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2020

2020-06-27 PCA Executive Council Meeting Minutes, February 8, 2020

Pennsylvania Counseling Association

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PENNSYLVANIA COUNSELING
ASSOCIATION

A Branch of the American Counseling Association

*Minutes Approved &
Read*

**Executive Council Meeting Minutes
February 8, 2020**

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 12:02 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

Not Present

Branch Division Officers

Present

- PALGBTIC: Dominic Petitto
- PAMCD: Fawn Robinson
- PASERVIC: Nora McDonald
- PASGW: Ashley Coombs

Not Present

- PACAC: *vacant*
- PACES: Eric Owens
- PAMGCA: Michelle Steimer
- PCCA: Heather Uphold & Bethany Taylor

Special Interest Group

Standing Committees (non-voting)

Present

- Archives: Mark Kenney
- Conference: Ashley Deurlein
- Government Relations: Travis Schermer

- Ethics/By-Laws: Gregory Roth
- Finance/Budget: Derek Parker & Joe Behun
- Nominations and Elections: Joe Behun
- Professional Development: Kenya Johns

Not Present

- Graduate Student Liaison: Nicole Flack
- Membership: Angelica Galvan

Special Committees (non-voting)

Present

- Awards: Deborah Duenyas
- Marketing and PR: Steve Kuniak
- Social Media: Steve Kuniak

Not Present

- Journal: Terence Yee
- Past Presidents: Paul Datti

Guests

Present

- N/A

Quorum present with 12/15 voting members. (6 votes needed to pass)

MOTION (Nicole Johnson): Approve the meeting agenda (second by Ashley Coombs), 11 yes, 0 no, 0 abstentions. Consent Agenda has been adopted.

Approval of November 8, 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:

- Conference cost increase and 2020 conference budget
 - Previous years of decreasing the cost of the conference the last few years has caused a deficit in the amount that we are making. Increase \$50 for members and \$100 for non-members; this would “reset” it back to similar rates as they were 4 years ago. No early bird rate for non-members. The percentage increase would be more for non-members than members (\$260 for early bird member, then \$350 member; \$375 for nonmember)
 - Member increase would cover the cost of Deneen, website, etc.
 - Currently there is no budget line for the conference, and one needs to be put into place.
- Lobbyist on hiatus until legislative and financial plan is created
 - The agency has agreed to allow a pause at this time(saves PCA \$3180/month) on the advocacy movement while we create a legislative plan and outline (with Government Relations) and a financial plan is developed so that we do not run low on funding
- Candidate for PACAC leadership/appointment of PACAC President
 - Student member, first year counseling student at Carlow - Joelle Swyka.
 - Bylaws do not state that a student cannot hold this leadership position.
 - Fawn’s student. She reports that she has great leadership qualities. She assisted with PAMCD at the conference in the fall. Fawn believes that she would be a great fit

- Derek still has all of the information and checkbook as past-president of PACAC and would be willing to assist with support in this transition. Other current leadership may stay in their roles with the new appointment.
- Nellie appointed Joelle Swyka as the PACAC President.

Action item:

- Vote on \$6200 2020 Conference Site Deposit from 2019 Budget
 - DISCUSSION
 - No current budget for the 2020 budget. Steve has found a venue. They require a deposit to save the space. They want a guarantee for an allocation of room reservations and meals, etc. We need \$6200 for a deposit for the reservation.
 - **MOTION: To approve the \$6200 reallocation to conference budget for the venue reservation deposit (second by Melanie Kautzman-East), 12 yes, 0 no, 0 abstentions. Motion passed.**

President-Elect – Steve Kuniak

Discussion items

- oversight of a standing committee in the future.
 - Concern is that conference planning relies heavily on a new leader who is not only learning association leadership processes, but is also then attempting to event plan simultaneously.
 - A standing committee, or merging this process with an existing committee, will allow for long term planning and a seamless process. The PresidentElect would still be responsible for setting up the conference theme and preparing that year's programs.
 - Joe discussed that the transitioning of the President Elect into the conference committee began with Paul because he was on the conference committee when he was elected the President Elect, then Charles Jacob became involved to shadow what Paul had done, then Linda wanted to be heavily involved in conference both as President Elect and President.
 - President would set the tone of the conference but would not need to be as heavily involved as they have been in recent years. Each chapter would in turn send a member to be part of the committee also.

No action items

Past-President – Joe Behun

Discussion items:

- Does the bylaw in Article IV, Section 1, need to explicitly state that the educational background of the PCA President must be in Counselor Education or Counselor Education and Supervision?
 - The current bylaws only state that elected positions only have to be members of PCA, not specifically Professional Counselors. Joe has concerns that the individuals that represent us should be identifying as a counselor, not just be licensed. President/President Elect needs to be a counselor, not psychologist, social worker, nurse, etc.
 - Derek had concerns that this would narrow it down to Ph.D. candidates. Joe clarified that the Counselor Education would cover Clinical, School, Educators, etc. He is looking at someone that has more background in psychology than counseling.
 - Mark stated that he believes that there is a misunderstanding that a program may not identified as a counseling program - we need to be more informed about programs and validate whether it is encouraging counselor identity. Mark doesn't believe that other helping professions will necessarily want to come into PCA leadership because they have their own state organizations. Joe clarified that it was not an accreditation issue. Nellie furthered that the individual can be a practicing clinician or LPC but should identify specifically as a counselor. Greg stated "We need a person with a clear counselor identity to lead PCA..." Joe believes that we should be cognizant of this potential issue and act proactively to ensure we have appropriate measures to ensure a counselor leading a counseling organization. Steve described the requirements of MFTs at his

university as part of their accreditation - they must be members of ACA and PCA in addition to their MFT associations, but definitely do not identify as counselors but as MFTs.

- Joe will modify the language to ensure that there is no confusion that Counselor Education would include Masters Level Counselors, not just Ph.D. level.
- Does the bylaw in Article IV, Section 1, need to explicitly state a minimal requirement as to length of membership prior to nomination to the position of President-Elect.
 - Currently, nominations can join ACA and PCA and then become nominated. ACA requires membership for 10 years. Some Divisions have requirements.
 - Nora expresses the concern at the state level as they have seen these issues at PASERVIC with transitioning without having a background.
 - Ashley Coombs suggested a membership minimum and a leadership role minimum. - Joe's concerns center that if we make the stipulations too high, we will have a difficult time finding candidates.
 - There needs to be a leadership minimum. This could be within any state organization, but have a background and knowledge or what being active in that role entails.
 - Joe will develop a policy for review and vote at the next meeting.

No action items.

Secretary – Ashley Deurlein

No discussion or action items.

Treasurer – Derek Parker

Discussion item:

- Treasurer's Report
 - Currently, the quarter is closing close to \$27,000
 - +\$52,000 (conference)
 - Spent \$52,000 in the last quarter
 - At the end of the report - about \$5,000 more to Deneen, \$1000 to TCS, \$6300 for 2020 Conference (this will make next year's budget more manageable), and outstanding costs for 2020 ACA Conference.
 - Derek feels that the end of the fiscal year will end in a "safe place".
- Financial Projection for the remainder of the fiscal year.
 - If conference registration is approximately the same, with the update in conference prices, we should make approx \$25,000 from the conference.

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:

No discussion or 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 due to vacancy in 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 discussion or action items

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

No discussion items.

Action item:

- PAMCD would like to increase our membership fee to \$10 to align with the other divisions. Currently, PAMCD membership fees are only \$5.
 - DISCUSSION:
 - This can be done with a vote within the division. Once approved, it can be put onto the website for membership applications.

PCCA (Pennsylvania College Counseling Association) - Lauren Brubaker Haag

Discussion item:

- Accessibility of the PCA Conference app for members with visual impairments
 - Concerns centered around the Whova limitations. A blind individual had a difficult time rating the sessions on Whova. The accessibility feature worked on the app, but it did not work on images that did not have hidden text behind it.
 - Nellie inquired with Whova, Jason said that there wasn't anything on the Whova app to do this, but we may be able to format on our end. Nellie will reach back out to Whova to determine if there is another way to do this. Joe stated that everything can be done on a computer, this may help overcome this concern.
 - Cannot locate presenters information/email and would like access to that. Joe stated that this is available as part of the session's information.

No action items.

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

Discussion items:

- Would like more information on social media policies. Steve is working on Policies and Procedures for Chapters and Divisions. Anyone that has interest or input for the policy, should email Steve for the time being. Dominic has a policy that was given to PALGBTIC, he will forward this to Steve to ensure that we are consistent with ACA.
 - Fawn inquired if this was for Division membership or the general public. PALGBTICs page is open to anyone in PCA, Ashley stated they would like something like this as well. Nellie advised that posts do not go against what PCA or the Chapter/Division, or their National Division states.
- Ohio Counseling Association has links within the website, linking to social media pages.
 - It has been discussed previously, but the Chapters/Divisions need to follow up with Nellie to determine feasibility.

No action items.

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

No discussion or action items

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

No discussion or action items.

Lunch break at 1:28; will reconvene at 2:00p. Meeting commenced at 2:00p

Committee Discussion/Action Items

Archives – Mark Kenney

No discussion or action items.

Mark is willing to mentor a new Archives Chair in the future transition.

Awards – Deborah Duenyas

Discussion item:

- Follow-up on an Awards Committee task force:
 - Evaluate the current PCA award categories to maximize interest with our members.
 - Reach out to Department Chairs for counseling programs as well as Counseling Professionals to open up the nominations.
 - Establish an Awards Rubric for reviewers.
 - Need for a more objective approach to rating nominations. Nellie suggested Deborah devise a rubric. Joe has a rubric for CSI (grants) as well as from the JPCA (articles) for her to reference in the development.
 - Provide a PCA email address for the awards chair to send out the call for proposals.
 - Ashley will create a gmail for the Awards Committee and forward to Deborah. This will also give her access to the Google Drive to ease with any future
 - Add a Counselor Educator/Supervisor Award
 - Suggested to make it two separate awards so that practitioners would be showcased instead of compete against an educator.

- Deborah will create brief writeups for the next meeting for the new awards.

No action items

Budget & Finance

No discussion items.

Action items:

- Conference Refunds: Conference refunds will only be considered if the cancellation request was made in writing prior to 30 days before the start of the annual conference.
 - The cancellation deadline will be posted upon the opening of conference registration.
 - All refund requests made on or prior to 30 days before the start of the conference will be returned in full, minus a \$50 service fee.
 - All refund requests made after or within 30 days of the start of the annual conference will be declined and the request will not be refunded. *There will be no exception to this policy.*
 - DISCUSSION
 - Nora expressed concern about unforeseen emergencies (ex her father died last year prior to the conference). Steve discussed the concern about refunds that
 - Mark suggested an Appeals Process - Joe has a concern with this because if there is a policy but a way to sidestep it, is there a need to have a policy. (What makes one person's Appeal more legitimate than others?)
 - Nicole Johnson suggested mirror ACA Policy. Ashley read from ACA, requests in email writing, 30 days prior to, a refund minus \$75 for professionals, no refunds after the thirty days or for no-shows, etc.
 - Fawn suggested a "Registration Transfer Policy" (ACA - to a following year or to another registrant. Registration fees should they apply - member v non-members, no transfers after 30 days.) Joe would support a registrant transfer within the 30 days.
 - **MOTION (Joe Behun) Solidification of a conference refund policy to mirror ACA conference refund policy (seconded by Dominic Petitto) 12 yes, 0 no, 0 abstentions. Motion passes.**
- **MOTION (Greg Roth) Discuss the Registration Transfer Policy (seconded by Steve Kuniak).**
 - DISCUSSION:
 - You may opt to transfer your fully paid conference registration to another individual for the same year for a \$50 transfer fee plus any additional fees that may apply. A registration may only be transferred once and no refunds will be issued once a registration has been transferred. Transfer requests should be sent to pca.programs@gmail.com.
 - **MOTION (Joe Behun) To approve the action item for the Registration Transfer Policy as listed above (seconded by Ashley Coombs), 12 yes, 0 no, 0 abstentions. Motion passes as proposed.**
- Membership Refunds: Membership cancellation is not eligible for a refund. Members who wish to cancel membership should enjoy the benefits of PCA membership until their renewal date and then opt to not renew at that time.
 - DISCUSSION
 - We do not have the staff or resources as ACA does. As such, Joe recommends not to offer membership refunds. There is no further conversation about months cancelling/prorating. They would be able to take advantage of the membership benefits for the calendar year, then choose to not continue to renew their membership. The policy would help presidents to maintain consistency on membership refunds.
 - Greg recommended the edit of "should enjoy" to "may enjoy".
 - **MOTION (Joe Behun) To accept the membership statement as written with the proposed amendment (seconded by Bethany Taylor) 12 yes, 0 no, 0 abstentions. Motion passes as amended.**

Conference – Ashley Deurlein

No discussion or action items.

Derek Parker (Logistics) and Melanie Kautzman-East & Nicole Johnson (Program)

Ethics/By Laws - Gregory Roth

Discussion/Action items:

- **Revision (minor) to PCA Bylaws**
 - The change addresses the processes needed for changes to Divisions, Chapters, or Special Interest Groups' bylaws or other basic documents.
 - The recommended change is as follows: Proposed amendments to any Division, Chapter, or Special Interest Group's Bylaws or other basic documents shall be submitted in writing to the President of the Association and the Chair of the Ethics/Bylaws Committee at least thirty (30) days prior to the next scheduled PCA Executive Council meeting. The proposed changes will then be transmitted (with or without recommendations) to the Executive Council at least two (2) weeks before the next regularly scheduled meeting. If the proposed changes receive a majority approval vote from a quorum at the Executive Council meeting, the amendments may take effect immediately.
 - **MOTION (Fawn Robinson) To approve the minor revision to the PCA Bylaws as proposed (second by Melanie Kautzman-East) 12 yes, 0 no, 0 abstentions. Motion passes.**

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:

- What would be the process for requesting a budget for marketing? Marketing and PR committee are exploring opportunities for sponsored posts on social media. These do not need to be expensive, but do require some funding.
 - Budget currently for Marketing is \$3226.86 (as per Derek)
- Would there be any concern with exploring a PCA merch store online through an outside vendor. The vendor would produce, warehouse, and ship PCA products, but would then also take a cut of proceeds. If this option is acceptable, Marketing and PR committee will begin to explore options to present at the next board meeting.
 - Can make different designs available with PCA logo.

No action items.

Membership – Angelica Galvan

No discussion or action items.

Nominations & Elections – Samantha Urbanik & Joe Behun

No discussion items

Action item:

- Nominations for the election of the 53rd PCA President.
 - DISCUSSION:
 - Total of 3 nominations submitted. Bylaw II, Section 4: the Nominations COmmittee passed the Names and CVs to the Board: Deborah (7), Mindy (5), Victoria (2). 7 Divisions/Regions participated in the vote. Joe recommends accepting the two recommendations that scored over 50% of the nominations to the Executive Board for a vote.
 - Board agrees that it is fair to place the nominations that scored over 50% on the ballot.
 - **MOTION To submit to the ballot, Deborah Duyenas & Mindy Heher, for the President Elect (second by Dominic Petitto). 12 yes, 0 no, 0 abstentions. Motion passes.**

Past Presidents – Paul Datti

No report submitted

Professional Development – Kenya Johns

Discussion items:

- Creation of an ad hoc committee to start the PDE ACT 48 application to offer pd time for School Counselors
 - Group discussion to move away from the application process as it will not benefit enough membership to be worth the time/effort when we can allocate resources into other avenues for professional development
 - Webinars for professional development. One hour presentations in an area of expertise. They would answer the five questions at the end of the webinar. Score of 80% would earn CE credit.
- PITT CEs will go up from \$10 to \$15 for submission. Conference registration will set up the difference for those requesting PITT SW CEs.

No action items

Social Media - Steve Kuniak

Discussion item:

- Concerns about not answering all questions for non-members. The state board has been referring people to PCA for Ethics questions. Steve has been referring nonmembers to membership benefits and encouraging them to join prior to answering their questions. Joe suggested using the wording that was put onto the website that says that PCA is not a governing body, etc.
 - Joe suggested a policy for Unsolicited Contact, Steve said this would be helpful to have.
- Merging Social Media with Marketing and PR.
 - The goals of reaching and engaging our members and the public are the same. The efforts to accomplish this are linked. Having both of these as the same committee would streamline efforts.
 - Kathryn has not been able to stay on Social Media, so Steve has taken that on in her absence.
 - Nellie approved the merger of Social Media and Marketing & PR. The new committee is Marketing and Outreach. Steve will send the email to Ashley Deurlein for on file along with passwords to keep on file/record.

No action items

Additional Report Items

A. Old Business –

- N/A

B. New Business –

- (Nellie) Membership Survey returned 95 responses. Nellie will compile the information and give it to the board. The lobbyist/advocacy efforts are among the top of the list for membership pros. Members are ok with paying more for membership so to keep the Lobbyist on.

C. As May Arise –

- Joe asked if Chapters/Divisions follow the election cycle with the PCA cycle? Mark confirmed that this should be the case. When PCA president transitions in June, Chapter/Division presidents should change at that time every other year. Joe expressed question about term limits for Chapters/Divisions. Mark stated that it raises the question of whether or not they are viable.
- PAMCD will be hosting a webinar March 23, 2020, on best practices in working with different racial and ethnic backgrounds.
- GPACA will be hosting a Trauma Symposium at Jefferson University on February 22, 2020.
- GPCA will be hosting a day workshop on April 17, 2020, focusing on counselors being stewards in the community. Steve is helping with the Keynote. Plan to offer 5 CEs for the workshop.
- ALGBTIC is in the process of changing the name of the national division to SAGE. As such PALGBTIC will also be changing its name to reflect.

D. Upcoming Meeting Dates:

- June (TBD), Messiah University, Harrisburg, PA

Motion to adjourn by Ashley Deurlein, Second by Fawn Robinson. Motion passed.

Adjournment @ 3:30 pm.