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Pennsylvania Counseling Association (PCA)

5-20-2005

2005-05-20 PCA Executive Council Meeting Minutes

Pennsylvania Counseling Association

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Minutes of PCA Executive Council Meeting
Penn State University State College, PA
Quarterly Board Meeting
May 20, 2005 Fiscal Year 2004-2005

Present: **14 Total**
11 Representative Votes

	<i>Officers</i>
Shon Smith	President
Connie Matthews	President Elect
Brad Janey	Past President
Ami Hooper-Knox	Secretary
	<i>Division/Regional Chapter Representatives</i>
Kelley Kenney	PACES President
Jack Smith	PASERVIC President
Stephen London	PAMFC President
Peggy Lorah	PAGLBTIC Representative
Judy Bookhamer	PSCA Representative/Conference Chair
Mary Matlak	GPCA President
Carl Back	PAMCD Representative/Archives Committee Chair/Past President Committee Chair
	<i>Standing Committee Chairs</i>
Holly Moore	Membership Chair
	<i>Others</i>
Becky Willow	Administrative Coordinator
Anne Hull	Graduate Student Liaison

Roll Call:

President Smith requests roll call and status of quorum. Quorum is present.

Agenda Modification and acceptance:

President Smith calls for the following changes to the agenda.

NAR conference is in October in Connecticut.

Michael D'Andrea and the Multicultural Conference Tour needs to be added under new business.

Stephen London needs time to discuss his division's status.

Government Relations Committee.

Division presentations if and when they show up

Motion to accept the agenda with the modifications as listed.

Moved: Connie Matthews

Seconded: Carl Back

Motion carries.

Call to Order:

President Smith called the meeting to order at 10:16 a.m.

Reports:

Secretary – Ami Hooper-Knox submitted a report and the minutes from the last meeting. Requested any changes to the minutes. None were presented.

Motion to approve the minutes.

Moved: Stephen London

Seconded: Connie Matthews

Motion carries.

Ami reviewed her meeting with the marketer as well as the meeting at OMHSAS.

President – Shon Smith submitted a report.

President Elect - Connie Matthews passed out her report. She stated that the publications are being reviewed with the current editors to determine the details behind their role and the potential of publication soon. Connie stated that she attended NAR with President Shon Smith and is encouraging attendance from all board members next year as this is a means to network with other people in the region. Connie believes that it is critical for PCA to have a strong showing at the regional meeting. Carl Back reminds everyone that NAR has been used for leadership building in the past. Stephen London says that ACA has some money for leaders to go to NAR if they apply for it. Connie also says that CEUs are available for conference attendees. Shon states that he would like to see NAR hosted in PA in the future, as well as an ACA conference.

Treasurer – Sue Thompson submitted a Treasurer’s report but is not present due to an illness. Connie Matthews requests any invoices that are submitted to the treasurer have the specific line items listed so that it is easier for the treasurer to know where each item is to come out of the budget. Connie also mentions that Sue would like to step down from her role as treasurer so if anyone is interested please let either Shon, Connie, or Brad know as soon as possible. President Shon Smith brings up a concern over MCCA being listed on the financial report since they are listed as an inactive Division. Connie requested that we wait for information from Mark Kenney on this item as he has something he wants to report concerning this division. Shon also requests that we accept CAGP as the acronym for the division from Philadelphia, and GPCA for the division from Pittsburgh so there is no longer confusion over the “alphabet soup” labeling that we use. Agreement is met. A final correction pointed out by Shon is that NPCA should be labeled as NEPCA and they can stay on the financial report because they are applying for reactivation, which will be discussed today.

Administrative Coordinator – Becky Willow reports that she has been working with Holly Moore, the Membership Chair to make sure that we are using accurate and consistent terminology in both the database and on the membership application. Becky also passed around the Executive Council contact sheet so that everyone could update his or her information.

Motion to accept Secretary’s, President’s, President Elect’s, Treasurer’s, and Administrative Coordinator’s reports.

Moved: Jack Smith

Seconded: Stephen London

Motion carries.

President Smith calls for any items to be pulled under the consent agenda:

GPCA for discussion of revisions of by-laws

Publications regarding refunding \$ for IUP advertisement

PASERVIC, by-laws

Conference

PSCA

Membership Committee

Government Relations
PAMFC

Motion to accept consent agenda with specific points pulled for discussion.

Moved: Jack Smith

Seconded: Connie Matthews

Motion carries.

Greater Pittsburgh Counseling Association (GPCA) - Mary Matlak reports that the board of GPCA met to discuss the changes that needed to be made to the by-laws. All revisions were made including implementing an Ethics Chair and specifying what GPCA stands for. President Smith requested that Mary email a copy of the by-laws to the Secretary Ami Hooper-Knox, the Archives Chair Carl Back, and the Membership Chair Holly Moore. Mary also wanted to recognize the Board of GPCA as a whole for working very hard to get the Chapter up and running.

PASERVIC – Jack Smith reported that Gannon University is having their annual Spirituality Conference on September 17, 2005.

PAMFC – Stephen London reports that he sent out a letter to the division membership concerning their current situation and asked for members to attend this board meeting to talk about potential outcomes for PAMFC. He stated that no one responded and he closed out the financial account and has the money with him. Holly Moore says it is easier for the Membership Committee if a division is placed on inactive status so it can be removed from the membership application. Connie Matthews asks Stephen how many PAMFC members he believes would also leave PCA if the division closes, however Stephen is unsure. Connie says that the idea of PCA members leaving because their division or chapter closes is something we should consider before closing chapters/divisions as some of those members may feel that they are no longer being represented in PCA. Stephen asks if he should send out a new letter to the membership asking if they will remain PCA members if division goes inactive. Connie states that other divisions/chapters have sent out letters to their members asking them what they want from the division/chapter and what they would like to see happen or if they would like to be in leadership and she wonders if it would not be a good idea for PAMFC to do the same before we go ahead and close the chapter. Stephen agrees to do so if he can get a sample letter from Kelly or Mark Kenney. Kelly agrees to email him a sample letter. Holly says that she and Becky Willow just cross-checked the database and found that most PAMFC members are also members of other divisions. Stephen says he will use the funds he acquired by closing the division's account to send out the new mailing.

PSCA – Judy Bookhamer is filing in for Diane Smith. Judy reports that PSCA just had their 49th annual conference and are looking forward to celebrating their 50th anniversary at the next conference which will be held March 1-4, 2006 in Lancaster, PA. She stated that a call for proposals would be going out soon for that conference. Judy also wanted to let us know that Project 720 is High School reform initiative that PSCA is working on including transforming the school counseling initiative. Twelve individuals who were trained as trainers (6 school counselors & 6 counselor educators). PSCA had three workshops in April held across the state which was coordinated by PACES and Kelly Kenney. Judy also reported that the PSCA School Counselor Academy would be held August 8-10, 2005 in Lancaster with the information located on PSCA's website. Additionally on the website is information on ten \$2,000 mini grants to be used for school counselors to work on their career development. Judy says that she will be going to ASCA in June with five delegates. Shon Smith wanted to know if the PSCA School Counselor Academy was being marketed to or is it appropriate for school board members. Judy responded that it is geared more for the school counselors.

PACES – Kelly Kenney reported that there were a series of workshops that PACES co-sponsored with Education Trust at 3 locations across the state. About 30-35 people, mostly school counselor educators attended.

Conference Committee – Judy Bookhamer reported that Patricia Arredondo has been secured as the keynote speaker for the conference. At the time of our conference, she will be ACA President. The dates for the conference were changed due to conflicting schedules with the ACES Conference and Patricia's schedule, as well as accommodations at the Penn Stater. The new dates are November 18-20, 2005 and Judy suggests that everyone make their reservations now. Judy says that she sent out the program proposal request to all of us for distribution to our colleagues and the deadline for proposals is June 17, 2005 with the hope to have acceptance notifications out in July. President Elect Connie Matthews reports that the theme of this year's conference may be around diversity, but she has not decided yet. Connie also brings up concern that the newsletter has not gone out with the call for proposals and new dates for the conference to the membership because with the proposal deadline approaching and summer getting ready to begin, many counselor educators may not be on top of checking their mail boxes and this may limit the response to the call for proposals. Connie asks that divisions/chapters submit proposals to allow workshops to meet the needs of the division/chapter members. Mary Matlak asks Judy for a price list for advertising and displaying at the conference. Connie says that if Judy will send the price list to her, she will make sure that it gets distributed.

Ethics & by-laws – Shon Smith reported that Maura Krushinski received by-laws from PaCCA for reinstatement.

Government Relations Committee – Shon Smith reported that Lauren Sonnenberg has submitted her resignation as chair but will remain on the committee. Lauren has a potential successor in mind and has submitted that name for review.

Publications – Holly Moore states that IUP is requesting refund for the advertisement costs that they paid for a workshop that they have already held since no newsletter came out. President Smith says that he did not receive an advertisement from them but that he will have Sue Thompson, the Treasurer look into it so that we can refund the money. However Shon says a pressing issue is that there is a need to talk about the newsletter as a whole since there is no editor and the responsibility has fallen on Shon's shoulders all year long. The reason the newsletter has not gone out yet is because Shon was waiting for the slate of candidates for incoming officers, which we do not have, but nevertheless, the newsletter will be mailed out next week. Shon says we need editors for the newsletter, a web master, and journal editors. Additionally, Shon reports that the webpage is inaccurate and cannot be updated at this time. Connie Matthews wants to know if ACA can put up a default page for us stating that the website is under construction and that they can contact the president or other executive board member for information. Shon agreed to look into it.

Membership – Holly Moore reported that we lost 70 members in the past 3 months and if we continue to lose 70 members a quarter, we will be in a bad place very soon. There was a membership proposal that was submitted that will be reviewed under New Business. Holly says that she believes that having no journal and/or newsletter is impacting membership numbers, which is reaching a crisis state. Judy Bookhamer wants to know if there is a way to send a mass email out to membership regarding "big things" that are coming up but not doing it too often so the membership does not get upset. Holly says we really need a web person and some computer guidance as well. Holly reports that she and Becky have streamlined the application significantly, which is helping the membership database entry process. Connie Matthews says it would be interesting to know if members who have not

renewed did so because their division is no longer listed on the application. Stephen London says that the Governing Council of ACA wrote a report on lapse membership. What they did was to call and ask the membership why they did not renew. Holly says she has purged the people from the list who have not renewed and has those contacts stored elsewhere. Connie says that it is important that members realize that a good portion of our funds, a quarter of them, go to legislature/lobbying and looking out for the interests of counselors, not just to publications and we as a board need to remember that when we are talking with lapsed members and potential members. Holly agrees but says that those monies are not being spent on something as visible as publications and we also need to remember that we raised dues this year.

Shon Smith asks for any more questions. Mary Matlak asks if she can request an extension on the use of the Keystone funds that were distributed to GPCA, since GPCA just received the funds at the beginning of May 2005 and do not believe they will have it distributed by the end of the fiscal year as previously agreed upon. Connie Matthews asked her to bring it up later on in the meeting.

Motion made to table agenda for lunch.

Lunch Break.

Old Business:

Governing Council – Stephen London reported on the meetings of the Governing Council. He says that the ACA conference was major success and the next one is going to be held in Montreal. ACA dues are going up \$10. The Council reviewed a membership report that looked at why ACA is losing members. The ethics committee has revised some of the ethics documents. ACA wants to look at how to increase minority representation on the executive board. There was some discussion over potential signature products for ACA. Financially ACA is doing well and they sold their headquarters building which they are now renting but it is working out financially.

PAMHCA Division status vote – Shon Smith reports that PAMHCA has submitted the revisions to the by-laws and they are in line as we requested.

Motion to accept PAMHCA for Division status with PCA.

Moved: Carl Back

Seconded: Jack Smith

Discussion – Connie Matthews points out that this is a key area of the state and having a division in that area and would benefit PCA with regional representation on the east. She also states that issues with this Division will be addressed as they arise. Shon Smith says this is an important addition to PCA and he supports it.

Motion carries.

Life Time Achievement Award Proposal – Shon Smith submitted a proposal to rename the Life Time Achievement Award to the David W. Hall Life Time Achievement Award. Connie Matthews says that she likes idea to honor David but wonders if this is the best way to do it because the Life Time Achievement Award is so broad, has not been given frequently, and we may hurt the feelings of other people who are not getting an award named after them. Connie says that when she thinks of Dave, she thinks of someone who was a strong educator and an advocate for counseling. Perhaps instituting a new award that honors advocacy, which is closer to the type of work that Dave did, would bring him the best honor. Brad Janey is concerned that being so specific on what the awards are for will reduce the pool of people eligible for each award and reminds everyone that getting nominations is hard enough as it is. Connie doesn't see that as a problem since the awards do not have to be given each year and the advocacy award is a better way to honor Dave since it ties into what he did.

Judy Bookhamer supports what Connie is saying and does not believe that the life time achievement award is the award to honor Dave since we all know what he did for the field of counseling, but people 10 years from now may not and the award Connie is speaking of holds truer to what he did. There was ongoing discussion around the importance of honoring Dave and doing so in a way that reminds us to continue advocating for counselors. Carl Back suggests that someone put together a brief synopsis of Dave's legacy to attach to the award.

Motion to amend the submitted proposal so that we create a David W. Hall Advocacy Award to be awarded in his honor, not rename the Life Time Achievement award.

Moved: Connie Matthews

Seconded: Kelley Kenney

Motion carries.

Executive Director Proposal – Was submitted by Shon Smith. Connie Matthews says that she supports the creation of a committee to explore this idea and believes that part of that would be how this would be funded on a long term basis. Stephen London says we used to have a business manager many years ago and he thinks it is a great idea that will help us stay on track but it is important to know how it will be paid for. Judy Bookhamer says that from the prospective of a current Executive Director for an organization, it is important to know how the person will be paid since the job description includes many job duties that will require a good portion of someone's time and she thinks it may need to be a 2-year contract to promote continuity of the position. Though salary can be yearly with both parties having the option to opt-out of the contract. Connie thinks the job description needs to be revisited as it includes many time consuming responsibilities that should still be handled by the people on the board who are volunteers and she suggests that we contact executive directors from other states to see what their responsibilities are. Shon reports that he purposely did not include the salary amount because he knew there would be concerns in that area but he wanted to submit the proposal because PCA easily loses focus if we do not have something in motion to keep us actively pursuing it. Stephen believes that the committee should include the 3 presidential positions and the Administrative Coordinator since they have to look at the finances of it and the Administrative Coordinator is already doing many of those job responsibilities. Connie says the Budget/Finance Chair should also be part of it and perhaps we should use Judy who is already in an Executive Director role for feedback and her input. Stephen would like the committee to report by October, though Connie says they should report at every meeting under old business so that it is not rushed to meet a set deadline.

Motion to form a task force to identify the costs of hiring a PCA Executive Director, a concrete job description of the position, and a plan to finance that position with updates at every Executive Board meeting.

Moved: Judy Bookhamer

Seconded: Kelly Kenney

Discussion: Shon Smith wonders if we should have a time frame for closure of this task force. Connie Matthews says if this issue is important and the people on the task force thinks it is important, then it will happen because her fear is that if we say that by "x" time we have to have a decision, then it will be rushed. Judy agrees with Shon that this could float around forever if there is not a determined time for the task force to make a recommendation. Connie says that there is just no way in the budget for there to be money for this without taking money from lobbying which is an important line item, so we need to give it time to explore other avenues for funding. Becky mentions that some of the "big roles" staffed by volunteers are not being met, which she sees as being tied into this topic. Call for question by Stephen London and Ami Hooper-Knox read the motion again.

Motion carries with 1 abstention.

Publications – Holly Moore asks if there is a job description for the positions of journal and newsletter editors. Connie Matthews says that we will do position manuals at the Strategic

Planning Session in July.

PANO – Becky Willow asks if we should switch the contact person since Brad will be leaving the Board. Connie Matthews says to switch it to her until a new person can be found.

Passing the gavel – President Shon Smith thanks everyone and the association as a whole. He says that he is looking forward to continuing with the Board and will continue to support Connie in her year as President. Gavel is passed.

Connie Matthews thanks Shon for all of his work this year and wishes him luck on May 27th in defending his dissertation. Connie thanks the Board for electing her even though her term does not officially begin until July. She has a list of potential committee chairs, which she passes around the table. We will be doing strategic planning in July or in the beginning of August. Connie will send an email out to everyone to get a feeling on what dates will work for the majority and the location will be at State College. We will spend strategic planning time to establish procedural manuals for each position, which will help with continuity from year to year. Connie says that she would like to throw out the idea of doing all of the strategic planning in one day to cut down on overnight stays for many people and reduce costs to the board. She lets everyone know that every person in a position is going to be asked to produce something to start working from so that every position will have a manual. Connie asks that we have a September meeting since there is not going to be a meeting in October due to the conference being moved to November. Connie requests that everyone's reports now have a line added at bottom that says "Action Needed: _____" (specify or say none) so that she will know what to pull off of the consent agenda for action, plus she will have an estimate of how long something will take to discuss so that we are streamlining the meetings a little bit better.

Connie passed around a slate of committee chairs and requested that we add Archives and Past President Committee Chairs as Carl Back. She also said that she has a few people in mind to fill some of the other vacant slots.

Motion to accept partial slate of committee chairs.

Moved: Stephen London

Seconded: Kelly Kenney

Motion carries.

Motion to allow us to add additional committee chairs that need board approval by email vote as they are filled.

Moved: Jack Smith

Seconded: Shon Smith

Motion carries.

A budget was submitted to the Board by Connie Matthews and reviewed with line item explanations. **Motion to accept the proposed budget with amendments.**

Moved: Stephen London

Seconded: Shon Smith

Motion carries.

New Business:

North Eastern Pennsylvania Counseling Association – Shon Smith reports that they have submitted the reports as required for reactivation.

Motion to reinstate NEPCA.

Moved: Shon Smith

Seconded: Ami Hooper-Knox

Motion carries.

PaCCA – Shon Smith reported that Don Strano, representing PaCCA, has submitted all of the required paperwork and is seeking reinstatement as a division.

Motion to reinstate PaCCA.

Moved: Ami Hooper-Knox

Seconded: Stephen London

Motion carries.

Counseling Association of Greater Philadelphia – Shon Smith reports that Ruth Garcia has submitted all of the required paperwork and they are seeking reinstatement as a Chapter. Holly Moore and Becky Willow check the database and show that the proposed Executive Council of CAGP are not all PCA members. Shon Smith tables the motion until the next meeting so that this matter can be discussed with Ruth.

Policy and Procedure Recommendation of Keystone Fund – Mark Kenney is not present therefore this item will be postponed until Mary can present his information. Mary Matlak requests an extension for the use of the funds from the Keystone Account that were given to GPCA to help them get started. Her request is for an extra 6 months.

Motion to extend the timeframe that GPCA can have to use the Keystone Account Funds by six months.

Moved: Mary Matlak

Seconded: Jack Smith

Motion carries.

Motion to collaborate with Pennsylvania Psychological Association on bringing in the National Institute on Multicultural Competence and Michael D'Anadrea to provide Multicultural Counseling Competency training in 2005-2006.

Moved: Kelley Kenney

Seconded: Shon Smith

Discussion: Mary Matlak asks how we are tied into PPA. Kelley reports that Michael sees a potential connection needed between the two organizations on the matter of multicultural competency. Connie Matthews reminds us of the importance of keeping in collaboration with other organizations.

Motion carries.

Recommendation of utilization of increased membership dues – Mark Kenney is not present so item will be tabled until the next meeting.

Membership Proposal – Connie Matthews does not want this to be a rushed discussion but requests that Holly Moore send out the proposal via email to everyone and then a discussion can be generated via email for about 7-10 days. After all discussion, a vote is gathered and a decision can be made.

Motion to allow an email vote on the membership proposal.

Moved: Shon Smith

Seconded: Carl Back

Discussion: Concern was raised over the length of the student membership and whether or not the applicants are truly students when they register online since no faculty signature is needed. Connie Matthews suggests more discussion through email.

Motion carries.

Connie Matthews calls for any other topics.

Mary Matlak reminds us to review the bulletin that was released concerning renewal of licenses, which is posted on the web. Some executive council seats are opening up in the licensing board and PCA should look into filling them.

Carl Back reminds everyone that we need to follow up on having a Pennsylvania Alliance for Counseling Professionals representative on the PCA council.

Reminder: Next meeting will be held during the Strategic Planning retreat this summer. Dates will be determined after a discussion generated by Connie Matthews via email. Location will be State College.

**Motion to adjourn.
Moved: Shon Smith
Seconded: Carl Back
Motion carries.**

Connie Matthews adjourns meeting at 2:45 p.m.

Respectfully submitted,

**Ami Hooper-Knox, MS, NCC, CAC, LPC
PCA Secretary**