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2016-05-21 PCA Executive Board Meeting Minutes

Pennsylvania Counseling Association

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PENNSYLVANIA COUNSELING ASSOCIATION

A Branch of the American Counseling Association

Executive Board Meeting Minutes

May 21, 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

Linda Thompson, Paul Datti, Ryan Gruber, Derek Parker, Mark Kenney, Kristen Hawk, Charles Jacob, J. Otis Smith, Michelle Bruno, Dara Schwartz, Ashley Deurlein, Lisa Fulton, Greg Roth, (by phone: Mike Elliott, Abby Dougherty, Nellie Scanlon)

Motion to approve minutes of February 27, 2016 minutes made by Michelle, second by Ryan. Minutes approved.

Reports:

President-

Action Item: Review, discussion, and/or approval of Institutional Membership category, details, and language.

Board discussed limitations of memberships to PA only and determined it would not limit institutional memberships to PA entities. Changed language to "reduced rate through early bird period" for the conference fees. Agreed to provide listing of institutions on PCA website.

Motion to approve with changes made by J. Otis, second by Charles. Membership committee and advertising people will work on getting the word out. Approval pending confirmation of allowance by ACA.

Motion passed.

President-Elect-

Action item: Contract is ready to be signed with Malady and Wooten, lobbyists. The contract is for monitoring at \$1,500 per month.

Board members had a discussion regarding the vagueness of what they are providing for that fee. They agreed to send us legislation as it comes through and we would review it. Discussion about having government relations committee members as a part of the process. The board wants more detailed activities spelled out in contract.

Motion to table vote on lobbyist contract until we get additional information requested by the board. An electronic vote will be held by July 1. Motion made by Linda, second, Ryan.

Overview/discussion of process for receiving and responding to legislation. Agreed that there would be one contact person, the president, and then information would be disseminated to the government relations board if the lobbyist does not agree to include president and one other representative from Government Relations board (Nellie Scanlon).

Discussion of possible ways to increase membership and revenue to support lobbying. It was suggested that we could reach out to all licensed professional counselors via a mailer and follow-up with a postcard for the conference. The cost would be approximately \$104 for LPC list for mailers, and the price for 2000 mailers is approximately \$798 for cards, and \$947 to mail. J. Otis shared that we did this before sending out to 500 and only got 10 responses. Maybe start with a smaller number, and do it in phases. Linda will have the postcards reformatted with a mailing date of 2nd week of July. Need to add pre-conference institute to cards. Charles will reach out to membership chairs to complete the process.

Letter to ACA and PCA members and list of Counselor educators to go out in July. Charles put together drafts and shared.

Motion to fund membership initiative by sending out emails to 3000 members of ACA who live in PA; email program directors of Counselor Education programs in PA; and current PCA members. Fund mailer to be distributed to up to 2000 in 3 increments over the summer with a maximum of \$2000 to go into next year's budget. Motion by Charles, second by Ryan.

Motion passed.

Secretary-Linda Thompson-no additions to report

Treasurer-J. Otis Smith review of treasury and budget for 2016-17.

The Penn Stater cost is about \$21,000 for conference. Keeping that cost down is important. Multiview revenue is down. Job Target is now "Your Membership." Sponsors for the conference could help.

Motion to accept treasurers report made by Ashley second Charles. Motion passed.

Review of budget. Proposed to raise membership to \$99 for full membership, \$59 for students, and \$59 for others in 2017-18. Pre-Conference will be at cost only with all profits going to the sponsoring divisions. Additionally propose \$20 increase for 2017-18. Mark will look in the archives for sponsorship categories for the conference. Recommending a one dollar increase in per member cost to Creative Mgmt. for 2016-17. Propose Informational lobbyist projection should be raised to \$18,500 for 2016-17. Challenge each member to bring in new members.

Motion to approve budget with adjustment with no increase in membership fees, informational lobbyist line will be \$18,500, marketing \$3,000 going forward. Motion by Linda second by Greg. Motion passed.

Motion to approve consent agenda made by Lauren, second by Deborah, Agenda approved.

Chapters: Reports:

GPCA Greater Pittsburgh Counseling Association-nothing to add

GPACA Greater Philadelphia Area Counseling Association—Nothing to add to the report

NEPCA Northeastern Pennsylvania Counseling Association-nothing to report

Divisions Reports:

PACAC Action item: PACAC is in need of new leadership. The division has sent out a request for new leadership for several years now, and to date one person has volunteered. At this point we have one individual serving as President, Secretary and Treasurer, which is not optimal. The President sent out a call for nominations on 5/5/16.

Without interest of members to step into leadership roles, the division is going to need to dissolve. The Past President informed the current President that the division was at this point prior to the current President accepting the position, and there has been no interest from other members since.

An election is slated, some leadership stepped up.

PACES Pennsylvania Association for Counselor Education and Supervision
Action Items: Review of the PACES eastern region meeting. Transfer of leadership to Jen Barna. Open treasurer position. Conference went well. Election ballot going out.

PSCA Pennsylvania School Counselors Association- Conference Dec 1-2, 2016.
President Dan Eskesen

PALGBTIC Pennsylvania Association for Lesbian, Gay, Bisexual, and Transgender Issues
in Counseling- Finalizing plan for pre-conference. Working on community
outreach for summer and beyond. Trying to build new members.

PAMCD Pennsylvania Association for Multicultural Counseling and Development-
Still struggling with membership. Need to do outreach. Still uncertain about active
status.

PASGW Pennsylvania Association of Specialists in Group Work- Michelle is
following up with someone who is interested in leadership.

Inactive divisions

PACCA PA College Counselor's Association

Committees

- Archives-nothing to report
- Awards- get award recipients from last conference to give ok to use their bios and pics. From now on will get releases ahead of time. Edwin Herr honorarium will go into Newsletter - maybe a Career oriented journal and/or conference program. Committee members will reach out to Joe Behun about a special journal, as well as reach out to Connie Mathews for information, as she made the suggestion. We can pay for a page in the conference brochure. September 30 deadline for awards.
- Conference-10 proposal submissions so far. June 15 is deadline. Ashley is going to help. Pre-conference institutes on Friday 9-1 with food on your own. PCA will pay for the room. Proceeds to the division. J.Otis will call Monday morning to confirm whether they could do the afternoon. July 1 deadline to make a decision about the pre-conference. It was asked whether we could give CEUs for psychologists. Ashley will look into it.
- Ethics/By-Laws-
Action Items: Review of by-laws and vote on change to allow student memberships to include undergrads. Change time limits to allow one year post-graduation. Will need to check with ACA to see if it is allowed. Table until we check with ACA.
- Finance & Budget (see treasurer's report above)
- Government Relations –
Action Items
 1. Determine what the Government Relations Committee's role is in regard to

communications with the hired lobbyist and determine how PCA will respond to legislation being monitored by the lobbyist including a timely process for drafting a response. (Refer to Pres-elect discussion)

2. Co-chairs need feedback from the executive committee & the organization in regards to what the committee should focus on currently and help determine specific actions. Should the newly formed sub-committees continue to move forward or do we need to re-organize? Below are the sub-committee topics as they are presently:

- a. LPC's reimbursement by insurance companies/Medicare: How we can help get the attention of our state representatives and legislators?
- b. Master's Level clinicians' compensation: Advocating for increased wages
- c. Lobbyist: How to help raise awareness and funds for future possible lobbying interests?

3. Since we will not have help from lobbyist for advocacy purposes just yet as they will solely be monitoring, what can Gov't Relations do to start our own drafting/lobbying on important issues and what issue should be the initial focus?

- Graduate Student Liaison-

Action item: Proposal of Challenge in Counseling Ethics Activity for students attending the annual conference in November. Dara will send a proposal to Linda to distribute to board to decide.

OLD BUSINESS:

1. Further planning for pre-conference institute programs for 2016
2. Venue for 2017 fall conference-maybe move it to the eastern region or here in Poconos.
3. Review of proposed PAMFC bylaws for the Executive Council's review and consideration of reinstatement as a PCA division. From Jonathan Impellizzeri: "We went through the PCA bylaws and made a number of changes/updates to the former PAMCF bylaws to get it in line with the current PCA bylaws. I have also attached a roster of interested PCA members who want to be a part of PAMFC. Please note that there are more than the required 15 members for division activation. Please let me know if there is anything else that you need in order for this request to become an agenda item at your next scheduled meeting."

Table vote on bylaws until July. Greg and Linda will review again.

Let Paul know if you want to go to ACA leadership conference in July. It was discussed that we might want to send someone in Linda's place since her travel is covered by ACA this year. Will try to identify emerging leader that would be appropriate to send.

A. New Business

1. Passing of the gavel
2. Congratulations to the new officers!
 - i. President Elect: Linda Thompson
 - ii. Treasurer: Derek Parker
 - iii. Secretary: Kristen Hawk

B. As May Arise

C. Newsletter Deadlines

- A. SUMMER due Jun 10, 2016
- B. FALL due Sep 9, 2016

D. Upcoming Meeting Dates: Lasalle's Plymouth Meeting Campus on July 23, 2016 from 10-2.

I. Motion to Adjourn made by Paul, second by Ryan.

Adjourn 2:15pm.

Respectfully submitted,

Linda Thompson

Secretary, PCA