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Pennsylvania Counseling Association (PCA)

8-22-2020

2020-08-22 PCA Executive Council Meeting Minutes

Pennsylvania Counseling Association

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PENNSYLVANIA COUNSELING ASSOCIATION

A Branch of the American Counseling Association

Executive Council Meeting Minutes August 22, 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 12:04 pm.

Introductions/Roll Call:

Officers of the Pennsylvania Counseling Association

Present

- President: Steve Kuniak
- President-Elect: Deborah Duyenas
- Past-President: Nellie Scanlon
- Treasurer: Derek Parker

Not Present

- Secretary: Ashley Deurlein

Branch Chapter Officers

Present

- GPCA: Casie Probst
- NEPCA: MaryRose Kaplan

Not Present

- GPACA: Nicole Johnson

Branch Division Officers

Present

- PACES: Joe Behun
- PAMCD: Fawn Robinson
- PASERVIC: Quiona Golphin
- PASGW: Ashley Coombs
- PS-SAIGE: Dominic Petitto

Not Present

- PACAC: Joelle Swyka
- PAMGCA: Michelle Steimer
- PCCA: Bethany Taylor

Special Interest Group - N/A

Standing Committees (non-voting)

Present

- Archives: Mark Kenney
- Conference: Derek Parker
- Ethics/By-Laws: Gregory Roth
- Finance/Budget: Joe Behun
- Membership: Jenny Hanna
- Professional Development: Kenya Johns

Not Present

- Graduate Student Liaison: Jean Albert
- Government Relations: Travis Schermer
- Nominations and Elections: Samantha Urbanik

Special Committees (non-voting)

Present

- Awards: Deborah Duenyas
- Journal: Terence Yee
- Marketing and PR: Mindy Heher

Not Present

- Past Presidents: Paul Datti

Guests

Not Present

Quorum present with 10/15 voting members. (5 votes needed to pass)

MOTION (Nellie Scanlon): Approve the meeting agenda with addendum listed below (second by Joe Behun), 10 yes, 0 no, 0 abstentions. Consent Agenda has been adopted.

Approval of June 27, 2020 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. MOTION (Kenya Johns) Approve the minutes as read (second by Ashley Coombs). 10 yes, 0 no, 0 abstentions. Minutes will stand approved as read.

Officer Item/Action/Discussion Items:

President – Steve Kuniak

Updates:

- PCA 2020 Conference acceptances have been sent out to approved proposals. Special thanks to Melanie and Nicole for all of their hard work in ensuring that Conference Programs was a success again this year. Thanks, as well, to everyone who volunteered to review proposals. Programs is sending information across to Kenya in PCA Professional Development to coordinate the next steps for granting CE hours and conference completion. Ashley has agreed to provide back up support in this area, as some processes are newer with the virtual format.
- Conference registration has been opened, and logistics has begun coordinating final steps for programming, events, and the uploading of asynchronous videos as they are submitted. Derek has been active in ensuring Whova, Zoom, and all resources are in place. Deborah has agreed to be a support in conference logistics as well. Gratitude to the both of them.
- Dr. John Duggan Senior Manager of Continuing and Professional Education for ACA has agreed to provide an Ethics lecture at our conference again this year. Additionally, Abra McClure Kuniak has

agreed to provide the QPR Suicide Prevention lecture for the conference. We greatly appreciate these two professionals volunteering their time to add to PCA's conference.

- Conference webpage is updated with the Keynote Speaker, Dr. David Delmonico's, information, as well as John Duggan's information for Ethics presentation. QPR suicide prevention presenter bio has been submitted. Conference page also now displays the tentative agenda for synchronous events during the weekend. Special thanks to Nellie Scanlon for her indispensable assistance in keeping all components of the conference on track. With that in mind, I designated Nellie the Conference Coordinator.
- New templates for email responses for members, and primarily non members, who are making requests of PCA.
- Meetings were had with Membership and Marketing and Outreach to kick off plans for initiatives throughout the coming year.
- Attended North Atlantic Region (NAR) of ACA business meeting on 7/22/2020. PCA was recognized for its many efforts, including the development of the Anti-Racism Task Force, which coincidentally is also being developed at the national level. NAR Chair Dr. Ebony White described PCA as a leader among the regional divisions.
- Attended NAR ACA individual division meeting with regional chair Dr. Ebony White on 8/6/2020. Again, Dr. White recognized PCA's place as a leader in our region. I discussed PCA's various initiatives including our upcoming virtual conference, the Anti-Racism Task Force, plans for new marketing and membership initiatives, and the use of technology to bring the association together. Dr. White would like me to demonstrate the Slack server that I created for PCA in our next NAR business meeting.
- The Anti-Racism Task Force kicked off its first meeting. All divisions provided a representative by 7/17/2020. Dr. Travis Schermer volunteered as a lead member to provide direction to the task force.

Discussion Items

- Seeking feedback on a cohesive message relating to individuals (specifically non-members) making requests of PCA. Specifically, this relates to outside entities requesting PCA members be sent surveys for research purposes. The goal is to develop a cohesive message template so that responses across PCA info email and social media platforms are consistent. What is PCA's stance on providing access to members for research purposes? Does this differ based on internal PCA requests, or external non-member requests?
 - Steve started with, we want to protect our members from solicitation, from both other members as well as non-members. Members are already receiving emails from PCA about Conference, Gov't relations, Telehealth/covid, etc.
 - Kenya believes there should be an opt in/opt out option for the organization to determine those that would be interested in participating v those that do not. Her stance is backed on the need of Doc students to pursue research. Steve explained that some requests were from out of state, non-members, individuals that were conducting research - not a student level or a division or chapter from another state. Independent research. Steve likes the opt in/out option for membership to participate in "approved surveys" but a distribution and tracking method would need to be developed.
 - Joe agrees with potentially allowing surveying by membership for membership that would opt in. He emphasized not over crowding inboxes with unsolicited emails, but sees the value in surveys/research - opt in/out option. He absolutely believes that surveying our membership is a benefit of members only.
 - Quiona agrees with the points that were already addressed.
 - Casie also agrees with Joe. She mentioned the reviewing of the surveys to ensure that they are ethical and something that PCA would be supportive of and congruent with our Mission/Vision.
 - Deborah inquired if there was a ListServe that isn't through the state organization so that PCA wouldn't be responsible for the distribution to membership - it would go through a different organization entirely. Deborah and Steve both stated that they are not aware of another ListServe in PA.

- The collective decision that the answer for study surveys for membership is a no at this time and will remain so until there is a committee that can be developed or other resources to vet the surveys, as well as, develop a way to ensure membership that receives the studies wants to participate (opt in/out).
 - There was a suggestion to have a “due date” for studies to be submitted each month so that it goes through a process, then multiple surveys can be distributed within one email, instead of multiple ones. Slack is also another platform that we could utilize via a “Research Thread”.
 - MaryRose suggested something like the ACA Research Connect.
 - Once a policy is developed, Joe will include it into the PCA Policies Manual that is being developed. (this is for both surveys/studies and anyone interested in advertising for their practice via the website)

No action items

President-Elect – Deborah Duyenas

Updates:

- Met with the PCA President to discuss future leadership directions/ideas for PCA:
- Future professional directions (possibly offering CE's to for PCA membership)
- Discussed 2020 Conference logistics
- Potential future conference topics of interest (i.e., Neuroscience, Technology, Counseling as a Global Profession)
- Progress on PCA conference Awards

No discussion or action items

Past-President – Nellie Scanlon

Updates

- Coordinating PCA conference with the Co-chairs and President via several emails, phone calls, and Zoom meetings
- Call with Travis, Gov Rel to determine what to do with the COVID 19 membership survey results
- Started process to streamline and organize a “Conference Handbook” in coordination with Steve so that the wheel is not reinvented every year.
- As NAR Chair Elect, making sure that our region including PCA is represented well in the ACA initiative to have regional compacts for licensure reciprocity.
- Communicated with ACA Advocacy team to ensure PA/PCA is included in all communications about legislative initiatives nationally

No discussion or action items

Secretary – Ashley Deurlein

No discussion or action items.

Treasurer – Derek Parker

Discussion item:

- Treasurer Financial Report
- 990 Submitted (2018/2019)
 - Process is going to change moving forward
- End of Fiscal Year (2019/2020) Review

No action items

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

Updates:

- New GPACA President-Patricia Obilo-Azandegbe, M.Ed., LPC- nell22girl@yahoo.com

No discussion or action items

GPCA (Greater Pittsburgh Counseling Association) – Melanie Kautzman-East

No discussion or action items

NEPCA (North Eastern Pennsylvania Counseling Association) – MaryRose Kaplan

Discussion items:

- What are the email guidelines to set up a social media platform?
 - If there is one that currently exists, the info should be sent to Ashley. Otherwise Ashley can set one up.
- Will the anti-racist taskforce accept a regional representative?
 - Yes - MaryRose should reach out to Travis Schermer with inquires and updates for contact information.

No action items

Division Discussion/Action Items:

PACAC (Pennsylvania Association of Child & Adolescent Counselors) – Joelle Swyka

No discussion or action items

PACES (Pennsylvania Association for Counselor Education and Supervision) - Joe Behun

Updates:

- PACES members Susan P. Schaming and Krista Malott will serve as our representatives on the PCA Antiracism Task Force

No discussion or action items

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

Updates:

- **Membership**
 - 52 Members which is an increase of 2 members since June 2020.
- **Next Steps for PAMCD**
 - Sending out a Needs Assessment to the PAMCD Membership
 - Update/Revise our Bylaws
 - Continue planning for the 2020-2021 program year

No discussion or action items.

PCCA (Pennsylvania College Counseling Association) - Bethany Taylor

Updates:

- Joelle Swyka, PCCA member, has volunteered to be PCCA's representative on the PCA Anti-Racism Task Force.
- PCCA Officers are scheduling a Google Meet or Zoom meeting, which will occur sometime during the next two weeks. This meeting is taking place to brainstorm potential ideas for PCCA activities, collaborations, professional development, and community outreach in 2020-2021.
- A PCCA LinkedIn group has been created. A PCCA logo is in the process of being finalized, and then the PCCA LinkedIn group will be shared with members
- PCCA President, Bethany Taylor, has been reaching out to local colleges/universities and community colleges to encourage new membership enrollment (higher education counseling professionals and graduate counseling students).

No discussion or action items.

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

Updates:

- PASGW recently launched two social network pages: Instagram ([pasgw_group_work](#)) and Facebook (<https://www.facebook.com/groups/pasgw/>). Both pages were created to be in line with ASGW and PCA guidelines, and can be reviewed by the Social Media Chair if need be to ensure compliance.
- We are currently accepting applications for a Graduate Student Representative (GSR) position! This position is open to Master's and doctoral counseling students throughout PA, and is intended to be a role that provides mentorship as well as leadership opportunities. The call for applications closes on September 4th, 2020.
- PASGW successfully sponsored its first virtual roundtable/webinar on 7/28/2020! The webinar included over 16 participants. We are hoping to host more virtual roundtables and webinar trainings in the future, and would love to collaborate with other interested divisions!

No discussion or action items.

PASERVIC (Pennsylvania Association for Spiritual, Ethical, and Religious Values in Counseling) - Quiona Golphin

No discussion or action items

No report submitted

PS-SAIGE (PA Society of Sexual, Affectional, Intersex, and Gender Expansive Communities) - Dominic Petitto

Updates:

- PS-SAIGE (formally known as PALGBTIC) has recently changed our name to align with the national organization SAGIE formally known as ALGBTIC. The division has been working on the upcoming live PCI.

No discussion or action items

Committee Discussion/Action Items

Archives – Mark Kenney

Discussion:

- Transitioning Archives during the 2020-21 fiscal year. Mark is looking for an individual to mentor and replace him as the Archives Chair. He has concerns that it should be a committee position, perhaps the information be stored at an institution instead of at an individual's home. He believes that it is more than a one person job to keep up to date, organized, and safe. Mark stated that there have been 3 Archives Chairpersons in the last 50 years.
 - Joe suggested making everything electronic - it was discussed previously but concern centered around the time it would take. Mark stated that there are 5 filing cabinets in his basement. Mark stated that the issue is more centered around the information from the 60s, 70s, 80s, and 90s. Nellie stated she also has financial information from J.Otis that needs to be added to that.
 - Deborah inquired if we could hire out to convert to electronic. Nellie suggested that there may be grant money from NAR.
 - Kenya suggested graduate students at an institution that would house it - it could market PCA and also potentially bring someone in at that level to be more involved in Archives itself. Steve followed up that the initial interest is there but the follow through and commitment to continue is more of a struggle for new volunteers.
 - Mark stated that most of what he gets needs to be filtered to determine what needs to be kept.
 - Mark stated that critical documents include: PCA Bylaws and all national certificates from National branches signifying when the locals were approved by the national branches.
 - Any bylaw changes by PCA or its Chapters/Divisions, those need to be provided to Archives as well.
 - He has been working on filing things in a way that is not chronologically, but in a way that its easily accessible and organized
 - Steve requested that everyone reach out to someone to potentially take on this initiative. This will give us approximately a dozen attempts to work with for the October Meeting. Steve will add Storage to his discussion for the October meeting, and bring it up at the next NAR meeting as well. Deborah will add "coaching" and replacement to her report for the next meeting

No action items.

Awards – Deborah Duenyas

Updates:

- Deadline was extended and three additional nominations were received, having a total of 5 or 6 awards for the Conference. Lisa is working on redacting, docs will go out on Monday for review and rating. Deborah is working on the plaques and if they could be delivered to the individuals so that they would have them to hold up during the Awards Ceremony via Zoom at the conference.

No discussion or action items

Budget & Finance - Joe Behun

No report submitted.

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

No report submitted.

Updates:

Acceptances went out. Deborah and Nellie are working with Deneen on registration. Seems that things are moving along. Looking for volunteers for the “back end” of the online platform (hosting meetings). Derek is Logistics chair, Nellie -Conference Coordinator.

Ethics/By Laws - Gregory Roth

No discussion items

Action items:

- At last meeting, the board discussed offering a free lifetime membership for past Presidents (similar to what ACA offers). To do so, a vote would be needed on adding a 10th type of membership to the PCA Bylaws. What follows is the proposed additional 10th category of membership: **10. Lifetime Membership: Lifetime membership, with dues waived, shall be granted to past PCA Presidents.**
 - **MOTION (Joe Behun) Approve the Action Item as written (second by Deborah Duyenas).**
 - **DISCUSSION**
 - Joe would like to discuss this because it impacts 5 voting members and discusses the ethical responsibility in abstention from the vote. Joe has concerns that there may not be enough voting members present during this meeting to meet quorum. Greg stated that quorum will not be reached because of the number of abstentions present in past presidents on the Board for this specific meeting.
 - Greg inquired if we should table this until the next meeting at the conference where there is a greater likelihood of reaching quorum. There is a likelihood that it would be a better turnout of voting members at that meeting and allow any current or past president to abstain.
 - **MOTION (Joe Behun) Table the Action Item as written till the October Board Meeting (second by Nellie Scanlon) 10 yes, 0 no, 0 abstentions, Motion passed.**

Government Relations – Travis Schermer

Updates:

- The Government Relations Chair, Travis Schermer, has been assisting in the Anti-Racism Task Force.
- PCA Past-President Nellie Scanlon has proposed a Government Relations talk at the upcoming PCA Conference.
- Data collection of the COVID-19 survey has completed with a good response from membership (N = 79). Committee members will examine the data and explore how to disseminate the findings.

No discussion or action items

Graduate Student Liaison –

No report submitted

Journal - Terence Yee

Updates:

- Call for manuscripts for special issues were made. However, only one manuscript related to COVID-19 was received. Due to low number of submissions, the special issues will not materialize. The manuscript on COVID-19 is being reviewed and published (if accepted) in the regular issue.
- There are currently 5 other manuscripts under review

No discussion or action items

Marketing and Outreach - Mindy Heher

Updates:

- Engagement on all social media platforms is continuing to show a positive trend. Particularly, engagement on Facebook remains high, and new followers on Instagram increase at a rate of roughly 10 per month.
- Mindy Heher was given a crash course on the goals and objectives of Marketing and Outreach. She will take over the establishment of a marketing database for all counseling related programs in the state.
- An ad for the conference has been developed. This will be posted on all platforms, and on Facebook, Instagram, and Twitter this ad will be part of a paid sponsorship advertisement. The hope is that this will increase the range of conference awareness to new professionals in the state. Because of the decreased conference cost with the virtual format, the hope is this will also result in a significant upswing in membership.
- New ads will continue to be developed throughout the rest of the year to continue to increase membership and engagement across all platforms.
- ACA sponsorship and marketing has agreed to a meeting to share ideas on how to contract for larger tier sponsors and member benefits.

No discussion or action items.

Membership –

No report submitted

Nominations & Elections – Samantha Urbanik

No report submitted

Past Presidents – Paul Datti

Updates:

- I requested the names and contacts of any new PCA Board Members so that I could assign mentors, but have not received anything. Perhaps there are none. Also, the committee is here for guidance and mentorship as the board may need at any time.

No discussion or action items

Professional Development – Kenya Johns

No discussion or action items.

Additional Report Items

A. Old Business –

- Anti-Racism Task Force (Travis Schermer reporting on behalf of the team)
 - There has been a lot of “rich conversation” and Travis believes that good information has been shared at this time. They are moving forward with questions for a Needs Assessment to send out to the membership. They are currently trying to narrow the focus for this assessment, finalize their survey, send it to Steve to review, then have it disseminated. It would be important to include feedback from PCA membership
 - Goal is to go beyond PCA and to explore LPC feedback across the state.
 - They would like to have Chapters and Divisions develop a statement for anti-racism in their groups so that they can work to empower within their organizations as well. Ideally this should occur prior to the conference so that the conversation can develop to the next level during those Chapter/Division meetings during the Conference time. Steve will reach out to leadership to get this started.

B. New Business –

- Membership, Jenny Hanna introduced herself to the board as the new chairperson.
 - Jenny and Steve are working on a personalized letter to lapsed members.
 - She is wondering as new students are starting into programs, paired with the timing of the conference, could the letter be adapted to having universities send the letter to their departments via ListServe to try to boost membership and committee involvement.
 - Steve has a list of programs and their directors for the state of PA (may need some updates).
 - Greg agreed that this is done at ACA, but would be a good idea at the state level. Steve suggested that this be placed into the PCA Policy Manual that Joe is working on.
 - There was a suggestion by Mindy Heher to “tap into” online universities for student membership. There should not be any reason that they would not be a “qualifying member” because of it being online (and perhaps based outside of the state of PA).
 - Nellie suggested Mindy and Jenny collaborate on this.

C. As May Arise –

- GPACA President, Patricia, introduced herself to the Board. She starts her Presidency on September 1, 2020.

D. Upcoming Meeting Dates:

- Friday, October 2, 2020. 9:00a-12:30pm (Annual Conference Board Meeting via Zoom)

Motion to adjourn by Deborah Duyenas, second by Mindy Heher. 10 yes, 0 no, 0 abstentions. Motion passed.

Adjournment @ 1:35 pm.