda since she was unable to serve.

Secretary – Kristen discussed the format for the new reports sent prior to meetings. Joe emphasized that only discussion and action items will be given the floor during meetings.

Treasurer – Derek explained that we brought in more money than we anticipated but also spent more than we anticipated due to the lobbyist. Joe asked if we are losing money and Derek pointed out that we need to increase membership (goal 250 professional and 250 students) in order to sustain cost for lobbyist. Derek stated that we are close to that 500 now but it fluctuates. Derek reminded everyone that \$4000 for advocacy day was added and \$2000 for marketing. \$3000 per month is being spent on the lobbyist since she's not just monitoring. Discussion followed about how we should proceed. Derek stated that we are fine in the short term but long term we need to be mindful of finances. Discussion followed about goals moving forward. Charles suggested that we consider how to support getting another PCA on the licensing board. Charles also noted that we are now in a position to move more in the offensive rather than the defensive in terms of lobbying. Joe indicated that this should be included in the strategic plan. Decision was made to continue using the lobbyist for the time being as it's already included in next year's budget.

Derek discussed the tax exempt situation and reported that it's still not resolved. Derek also explained that the company hired to handle it hasn't been satisfactory but since we've paid them a significant amount of money we will wait for them to finish.

Chapter Discussion/Action Items:

GPACA Greater Philadelphia Area Counseling Association – no discussion or action items

GPCA Greater Pittsburgh Counseling Association - no discussion or action items

NEPCA North Eastern Pennsylvania Counseling Association – Joe pointed out that this chapter has been without leadership but he found someone to take on the chairperson position. Joe asked if anyone had any other nominations.

Joe made a motion to appoint Kevin Snow as chair of NEPCA. Second by Derek. Motion passed.

Division Discussion/Action Items:

PACAC Pennsylvania Association of Child & Adolescent Counselors - no report

PACES Pennsylvania Association for Counselor Education and Supervision - no discussion or action items

PSCA Pennsylvania School Counselors Association – Discussion item
Mike discussed an issue brought up by ASCA that they are actively discussing concerning whether PSCA will continue to be a division under PCA or become their own entity. Mike pointed out that if they followed suit with the national organization (ASCA separating from ACA) it would not benefit them financially. It was emphasized that they would like to continue collaborating with PCA and maintain the relationship that's been developed. Mike indicated that the relationship between their division and PCA would change in paper but in no other way.

PALGBTIC Pennsylvania Association for Lesbian, Gay, Bisexual, and Transgender Issues in Counseling - no discussion or action items

PAMCD Pennsylvania Association of Multicultural Counseling and Development – Discussion item
Krista asked for advice for possible speakers for “Counselors of Color” session for the PCA conference. Members present offered suggestions. Krista indicated that she's looking for panel participants as well. Joe suggested that this could be sent out through PCA so Krista will send the draft of the e-mail to Joe.

PASGW Pennsylvania Association of Specialists in Group Work – Discussion item
Matt indicated that they are partnering with GPACA for a workshop in October. PASGW will have the option to attend via live stream so they are working for a service to do this and Matt asked for suggestions. Members present offered suggestions such as Adobe Connect and Zoom.

PASERVIC Pennsylvania Association for Spiritual, ethical and Religious Values in Counseling - no discussion or action items

Committee Discussion/Action Items

Archives – no report

Awards – Discussion item

Ryan asked if we wanted to offer time for those accepting awards to speak. Multiple people responded in the affirmative. Charles suggested that this portion before the keynote speaker needs to be better organized and Ryan indicated that they can certainly happen.

Conference – Joe indicated that the conference is going to look a little bit different this year after discussion occurred to explore the positive and negatives from previous years. Preconference will still occur and the board meeting will occur Friday night. The Friday reception will occur but the poster session will be moved to Saturday morning during continental breakfast. Keynote will address the entire conference in the morning before the breakout sessions. Presidents over the past 50 years will be displayed during a slideshow at lunch. Afternoon breakout sessions will take place after lunch. Division meetings will occur on Saturday at 4:00 pm. After that, a 50th anniversary party will take place. Sunday morning will start with a Government Relations panel and then ethics seminar will follow. All presenters have been notified. Logistics for the conference are still being worked out. Ryan indicated that PALGBTIC wants to have a giveaway during the party to reach out to all the members and thank PCA. Ashley indicated that she needs information about the presenters for the CEs and asked if there are any student volunteers yet. Joe said he does have some interested students. Further discussion will follow among the organizers of the conference in the upcoming week or so concerning details that still need to be worked out. Ryan indicated that he has a student volunteer for the pre-conference. Charles asked about a photographer for the conference.

Ethics/By-Laws - no discussion or action items

Finance & Budget - no discussion or action items

Government Relations – Discussion item

Travis indicated that they've come up with some language about PCA's position in terms of ACT 76, specifically concerning private practice. Travis discussed a potential interpretation about the term "affiliated" (what it is and what it isn't) that is found in Act 76 in relationship to private practice. Joe indicated that PCA wants to send a letter to the licensure board about this topic with a suggestion of what they should do. Travis pointed out that we don't perceive there being an exemption (grandfather clause) in Act 76. Joe summarized that once the law is active then everyone needs to follow it. Nellie indicated that a decision about whether to send such a letter with PCA's suggestions needs to happen because the board is going to be making a decision on their position soon. Ryan indicated that an electronic vote could take place and an official vote will take place during the November meeting under Old Business. Travis indicated that the letter will be finished next week and then will be sent to everyone for approval.

Graduate Student Liaison – Discussion item

The idea of a graduate student reception was discussed as well as how to get the students involved. Nicole indicated that students have questions and Joe suggested that we create a FAQs to the website. Joe emphasized PCA's full support for initiatives for students.

Journal - no discussion or action items

Marketing & Public Relations – no report

Membership – Discussion items

Angelica indicated that they want to have a photo booth at the conference and asked if a disclaimer needs to be added to the program in order use photos and selfies in future advertisements. Joe indicated that it's common practice to have a disclaimer that covers consent unless someone explicitly says they don't consent. Joe will help Angelica with this. PCA membership is required to join a division – Joe clarified with Deneen that this was the case. Angelica discussed a potential financial burden that may exist for some and suggested that a division membership be potentially free for a year with PCA membership. Discussion followed about this and ways to potentially increase membership. It was determined that more marketing needed and a chairperson needs to be determined for the marketing and public relations committee. Joe suggested that the next 90 days be spent marketing to practitioners, new members, and bringing back former members to see if it makes a difference. Joe also suggested that we put a call out to members for help with marketing and look at recruiting. Angelica encouraged people to participate in membership meetings and people can also contact her with ideas. Joe pointed out that membership committee finalize ideas and then present to the board.

Nominations & Elections - no discussion or action items

Newsletter – Action item discussed previously during President's report
PCA decided to discontinue newsletter but have necessary, timely e-mails.

Past Presidents - no discussion or action items

Professional Development – Action item

Ashley discussed the idea of having an ad hoc committee to complete the PDE application for Act 48 for school counselors (see report for more information). It was determined that we would table the discussion until PSCA makes a decision about whether they will split with PCA or not. Ashley and Judy will connect to discuss further collaboration during conferences.

Social Media - no discussion or action items

Additional Report Items

- A. Old Business** – New bylaws need to be posted on website but Greg did contact Deneen about doing this. Joe will follow-up with Deneen.

- B. New Business** – none

- C. As May Arise** – Joe asked for suggestions to be sent to him of members that can be spotlighted each month because many have great accomplishments that should be shared with all of PCA. Joe asked if we can give members an option to pay for more

than 1 year of membership at a time with a potential discount or to have credit card information saved that automatically charges each year. Ryan suggested offering a discount for people to register a year in advance for the next conference. More discussion and brainstorming will occur moving forward in committee.

D. Upcoming Meeting Dates: November 9, 2018, 3:00-6:00 pm

Motion to adjourn by Ryan. Second by Derek. Motion passed.

Adjournment 3:36 pm.