

Kutztown University

Research Commons at Kutztown University

PCA Board of Directors Meetings

Pennsylvania Counseling Association (PCA)

7-27-2001

2001-07-27 PCA Board Cumulative Report

Pennsylvania Counseling Association

Follow this and additional works at: <https://research.library.kutztown.edu/pcaboard>



Part of the [Counseling Commons](#)

To: PCA Executive Board
From: Mark Kenney, President-PCA
Date: Friday, July 27, 2001
For: President's Report

A-1

I have been working on the following items since our June 1 meeting.

Conference

The conference co-chairs (Judy Bookhamer and JoAnn Tarrant) and I have been working on several items. We received a good number of program proposals and acceptance letters have been sent. We will be offering three pre-conference workshops and one post-conference workshop. We have our second featured speaker, Dr. Stuart Chen-Hayes. He will be presenting on a new model for school counseling programs. We have already secured a couple of new exhibitors and one advertiser for the conference program. We are still actively contacting potential exhibitors and advertisers. Invitation letters for Divisions/Chapters display opportunities will be going out in early August. Again, it would really be a reflection of our conference theme if everyone participated in the exhibit area. I will be interviewing Don C. Locke for the next newsletter. We will also have the conference registration form included with this newsletter (August 15th deadline). The conference was listed in *Counseling Today*.

PACP Renewal

After my June meeting with Gus Keirens, President, PAMFT and consulting with Dave Hall, an agreement has been reached with all parties in order to keep the alliance for another year. Gus and I have agreed to meet in January along with our president-elects to discuss our mutual concerns, goals, and interests regarding the alliance. This meeting has many benefits for both organizations. For PCA, I see this as an opportunity for better planning and consulting time prior to budget planning and agreement signing.

Annual Division/Chapter/SIG Financial and Membership Report Form

Based upon the recommendations from the June 1 board meeting, I believe that I have the final copy of this letter and report form. I am planning to have this form available at the September board meeting and would then mail forms to those groups not in attendance that day. This may help with unclaimed monies in our account.

Newsletter

I had a phone discussion with our newsletters editor, Nadine Garner, regarding improvements to the newsletter. I had sent her copies of the last two award winning small branch newsletters: Connecticut (2001) and Europe (2000). I had also spoke with our administrative assistant, CJ Ezell, regarding her role and ideas with regard to the physical changes. Three main issues surfaced from these conversations. First, we need more articles. It would be good to have more articles about future happenings and/or

current theory or practice. Also, we need articles from each of the divisions, chapters, and SIGs so that your members know what you are doing as an organization. Third, we need to position an article of interest as the headline to catch the readers' attention. From reviewing these two other newsletters, it seems that these elements were a part of their success in winning their awards. I look forward to working with Nadine, CJ and Chuck on exploring some of these new approaches.

Membership Renewal Mailing

Based upon last year's success, we will again be sending out renewal postcards to members who have allowed their membership to lapse for one year. These will be sent out in August along with information on our conference dates along with a reference to the importance of licensure. The new membership system is working quite well at this time.

Preparing for the Retreat

I have enjoyed emailing everyone over the course of the last three weeks. Carl and Lu Back were very gracious and helpful to me in getting us for this year's retreat. I look forward to working and relaxing with all of you. We have tentatively 18 people for Friday and 15 people for Friday. Thank you again for taking time out of your summer from PCA.

PENNSYLVANIA COUNSELING ASSOCIATION

STRATEGIC PLANNING DIALOGUE

SUMMARY REPORT FOR 2001-2002

JULY 28, 2001

AGENDA

INTRODUCTION TO STRATEGIC THINKING
REVIEW OF PAST STRATEGIC PLANNING DIALOGUES
PROUDS AND SORRIES OF THE PAST YEAR
FORCE FIELD ANALYSIS OF THE PRESENT
TREND ANALYSIS OF THE FUTURE
IDENTIFICATION OF CRITICAL ISSUES
ACTION PLANNING
VISIONING DIALOGUE
SUMMARY AND CONCLUSION

Participants: Carl Back, Judy Bookhamer, Ford Brooks, Andy Carey, Mike Espina, Brad Janey, Mark Kenney, Becky LaFountain, Steve London, Mary Matlack, Mary Newhams, Paul Roden, Lauren Stroup, Keith Wilson, Vicky Woodward.

Facilitator: Chuck Kormanski

INTRODUCTION TO STRATEGIC THINKING

Key Concepts:

- ❖ Learn from the past, but think simultaneously in the present and future.
- ❖ The major desired outcome is to create strategic planners, not just a strategic plan.
- ❖ Values and mission rarely change over time unless the organization changes radically.
- ❖ Vision changes constantly based on the activity and accomplishments of the unit.
- ❖ The dialogue among the leadership is the vision.
- ❖ Action is an essential component of decision making.
- ❖ Without vision people perish. (*Book of Proverbs*)

REVIEW OF PAST STRATEGIC PLANNING DIALOGUES

Core Values of PCA:

The Pennsylvania Counseling Association is an organization of professional counselors who value a collegial community, continuous learning, service to others, visionary leadership and a commitment to professional ethics and standards of practice.

Mission of PCA:

The Pennsylvania Counseling Association is a state branch of the American Counseling Association. We accept the responsibility to serve and represent the counseling profession of Pennsylvania by providing leadership and professional development. Our purpose is to enhance human development throughout the life span and to promote the counseling profession.

PROUDS AND SORRIES OF THE PAST YEAR

Prouds:

- Increased membership growth.
- ACA award for our journal.
- Board support of officers.
- Highest conference attendance in twelve years.
- Excellent conference program and activities.
- Our web page.
- David Hall's leadership and the relationship with PACP.
- No threatening law suits.
- Involvement of our graduate students in the organization.
- Our licensure accomplishments.
- The fiscal expertise of Becky LaFountain.
- Improved organizational communication.
- Addition of two new divisions.

- Our high profile in NAR.
- Eager, willing membership core.
- Our emerging leaders.
- The improved organizational structure.
- The addition and work effort of CJ Ezell as Administrative Coordinator.

Sorries:

- Loss of some chapters and divisions.
- Fiscal budget for the year was \$360 in the red.
- Regional outreach effort was sporadic.
- The 800 number was expensive and little used.
- Difficulty finding funding support for PACP.
- Most of our divisions are weak and/or inactive.

FORCE FIELD ANALYSIS OF THE PRESENT

Strengths:

- ◆ Sense of humor and openness of the leadership.
- ◆ Energy created by the strategic planning process.
- ◆ Continuity provided by the mix of leadership experience.
- ◆ Commitment to the profession by the organization.
- ◆ Tenacity and follow through with critical issues.
- ◆ Willingness to share and accept responsibilities by everyone.

Weaknesses:

- ✓ Over committed and leadership with time management problems.
- ✓ Unbalanced organizational roles (business versus service dilemma).
- ✓ Limited membership diversity.
- ✓ Large geographic distances of membership.
- ✓ Spending less time on strategic issues (and more on operational ones).
- ✓ Weak mentoring format and identification of emerging leaders.

Opportunities:

- Professional development and continuing education for all human services.
- Collaborations with other professional organizations.
- Membership growth through professional development activities.
- Partnerships with other cultures/countries.
- Outreach to the communities of the state.
- Public and professional promotions of our organization and members.

Issue: Diversity of Membership and Leadership.

Goal: Increase diversity in the organizational membership.

Strategies:

- A. Establish a relationship with targeted educational institutions with students of diversity (Lincoln, Cheney, urban community colleges, etc).
- B. Consider an undergraduate membership category.
- C. Utilize the annual conference to highlight diversity speakers and presentations.
- D. Encourage PCA Journal and Newsletter articles, as well as those in related organizational publications.
- E. Promote leadership opportunities for members of diversity.

Responsible Units: President, publication editors, executive council, division presidents.

Issue: Membership Recruitment and Retention.

Goal: Increase and retain membership.

Strategies:

- A. Change by-laws to create an affiliated membership for those without Master's Degrees.
- B. Change by-laws to create a corporate membership for human services organizations.
- C. Visit educational institutions to publicize PCA and speak with faculty, students, administrators and alumni.
- D. Investigate advantages of lifetime memberships.
- E. Use print and electronic media to publicize advantages of PCA membership.

Responsible Units: Relevant committee chairs and the executive council.

PCA VISION FOR 2001-2002

OUR VISION IS TO CREATE A PROFESSIONAL IDENTITY THAT IS RECOGNIZED BY THOSE WHOM WE SERVE. THIS PROCESS WILL CHALLENGE US TO CONSOLIDATE OUR ORGANIZATIONAL STRUCTURE BY PROVIDING MORE OPPORTUNITIES FOR OUR DIVISIONS AND CHAPTERS TO MAKE MEANINGFUL CONTRIBUTIONS; MARKET OUR ORGANIZATION THROUGH A VARIETY OF PUBLIC RELATIONS INITIATIVES; BUILD A MORE DIVERSE MEMBERSHIP AND LEADERSHIP TEAM; AND TO ACTIVELY RECRUIT AND RETAIN INDIVIDUALS AND CORPORATIONS COMMITTED TO THE VALUES, MISSION AND VISION OF THE PENNSYLVANIA COUNSELING ASSOCIATION.

ACTION PLANNING

Issue: Organizational Consolidation

Goal #1: Invite divisions to play a significant role in the annual conference.

Strategies:

- A. Co-sponsorship of activities and meeting times.
- B. Participation in collaborative program tracts.
- C. Co-sponsorship of special events such as receptions, speakers, workshops, advertisements, publications, gifts, etc.
- D. Financially support scholarships and expenses for graduate students.

Responsibility Units: Division presidents and executive committees.

Goal #2: Share responsibility for improving our newsletter.

Strategies:

- A. Provide the editor with division information on a regular and timely basis.
- B. Contribute one page of content for one of the quarterly issues.
- C. Include an article of content that addresses the division's mission and vision.
- D. Recognize and/or highlight individuals and groups in some articles.
- E. Provide pictures whenever possible.

Responsible Units: Division presidents and the newsletter editor.

Goal #3: Establish a profession divisional identity.

Strategies:

- A. Submit the annual financial and membership report each October to PCA.
- B. Collaborate with other divisions to fulfill common needs.
- C. Examine collaborative possibilities for outreach to allied professionals.
- D. Partner with educational departments for mutual benefits.
- E. Explore a working relationship with the Delaware Counseling Association.

Responsible Unit: PCA President, officers and executive council members.

Issue: Marketing and Public Relations.

Goals:

- 1. Increase awareness of the professional counseling profession.
- 2. Recruit and retain professional counselors as members.
- 3. Increase collaboration with other mental health professionals.

Strategies:

- A. Generate a variety of media materials.
- B. Give out tangible items to heighten awareness of the organization.
- C. Use regional focus groups for information dissemination.
- D. Recruit regional advocates to contribute and react to media coverage.
- E. Become involved in the legislation process regarding relevant issues.

Responsible Units: Marketing and public relations committee and executive council.

Threats:

- New legislation impacting the profession.
- Managed care regulations and use of the medical model.
- Electronic and technological advancements (i.e. Internet counseling).
- Rising costs for organization operation/competition from other organizations.
- Complacency following resolution of major conflicts.
- Increased time requirements to achieve multitask responsibilities.

TREND ANALYSIS OF THE FUTURE

Current Trends:

- ◆ Increasing diversity of our clientele.
- ◆ Cost and training required for use of advanced technology.
- ◆ Graying of our state population.
- ◆ Accountability demands on the profession.
- ◆ Increasing legal implications for the profession.
- ◆ Influence of business on organizational operations.
- ◆ Increasing amount of violence and aggression in our society.
- ◆ “Brain drain” of our youth and young adults to other states.
- ◆ Urban sprawl of our major cities with their divergent cultures.
- ◆ Awareness of the impact of legislation on the profession.
- ◆ Rapid and complex nature of change in today’s world.

IDENTIFICATION OF CRITICAL ISSUES

Prioritized Critical Organizational Issues:

1. Organizational consolidation.
2. Marketing and public relations.
3. Diversity of membership and leadership.
4. Membership recruitment and retention.
5. Identification and mentoring of emerging leaders.
6. Licensure and relationship with PACP.
7. Newsletter improvements and revisions.
8. Commercial web site.
9. Professional identity.
10. Financial accountability.
11. Relationship with PSCA.
12. Professional ethics.
13. Collaboration with related disciplines.
14. Peer assistance and support.

SUMMARY AND CONCLUSION

FIFTHTEEN PCA LEADERS SPENT A SUMMER WEEKEND ENGAGING IN STRATEGIC DIALOGUE ABOUT THE FUTURE OF THE ORGANIZATION. THIS STRATEGIC PLANNING EFFORT HAS BEEN AN ONGOING PROCESS FOR THE PAST TEN YEARS. THE AGENDA FOR THE LEADERSHIP RETREAT INCLUDED EXAMING THE ORGANIZATION'S PAST, PRESENT AND FUTURE. CRITICAL ISSUES IDENTIFIED BY THE GROUP INCLUDED ORGANIZATIONAL CONSOLIDATION, MARKETING AND PUBLIC RELATIONS, DIVERSITY OF MEMBERSHIP AND LEADERSHIP, AND RECRUITMENT AND RETENTION OF MEMBERSHIP. ADDITIONAL ISSUES EXAMINED INCLUDED NEWSLETTER IMPROVEMENT, LICENSURE, FINANCIAL ACCOUNTABILITY, PROFESSIONAL ETHICS, WEB SITE ENHANCEMENT, ASSISTANCE AND SUPPORT OF PEERS, AND PARTNERSHIPS AND RELATIONSHIPS WITH A VARIETY OF HUMAN SERVICES ORGANIZATIONS.