

ACA GOVERNING COUNCIL MEETING

MINUTES

March 29-31, 2006

Call to Order

The ACA Governing Council meeting was called to order at 8:30 a.m., on March 29, 2006, at the Le Centre Sheraton Hotel in Montreal, Canada. President Patricia Arredondo presided. Governing Council members present for all or part of the meeting were as follows:

Patricia Arredondo, ACA President
Bernal Baca, Process Observer
Randy Lee Burwell, Midwest Region
David Capuzzi, AADA
Dennis Engels, NCDA
Samuel T. Gladding, ACA Past President
Angelo Gomez, Student Representative
Jane Goodman, ACA Treasurer
David B. Hershenson, ARCA
A. Michael Hutchins, CSJ
Nita Jones, Southern Region
Rachel B. Kristianson, Western Region
Michael C. Lazarchick, NECA
George R. Leddick, ASGW
Judy Lewis, ACA Parliamentarian
Colleen R. Logan, AGLBIC
Stephen H. London, North Atlantic Region
Kim Long, ASCA
Ja'Nitta Marbury, AMCD
Cynthia J. Osborn, IAAOC
Pamela O. Paisley, ACES
Sylvia E. Shortt, ACCA
Heather Trepal, ACC
Molly L. Van Duser, IAMFC
Sonya Vassos, C-AHEAD
Marie A. Wakefield, ACA President-Elect
Glenna Wentworth, AMHCA
Sandra L. Winborne, ACEG
Richard Yep, ACA Executive Director
J. Scott Young, ASERVIC

F. Robert Wilson, AACE representative, was unable to attend the meeting.

Also attending the meeting as guests or observers included the following:

Barbara B. Blackburn, ASCA President

Carol Bobby, CACREP Executive Director
 Brian S. Canfield, ACA President-Elect-Elect.
 Ann Chapman, Chair, ACA Strategic Planning Committee
 Rose Cooper, ACA Past President
 Jack Culbreth, CACREP Chair
 Thelma T. Daley, ACA Treasurer-Elect
 Bradley Erford, Incoming Governing Council Representative for AACE
 Marcheta Evans, ACC President-Elect
 Robin Hayes, ACA Director of Convention and Meetings
 Bret Hendricks, IAMFC President-Elect
 Marcelett Henry, AMCD Treasurer
 Theresa Holmes, ACA Executive Assistant to the Executive Director
 David Kaplan, ACA Associate Executive Director, Professional Affairs
 Cathy Malchiodi, Former ACA Governing Council Representative
 Christine Moll, Past North Atlantic Region Chair and Governing Council Representative
 Sandi Morris, ACA Senior Conference Coordinator
 Richard Mozier, ACA Associate Executive Director, Finance and Business Development
 Carol Neiman, ACA Associate Executive Director, Membership and Meetings
 Mark Pope, ACA Past President
 Laura Jo Severson, Incoming Governing Council Representative for Western Region
 Anita Walker, Chair, Midwest Region

Introductions and Announcements

President Arredondo asked Governing Council members to introduce themselves and gave an overview of the schedule for the meeting.

Parliamentarian's Remarks and Meeting Rules

Parliamentarian Judy Lewis noted that at the first meeting of the year the Meeting Rules and Procedures had been approved for the year, so it is not necessary to repeat this. She noted that one of the purposes of parliamentary procedure is to protect the rights of people with a minority opinion, and that parliamentary procedure should not get in the way of conducting the business in an orderly way.

Approval of Meeting Agenda

It was moved by Hutchins and seconded by Lazarchick that: The Agenda for the Meeting be approved.

Question was raised as to how the recommendations from committees or task forces would be handled. President Arredondo advised that these kinds of motions will be handled as new business. It was also agreed to add an item concerning bibliometrics and a request for a task force to look at this. Another new business item will be a request to make the Task Force on Branch Development a standing committee. It was agreed that the Agenda will be amended accordingly.

Following this discussion, vote was taken on the motion that: The Agenda for the Meeting be approved, as amended. Motion passed.

Knowledge Based Governance

President Arredondo summarized the previous activities surrounding a move toward knowledge based governance. She commented on the activities during the September/October 2005 Governing Council meeting and on the six strategic priorities (mega issues) that were identified at that time. These included: professional development, public awareness, partnerships, multiculturalism, signature product, employment conditions for counselors. Task forces to consider each of these have been active since that time and there will be recommendations put forth at this meeting.

Richard Yep outlined the process and reasoning for moving toward knowledge based governance. He called attention to the mega issues that were identified by the Governing Council in the previous meeting, and noted in particular the top ten mega issue questions that had been identified. There were:

1. How can the ACA increase public support, awareness, and understanding of the counseling profession?
2. How can the ACA ensure future relevance of the counseling profession?
3. How can the association's leadership more effectively reflect ACA's membership?
4. How can ACA ensure that masters counseling graduates have access to desirable and secure counseling jobs?
5. How can ACA create an organizational structure that supports collaboration?
6. How can ACA impact salaries, fees, and/or reimbursement for those in the counseling profession?
7. How should the ACA address increased diversity and multiculturalism issues?
8. How can the ACA accommodate divergent interests, needs of specialties, and attract member prospects to the association?
9. How will ACA increase membership through new members and retaining existing members? How can the governance (i.e., Governing Council) reflect more of ACA's membership?
10. How can the governance (i.e., Governing Council) better reflect ACA's membership?

Mr. Yep summarized previous actions and discussion in this area and the expectation for additional input and possible recommendations from this meeting. At this point, Governing Council members were asked to vote on the top issues that should be emphasized. The three top issues determined by this process were:

1. How should the ACA address increased diversity and multiculturalism issues?
2. How can ACA increase public support, awareness and understanding of the counseling profession?
3. How will ACA increase membership through new members and retaining existing members? How can the governance (i.e., Governing Council) reflect more of ACA's membership?

At this point the Governing Council broke into small groups to discuss these issues. The groups were assigned to discuss issues as follows:

1. Group one is to talk about what do we know about members needs, wants and preferences?
2. Group two is to talk about what do we know about the current realities and the evolving dynamics of our members environment?
3. Group three is to talk about what do we know about capacity and strategic position? Do we have the resources to address the question that is in front of us?
4. Group four is to talk about the ethical implications of our choices. This may result in a number of questions.

Following the group discussions, each group reported briefly on outcomes of their discussion.

Group 1 – Kept coming back to question of what we know. Wanted more data. Wanted more specific information to make good decisions. Need to know what member needs and wishes are. Talked about membership. Seems that ACA is more of a necessity to people in private practice, to people who need continuing education credits, etc. Need to focus on who we are in the world as well as with our membership.

Group 2 – Realized there is much more emphasis these days on web sites and the internet. Realized there is very much a need in terms of money, in terms of where you invest and how you invest. Realized our masters level practitioners and others want practical skills more than they want just theories. There are many theories we don't know that are culturally relevant that are not being taught and that people don't have access to. People want things that are relevant to their practice. Most of our membership are masters level so their representation on a body like this needs to be forthcoming. What they need and how we plan regional and national meetings needs to be focused on their needs. Also talked about fact that those folks who employ counselors may not know what counselors do and how they do it. See a growing number of counselors in settings where they are seeing a much more diverse population, and see counselors who do not have the training and clients who do not understand and have no concept of counseling.

Group 3 – Think we see ACA as having the capacity to get more professional counselors involved with ACA and with counseling organizations and the profession. Think we can increase the number of members. Saw need for training. Private practitioners need more help from ACA. We are the most prominent professional counselors association in the world and need to provide services for private practitioners, provide training for people in multicultural and diversity competencies. That might be our signature product to do that and do it well. Saw need to continue to be involved in counselor preparation programs and credentialing and to create for counselors an identity as a professional counselor and what that means. Talked about whether we should recruit counselors for revenue or for membership. Need to find ways to attract people. This would in turn allow us to do the other things we do. Need to find a way to publicize what we do, because people don't actually know all that we do.

Group 4 – Created some headings including: How to cultivate a best practices model. Already have standards and need to live up to that. Also need to increase the diversity of the leadership. Need to physically reflect the diversity of our members including racial diversity, linguistic diversity, gender diversity, immigrant diversity, etc. Governing Council needs to work harder to reflect diversity. Discussed signature product. Need to share with others information on the products we have created. Have an ethical obligation to disseminate knowledge. Have the knowledge and need to determine now to market it to provide revenue, aid in recruitment, etc. Examples of signature product we should disseminate include the code of ethics, and competency guidelines of ACA and divisions.

Approval of Consent Agenda

It was moved by Engels and seconded by Kristianson that: The Governing Council accept the Consent Agenda. Motion passed.

Although acceptance of the Consent Agenda covered several items on the agenda, each of the items are listed separately here so they will be included in the permanent record of the Meeting.

Approval of Minutes from Past Meetings

It was moved by Engels and seconded by Kristianson that: The Governing Council approve the Minutes from the ACA Governing Council meeting of September 29-October 1, 2005, and the Minutes from the ACA Executive Committee of October 1, 2005. Motion passed.

Approval of Appointments submitted by President-Elect Marie Wakefield

It was moved by Engels and seconded by Kristianson that: The Governing Council approve the appointments for Committees, Task Forces and other appointments for 2006-2007. Motion passed. The appointments approved by this motion are as follows:

ACA Insurance Trust Chair: Dr. Carole Minor
 ACA Insurance Trust Member: Dr. Wyatt Kirk
 ACA Foundation Trustee: Dr. Courtland Lee
 ACA Nominations and Elections Committee Member: Dr. David Capuzzi
 ACA Parliamentarian: Dr. Bernal Baca
 Student Representative to ACA Governing Council: Amie Manis
 Representative for Underrepresented Groups to ACA Executive Committee: Dr. Sandra L. Lopez-Baez
 Process Observer for Governing Council: Rachel Kristianson
 Awards Committee Chair: Melanie Rawlins
 Awards Committee Member: Dr. Bernadine Craft
 Awards Committee Member: Dr. Andrea Dixon Rayle
 Awards Committee Member: Michael Brubaker (student representative)
 Awards Committee Member: Melissa Luke
 Bylaws and Policy Committee Chair: Dr. Kathleen McDonald
 Cyber-Technology Committee Chair: Dr. Kenneth McCurdy
 Cyber-Technology Committee Member: Dr. Max Hines
 Cyber-Technology Committee Member: Melissa Luke (student representative)
 Ethics Committee Co-Chair: Dr. Samuel Sanabria
 Ethics Committee Co-Chair: Dr. Shawn Spurgeon
 Ethics Committee Member: Dr. Darlene Daneker
 Ethics Committee Member: Dr. Lynn Linde
 Ethics Committee Member: Cindy Anderton (student representative)
 Human Rights Committee Co-Chair: Dr. Nicole Hill
 Human Rights Committee Co-Chair: Dr. Cyrus Ellis
 Human Rights Committee Member: Dr. Fred Bemak
 Human Rights Committee Member: Dr. Jonathan Orr
 Human Rights Committee Member: Dr. Jane Rheineck
 Human Rights Committee Member: Vincent Hinton (student representative)
 Human Rights Committee Member: Jennifer Dean
 International Committee Co-Chair: Dr. Mary A. Bruce
 International Committee Co-Chair: Dr. Beth Durodoye
 International Committee Member: Dr. Doris Coy
 International Committee Member: Dr. Kelley Kenney
 International Committee Member: Dr. Charlene Kampfe
 International Committee Member: Elizabeth Cardona (student representative)
 International Committee Member: Sarita Sankey
 Professional Standards Committee Co-Chair: Dr. Jill Onedera
 Professional Standards Committee Co-Chair: Dr. Richard Ponton

Professional Standards Committee Member: Dr. Catherine Roland
 Professional Standards Committee Member: Dr. Amy Milsom
 Professional Standards Committee Member: Kamela Kennedy (student representative)
 Professional Standards Committee Member: Sarah Ann Lanman
 Public Awareness and Support Committee Chair: Dr. Jane Webber
 Public Awareness and Support Committee Member: Dr. Stephen A. Giunta
 Public Awareness and Support Committee Member: Dr. Jan Bartlett
 Public Awareness and Support Committee Member: Christy Lyons
 Public Awareness and Support Committee Member: Carol Mercer (student representative)
 Public Awareness and Support Committee Member: Aneesa Bhimani
 Public Policy and Legislation Committee Co-Chair: Dr. Victoria Sardi
 Public Policy and Legislation Committee Co-Chair: Harriet Gardin Fields
 Public Policy and Legislation Committee Member: Julie Dillehay
 Public Policy and Legislation Committee Member: Bruce Dickinson
 Public Policy and Legislation Committee Member: Sarah Moore Bookshire
 Public Policy and Legislation Committee Member: Lucianna Coleman (student representative)
 Publications Committee Chair: Dr. Maureen Kenny
 Publications Committee Member: Dr. Lee Richmond
 Publications Committee Member: Dr. Wanda Johnson
 Publications Committee Member: Dr. Kimberley Desmond
 Research and Knowledge Committee Co-Chair: Dr. Michael D'Andrea
 Research and Knowledge Committee Co-Chair: To be determined
 Research and Knowledge Committee Member: Dr. Connie Callahan
 Research and Knowledge Committee Member: Dr. Carl Sheperis
 Research and Knowledge Committee Member: Susan Bray (student representative)
 Research and Knowledge Committee Member: Stephen A. Silliman

Task Forces for 2006-2007

Task Force on Multiculturalism – Strategic Priority
 Task Force on Partnerships – Strategic Priority
 Task Force on Professional Development – Strategic Priority
 Task Force on Public Awareness – Strategic Priority
 Task Force on Signature Product – Strategic Priority
 Task Force on Employment Conditions for Counselors – Strategic Priority
 Task Force on Exemplary Mental Health Practices in School Counseling
 Task Force on Exemplary Practices for Promoting Wellness for Counselors
 Graduate Student Association Task Force
 Task Force on Exemplary Practices to Empower All Families Through
 Counseling Interventions
 Task Force on Branch Development
 Emerging Leaders Task Force
 Blue Ribbon Panel on Program Selection
 New Professional Support Task Force
 Task Force on Practitioner Product Support
 Task Force on Exemplary Practices/Partnerships to Support Children of Military
 Parents
 Task Force on Exemplary School Counseling Practices/Programs for Rural
 Children

Approval of Fall 2006 Regional Leadership Meeting Dates and Sites and 2006-2007 Governing Council Meeting Dates

It was moved by Engels and seconded by Kristianson that: The Governing Council approve the dates and sites for the Fall 2006 Regional Leadership Meetings and the dates for 2006-2007 Governing Council meetings. Motion passed. The dates and sites approved by this motion are as follows:

Regional Leadership Meetings, Fall 2006

October 5-8, 2006 – Midwest Region, Grand Rapids, Michigan

October 5-8, 2006 – North Atlantic Region, Portland, Maine

October 27-29, 2006 – Southern Region, Huntsville, Alabama

November 9-12, 2006 – Western Region, Denver, Colorado

ACA Governing Council Meetings, 2006-2007

November 16-18, 2006 – meeting in Alexandria, Virginia are

March 20-22, 2007 – meeting in Detroit, Michigan

ACA Public Policy and Legislative Agenda

It was moved by Engels and seconded by Kristianson that: The Governing Council approve the ACA Public Policy and Legislative Agenda for the Second Session of the 109th Congress, 2006. Motion passed.

Selection of Representatives to Executive Committee and Nominations and Elections Committee

The representatives from Divisions and the representatives from Regions caucused so that each group could select its representative to the ACA Executive Committee and to the Nominations and Elections Committee for 2006-2007. The results from these caucuses are as follows:

ACA Executive Committee

Division Representative – Dennis Engels

Region Representative – Randy Burwell

ACA Nominations and Elections Committee

Division Representative – Heather Trepal

Region Representative – Nita Jones

At the same time, the representatives to the ACA Financial Affairs Committee from Divisions and Regions were announced. These are as follows:

ACA Financial Affairs Committee

Division Representative – Sylvia Shortt

Region Representative – Stephen London

This concludes the report of actions taken on the Consent Agenda items.

Reports From Officers

President Arredondo called attention to her written report. She then summarized her report and highlighted some of the things that she has been called upon to do as the President of ACA.

President-Elect Marie Wakefield then commented on her report and indicated how she has begun to phase into activities for her upcoming presidency.

Past President Sam Gladding briefly commented on his activities in his final year on the Governing Council.

Treasurer's Report

Treasurer Jane Goodman presented a report on the financial status of the Association. She noted that Governing Council members are expected to look at the financial reports and be prepared to ask questions if they don't understand something. She emphasized that it is important for the Governing Council to understand that their responsibility is to look at the information and determine whether it seems reasonable. She noted that at the current time the Association is solvent and paying our bills on time. She also called attention to the comparative figures for the past several years.

Dr. Goodman commented on some of the items outlined in the written report that was presented and called attention to the list of fund balances which indicated the details on use of the reserve monies. She further indicated the reasoning for establishing reserves and noted that such monies can be released only by a two-thirds vote of the Governing Council.

Attention was called to the sections on revenues and expenses for the year, and Dr. Goodman elaborated on various items contained in those sections. Following the report, she responded to questions from the group. Dr. Goodman concluded her report by noting that the proposed budget for next year will be considered later in this meeting.

Letter to ACA/ASCA State Branches

It was noted that a copy of a letter written jointly by ACA and ASCA to the State Branches of each group was contained in the backup material. That letter was for information purposes and no action was anticipated.

Committee and Task Force Reports

President Arredondo called attention to the reports that had been received from Committees and Task Forces. She noted that Task Forces are set up for one year and they are given a charge to complete during that year. For this year Task Forces had been given a three part choice. The first was to identify exemplary practices relative to their particular topic; the second was to prepare a poster presentation for the convention; and the third was to prepare all of the materials so they can be uploaded on the ACA website. Dr. Arredondo noted several specific task forces and how they had carried out their charge.

Regarding the Committees, President Arredondo also noted the charge given to them and how they had responded to their charge. Following the discussion, a question was raised on what kind of follow up there will be for these Committee and Task Force reports and recommendations. One suggested possibility would be to ask the chairs to come back with proposed motions for the Governing Council's consideration. It was also suggested that some of these might be considered for publication in Counseling Today or through some method to disseminate the information to the membership.

Dr. Arredondo suggested that the Governing Council liaisons look at the reports from the committees or task forces for which they are a liaison and see if there are any recommendations that should be brought back to the Governing Council for action at a future meeting.

Governing Council Task Force Discussion

President Arredondo summarized previous actions leading to the establishment of the six strategic priorities and how to proceed from that point. Dr. Arredondo asked each group to look at the reports that had been received from the groups and to see how each of the mega issues intersect with the particular strategic priority area and what could be more tactical to bring the two together. The second task would be to look at the committee and task force reports to see what might be brought from those reports to advance this strategic priority.

At this point in the meeting, the several strategic priority task forces each met separately to consider the charge given by President Arredondo. Following these task force meetings, the Governing Council reconvened and each group presented a brief report of its discussion.

Signature Product Task Force – In a previous meeting this group came up with some general principles of what we thought the signature product should be like. The feedback on this has been very positive. The three that received the most support were the dimensions of wellness, national model for crisis response and multicultural strategies in training. Believe these three are areas in which we are already involved, all of them lend themselves to a multi-level approach and would provide for member enhancement and non-member revenues. Particularly liked the idea with multicultural proposal of using the new ethical standards as a framework. Also were thinking in terms of networking with professional development in terms of opportunities for the members and perhaps partnering with a group like the Red Cross to offer our crisis response in a way that would be honored by them as well. Also talked about idea of trying to involve cross-generational representatives of our members.

Partnerships – Idea with these was to look at it two ways. First is how do we get ACA out there so people know who we are and what we do. Talked about the new interest group on sports counseling for example, in terms of how we might have a positive influence. A suggestion was to have something like an ACA seal of approval for products and advertising that we feel to be positive. This would be one way to get our name out. Also note that there is a huge list of groups which we partner with and how to utilize that. Also raised the question of partnerships that our divisions and regions may have and how to utilize those.

Multiculturalism – Note that there are competencies already available on the website and would like to make sure to create a link to others through the ACA website. Would like to look at development of a signature product to create an electronic document accessible through the ACA website with specific skill packages. Should then begin to develop things that are marketable and that people can be trained with and have that be an enticement to provide additional training for members only. Have prepared a possible motion to continue to prioritize the development of training and educational materials.

Public Awareness – In terms of the mega issues, every issue is addressed in the reports of our Task Force and the Public Awareness and Support Committee. Our priority for the short term goal was to hire a staff media relations person to work with the media. Also to develop a group of experts who are knowledgeable about ACA and they would be consulted to respond to media and to the public and private sector. A longer term goal is to organize an infrastructure that allows ACA to respond systematically to crisis situations. Also should encourage CACREP to

develop standards that teach counseling students to advocate for the profession, and develop consumer brochures for parents, mental health workers, agencies and schools that direct consumers to ACA for more information. Such brochures might also be developed in other languages. See overlap with the other strategic priority task forces and how this is all working together. Feel the need to develop a clearly expressed identity statement of who counselors are and what we do.

Counselor Employment Conditions – Want to continue this task force even though most of its members are leaving at the end of this year. Would like to create a counselors guide to employment to really look at what counselors need to think about. This would include a look at the new economy, what's happening in the United States and in the World, and look at options to help counselors move to the shift that is taking place. This fits in with all of our strategic goals.

Executive Director's Report

Executive Director Richard Yep called attention to his written report that was sent earlier. He highlighted some of the topics contained in that report. He noted there are about 2700 people attending this convention. Have many good learning institutes and have had good response to these. Are meeting our budget target for the convention. Mr. Yep outlined some of the financial information on the various convention activities. He noted how the convention has been coordinated with the Canadian Counselling Association and the special activities that this has entailed. Have developed a new billing system this year that should make it easier to determine our finances.

He commented on Counseling Today and the fact that several special issues are in the works for the future. Are running two new columns – one on ethics and one on private practice. Also note that the new Code of Ethics has been sent out to the entire membership with the December issue.

Mr. Yep next commented on membership. He noted that membership is about 300 people down from last year. We are working on a new campaign that will be handled internally as opposed to doing it out of house. Are looking at all of the membership materials to incorporate improvements. Also are looking at reasons people join ACA and also why they may leave.

Had a good increase in the ethics competition this year. There is a new edition of the licensure requirements throughout the states. Working on the 20/20 conference that was begun last year. Have continued to do activities with the Red Cross in work with disaster relief. Comment on the counselor care fund and this has worked well in helping counselors in disaster areas.

This year ACA will publish eleven new titles. Have a very strong publication program. Have been involved with a number of other organizations. Have completed the Spanish language training dvd and will be showing it at this convention. When final editing is complete, it will be offered for sale.

In area of public policy have done a number of things. Did get the U.S. Senate to approve coverage of licensed professional counselors in Medicare. Will continue to pursue this in the House. Also got coverage of licensed professional counselors in Veterans Affairs health plans approved by the Senate. In the Elementary and Secondary School Counseling Program, we were able to get \$34.6 million for grants this year. Also participated with ASCA and National Association of School Psychologists and the School Social Workers of America in a school-based mental health professionals briefing given to Hill staff.

Now have a Director of Marketing and this will enable us to proceed on a number of things. Note that our logo is our identity and we need to be sure it remains as such. Have updated the ACA bookstore to make it easier to navigate and think this will increase participation. Have done some press releases that will help bring ACA to the attention of others. Continue to have usage of our PSA that was developed a year ago. We have revised the ACA website to make the link to divisions, regions and branches more prominent, and have continued to upgrade our data base to provide more and better information.

Mr. Yep noted that in the past we have provided management services for various of our entities in the past. He advised that the American Art Therapy Association has left its previous management services firm and had asked ACA to handle this service for them. We have come to an agreement with this group to provide a number of management services. This also provides a source of non-dues revenue for ACA. He then detailed some of the services being provided, as well as some possible future services.

Information was provided on grants that are in process or that are being sought. He noted some of the non-dues revenue items and indicated that he would be providing information on professional fees and on investments and unanticipated expenses and revenues.

Mr. Yep concluded his report by outlining some challenges for the future. He noted that we need to be particularly aware of membership and be prepared to take advantage of all ways in which we might increase membership. Another challenge is to find the right mix of products and services, and this needs to include professional type services. Also need to be realistic about what we can do and accept the fact that we cannot do everything.

Appointments of Liaisons to Non-ACA Organizations

President Arredondo commented on the report from the Interprofessional Committee covering a review they had done on our relationship to other professional associations. They concluded that the recommendations from previous committees have not been implemented. Therefore, they have recommended that we go back to those recommendations and do something about them. Dr. Arredondo recommended that action not be taken at this time, but that we take a look at these recommendations to try to determine how to proceed. Therefore, it is anticipated that no action will be taken at this meeting on this topic.

Proposal for Ethnic Racial Minority Member Representative on Governing Council

President Arredondo outlined previous actions on this matter, and called attention to the recommendation from the Human Rights Committee in response to a referral from the Governing Council. She noted that the Governing Council in a previous meeting had asked the Human Rights Committee to study this and make recommendations on the proposal to add an ethnic racial minority member to the Governing Council.

Dr. Arredondo noted that in their report, the Human Rights Committee is recommending the appointment of an ethnoracial minority member to the Governing Council. She noted that the report also outlines procedures to accomplish this, and a proposed set of criteria for this representative. Treasurer Jane Goodman noted that it would cost approximately \$2,500.00 to add another person to the Governing Council. Question was also raised as to exactly who this person would represent and how the constituency would be determined.

Dr. Arredondo noted that for action to be taken on this proposal requires a formal motion. She asked that a motion be prepared for Governing Council action later in the meeting. It was agreed that this be done. If the Governing Council approves such a position, it would then need to be referred to the Bylaws Committee to draft appropriate language.

Michael Hutchins provided a brief history of this proposal. He noted that this was initially introduced to the Governing Council three years ago, and it was introduced because there was a lack of ethnic minorities on this body. So a motion was introduced to elect a racial ethnic minority person from the membership at large. That was the initial intent. It was referred to the Bylaws Committee and they responded with comment on the lack of clarity and need for more definite intent in order to draft a Bylaws amendment. Governing Council then discussed who would qualify as a racial ethnic minority, etc., and this was referred to the Human Rights Committee. Understood that the charge to the Human Rights Committee was to come up with a definition of an appropriate candidate, and did not understand that they would develop what the process would be.

Report from Resolutions Task Force

Dr. Arredondo noted that at the Fall 2005 meeting there was a discussion on how resolutions are handled. As a result of that discussion, a Task Force was appointed to study this and make recommendations. She then called on the Chair of that Task Force, Michael Hutchins, to report on The Task Force findings.

Dr. Hutchins noted that the Task Force is also recommending that resolutions passed during the last five years be made available on the ACA website. He noted that this was done but there were two resolutions that were not included.

It was moved by Hutchins and seconded by Vassos that: The Governing Council adopt the process from the Resolutions Task Force regarding introduction of a resolution, recording of a resolution, follow up to a resolution, and dissemination of a resolution. Motion passed. The process adopted by this motion is as follows:

Introduction of a Resolution

- Resolutions presented to Governing Council are to be accompanied by a body of evidence supporting the resolution. This body of evidence is to be made available to Governing Council prior to the meeting at which the resolution is to be considered.
- Resolutions are to be presented in the following format:
 - Brief title of the resolution
 - Body of evidence (Whereas)
 - Be it resolved that (Resolution statement)

Recording of a Resolution

- The full resolution will be recorded in the minutes of the meeting.

Follow-up to a Resolution

- The President is responsible for follow-up to designated action in the resolution
- The Executive Director is responsible for the distribution of resolutions to the staff

Dissemination of a Resolution

- Upon passage, resolutions are to be posted to a resolutions section on the website and/or the newspaper as determined by the President.

It is further recommended that the resolutions passed in the past five (5) years be made available on the ACA website.

Duty to Warn/Duty to Protect

President Arredondo noted that previous Governing Council action in Spring of 2005 was intended to be sent to the Public Policy and Legislation Committee. The transmission was never made so it is now necessary to follow up with the Committee to work on this legislation. Dr. Arredondo agreed that she will do this for possible future consideration of the topic.

Application to Become an Interest Network from Sports Counseling Group

Executive Director Yep outlined the process for a group to apply to become an Interest Network. He noted that this group has complied with all of the requirements to apply and everything is in order at this point.

It was moved by Hutchins and seconded by Long that: The Governing Council approves the creation of a Sports Counseling Interest Network. Motion passed.

Resolution to Require Publishers of Counselor Licensing Examinations to Conduct and Disseminate the Findings from Psychometric Research on their Products.

Dr. Arredondo called attention to the proposal that had been received. She noted the proposed action steps contained in the motion that was submitted. Richard Yep also noted the potential cost for carrying out the actions proposed in the motion. From the discussion it was felt that before taking action, AACE should be consulted and it might be appropriate to postpone action until later in the meeting and attempt to get more information before then.

It was moved by Logan and seconded by Paisley that: Action on the motion requiring publishers of counselor licensure examinations to conduct and disseminate the findings from psychometric research on their products be postponed until Friday morning (March 31). Motion passed.

Report from COPARC Meeting in January 2006

President Arredondo called attention to the report from the COPARC meeting in January 2006. She noted that COPARC consists of the Division Presidents and Region Chairs. They are making several suggestions and concerns as a result of their meeting. They had recommended that two COPARC observers be sent to the Governing Council meetings, but think this is not final. They also discussed the relationships between their Governing Council representative and the Division and Region governing bodies.

The COPARC group also had an extensive discussion on mandatory membership. They also discussed access to the ACA website, and conference program selections and how the Blue Ribbon Panel on Program Selection functions. Following that meeting, a new list serv was established that included both the COPARC group for 2005-2006 and 2006-2007.

This report was for information only and no Governing Council action was required.

Report and Recommendations from Financial Affairs Committee

Treasurer Jane Goodman called attention to the proposed Budget for FY 2007. She stated that the Financial Affairs Committee is proposing a budget of \$9,124,819 in revenue and \$9,114,794 in expenses. She noted that the budget includes \$50,000 to be transferred to the reserves. She further highlighted several sections in the proposed budget and how the Committee had arrived at the proposed figures.

Dr. Goodman then continued through the detailed information on income and expenses and noted any differences from last year and how these had been determined. She noted that the association has good financial policies in place, and our financial performance in recent years has been very consistent. We try to make information available to all who need or want it. Dr. Goodman concluded the report by noting that it is the job of the Governing Council to read the financial reports and look at the material and to speak up if anything appears to be out of the ordinary. The Governing Council also has the final say in making needed adjustments to the budget during the year. To summarize, the Governing Council needs to read the information it receives and be prepared to ask questions about anything they do not understand.

Following this presentation, Dr. Goodman responded to questions and comments from the group. One comment concerned the proposed dues increase and the need to be careful in doing this. There was also discussion on how the figures are arrived at and how variances between the budget and the actual expenses are reported.

At this time the group moved to discussion of some specific items on which action may be indicated. The first item brought up was a discussion of the financial support for CACREP. Dr. Goodman noted that the budget calls for a reduction in the cash subsidy to CACREP. Question was raised regarding liability issues and the group was advised that CACREP is a separately incorporated identity so any liability to ACA would be limited. The biggest threat would be to be named in case someone decides to sue CACREP, which might involve some legal expense to get ACA's name removed. Question was also raised as to whether or not CACREP is following its bylaws in eliminating the representation from ACA and/or divisions on its board, and how this might affect insurance coverage. Comment was also made that there is a need to clarify the relationship between CACREP and ACA in view of the fact that ACA is funding CACREP and providing housing for them, and that CACREP originally came from ACA, plus the fact that their bylaws may still stipulate that they have representation from ACA.

Earlier in the meeting, the group had requested some additional information on CACREP. It was reported that this had been discussed in the Financial Affairs Committee and at that time it was recommended that CACREP be asked to provide some specific information about their history and their engagement with ACA over the last few years. This information will be provided to the Financial Affairs Committee by April and this will be used as part of the consideration. This would be made available to a Task Force to look at this in terms of changes through the years. It was reported that when CACREP came into existence, they were unable to survive financially and this is the reason for the subsidies. It has apparently become tradition over time. It was noted that if ACA does not continue to support CACREP that this would need to be picked up by someone else for them to continue to exist. There was further discussion as to the importance of having this accreditation arm.

It was moved by Vassos and seconded by Osborn that: The ACA Proposed FY 2007 Budget reflect a decrease in the CACREP subsidy from \$98,903 to \$80,287.

In the discussion of the motion, a number of questions arose. Richard Yep clarified that the cash subsidy is \$52,750. It would be up to the Governing Council to determine how they want to

define this reduction. Suggestion was made that before Governing Council makes this kind of cut, there should be dialogue with CACREP to clarify the relationship.

Following the discussion, by agreement of the maker and seconder, The motion was withdrawn.

It was then moved by Vassos and seconded by Osborn that: The Governing Council request that President Arredondo meet with the directors of CACREP and share Governing Council concerns about: (1) the relationship between ACA and CACREP; (2) the level of ACA input into the new standards; (3) the current level of this year (FY 2007 proposed budget) and next year (FY 2008) cash subsidy; and (4) any implications for legal liability of ACA as related to CACREP.

It was moved by Hutchins and seconded by Young that: The motion be amended to request that President Arredondo report back on the discussion with CACREP by the time of the May 19, 2006 Executive Committee meeting. Amendment passed.

Dr. Arredondo noted that there are three things surrounding this. First is that we have agreed to a process of dialogue through me; second this is not the responsibility of the Executive Directors of either group but rather the responsibility of the Governing Council and the CACREP Board. Third, is that there will be a Task Force to begin to look at some of the recommendations that have been made and report back at a later time.

Vote was then called for on the motion, as amended, that: The Governing Council request that President Arredondo meet with the chair of CACREP and share Governing Council concerns about: (1) the relationship between ACA and CACREP; (2) the level of ACA input into the new standards; (3) the current level of this year (FY 2007 proposed budget) and next year (FY 2008) cash subsidy; and (4) any implications for legal liability of ACA as related to CACREP. Further, that President Arredondo report back on the discussion with CACREP by the time of the May 19, 2006 Executive Committee meeting. Motion passed.

It was moved by the Financial Affairs Committee that: Policy 301.2 be suspended for FY 2007 and professional/regular dues rates be increased \$6.00 to \$151.00 and discounted dues rates (student, retired and new professional) remain at \$85.00.

Dr. Goodman noted that this motion is asking for suspension of the policy that dues can only be raised by the Producer Price Index (PPI) since this is asking for a greater raise than the PPI for regular dues and no raise for the discounted rates.

Vote was called for on the motion that: Policy 301.2 be suspended for FY 2007 and professional/regular dues rates be increased \$6.00 to \$151.00 and discounted dues rates (student, retired and new professional) remain at \$85.00. Motion passed.

It was moved by the Financial Affairs Committee that: Policy 201.9 be suspended for FY 2007 and that the FY 2007 Management Service Agreement (MSA) rates be adjusted to \$9.95 for divisions electing journal production and \$8.50 for those divisions not electing journal production. Further, that all menu services be adjusted by 28% to reflect a consistent increase in all MSA fees.

Dr. Goodman noted that there are two conflicting policies surrounding the Management Service Agreement (MSA). One of these is that it should be raised each year identical to the Producer Price Index (PPI), and the second says that the MSA should be a cost recovery for ACA. Note that these two policies are in conflict so a decision needs to be made as to which of these policies should be followed.

Richard Yep advised the Governing Council of the information that had been provided to COPARC at their meeting in January. This included information on how the MSA fees compare to the outside world, and what are the top ten most subsidized management services provided by ACA. These services included: journal production, accounting services, nominations and elections, the audit, the preparation of their 990, budget preparation review and evaluation, insurance, and customized programming of the member data base, plus convention services, printing, and other miscellaneous services. He also explained some of these services in detail, and advised the group of the cost of the services that ACA provides.

There was considerable discussion of this topic. Dr. Arredondo stated that she it is important for Governing Council members to review the additional motions that will come before this body that relate to mandatory membership. She suggested that Governing Council should review the motions about mandatory membership and look at the thoughts on mandatory membership that were circulated prior to the meeting. Also folks should look at the information introduced but not acted on at the fall 2005 Governing Council for rebate on dues. There is also a membership trend analysis that should be looked at. Dr. Arredondo further suggested that these should be looked at before final action is taken on this proposal concerning the MSA.

It was moved by Hutchins and seconded by Kristianson that: Action on this motion be postponed for twenty minutes. Motion passed, and this motion will be held for action at a later point.

It was moved by the Financial Affairs Committee that: The Governing Council adopt the Tate & Tryon FY 2005 Audit Report. Motion passed.

Dr. Arredondo then suggested that before further discussion of the MSA's, that the Governing Council break into smaller discussion groups to discuss the whole issue of mandatory membership and look at the documents available to see if any kind of consensus can be reached. David Capuzzi called attention to the material he had provided regarding mandatory membership and stated that he would like to summarize that prior to moving into small groups for discussion of the issues.

Following the discussion, it was agreed that the motion concerning the MSA agreement increase be returned to the table.

Vote was then called for on the motion that: Policy 201.9 be suspended for FY 2007 and that the FY 2007 Management Service Agreement (MSA) rates be adjusted to \$9.95 for divisions electing journal production and \$8.50 for those divisions not electing journal production. Further, that all menu services be adjusted by 28% to reflect a consistent increase in all MSA fees. Motion passed (15 for, 5 against, 2 abstain).

It was moved by the Financial Affairs Committee that: The Governing Council adopt the FY 2007 proposed budget as presented. Motion passed, (19 for; 2 against, 4 abstain).

It was moved by the Financial Affairs Committee that: Policy 201.2 be revised to provide greater clarity and flexibility. Motion passed. The policy as approved by this action, reads as follows:

Policy 201.2: Reserve Funds

A. Corporate Safety Net: ACA will build a reserve(s) on an annual basis.

Implementing Procedures

1. Annual Transfer: Each year the Association shall transfer \$50,000 from current year receipts to reserves. In addition, the Association shall also transfer 30% of any reported excess revenues over expenses to reserves, within 90 days of the end of the fiscal year.
2. Disbursements: Any disbursement from any reserve funds must be authorized by the Financial Affairs Committee, the Executive Committee or Governing Council.

Declining Divisional Membership: Implications for ACA

President Arredondo called attention to the background materials on this matter, specifically the summary of motions going back to the year 2000. She commented on these previous proposals and summarized how they had been handled. David Capuzzi then summarized the proposal he has submitted to this Governing Council regarding this topic. He noted his earlier proposal for a rebate for new divisional members. He further commented on some of the contributions of the divisions and noted that there is a real threat that some of the divisions will go out of business in the future. Losing any of the divisions would also lose the body of knowledge that is represented by the divisions, and there is a danger that ACA may not be able to take over these diverse issues.

Dr. Capuzzi expressed the feeling that there is a need to collect more information and deliberate this issue very carefully. He noted some possibilities for dealing with the issue. One possibility would be to establish a task force and make sure a report comes to the Governing Council for its fall 2006 meeting. Hope this can be done because it would be very serious for ACA to lose all of these divisions. There followed a lengthy discussion of the issue, and many viewpoints were expressed. It was noted that if a task force is formed, they should be given guidance as to what kinds of things they should be looking at, and should be provided with information on previous studies.

It was moved by Van Duser and seconded by Capuzzi that: A Task Force comprised of ACA leadership, COPARC, and ACA Governing Council representatives be formed to carefully and deliberately consider the issue of mandatory divisional membership for ACA members in at least one division at the time of joining ACA or membership dues renewal.

It was moved by Hutchins and seconded by London that: This Task Force be directed to report back to the Governing Council and to COPARC by September 1, 2006. Amendment passed, (2 abstain).

Vote was then called for on the motion as amended that: A Task Force comprised of ACA leadership, COPARC, and ACA Governing Council representatives be formed to carefully and deliberately consider the issue of mandatory divisional membership for ACA members in at least one division at the time of joining ACA or membership dues renewal. Further, that this Task Force be directed to report back to the Governing Council and to COPARC by September 1, 2006. Motion passed.

Dr. Arredondo indicated that she would be appointing this Task Force right away. Governing Council members indicating a desire to serve on the Task Force included: David Capuzzi, Molly Van Duser, and Sonya Vassos. Also Dr. Arredondo and Brian Canfield will serve.

Proposal for Ethnic Racial Minority Member Representative to Governing Council

Earlier in the Governing Council meeting, the proposal from the Human Rights Committee concerning the addition of an ethnic minority member representative to the Governing Council had been discussed. At that time, action was deferred pending receipt of further information from the Financial Affairs Committee about the anticipated cost of doing this. Discussion returned to that issue at this point.

Treasurer Jane Goodman reported that it had been determined that the cost for adding an ethnic racial minority member to the Governing Council would be \$2,750.

It was moved by Marbury and seconded by Paisley that: An ethnic minority representative be elected to the ACA Governing Council as per the regulations set forth by the Human Rights Committee. Motion passed. The proposal as adopted by this motion is as follows:

An ethnoracial minority member shall be elected to serve on the ACA Governing Council. Such a member shall be elected through the recommendations of an ACA-wide nomination process for Divisions, Regions and Committees, and a final selection by the Governing Council. In order to have equity in the selection process, ACA Divisions, Regions and Committees are invited to nominate individuals for the seat designated for an ethnoracial minority representative on the Governing Council. Nominations will be accompanied by supporting documents attesting to the individual's qualifications. Specifically, nominees must provide a vita and three references. The nominations submitted by Divisions, Regions and Committees will be done so in a time frame as designated by Governing Council in order to ensure clarity about the dates for nomination, review of nominees, and final selection of the candidate. This process will happen in conjunction with the annual nomination and election process of the American Counseling Association. The ethnoracial minority member representative shall serve a term of three years in concurrence with the standard terms served on Governing Council.

Individuals are eligible for nomination and consideration if they fulfill the following requirements: (1) the nominee self-identifies as an ethnoracial minority member; (2) the nominee has demonstrated a commitment to advocating for issues focused on diversity and multiculturalism as evidenced by national conference presentations, scholarly publications, and service for certain groups; and (3) the nominee is an ACA member in good standing.

President Arredondo noted that the soonest this election could take place would be for the first term to begin the July 1, 2008, in order for this to be incorporated into the nomination and election schedule.

Recommendations from Task force on Professional Development – Strategic Priority

David Hershenson, Chair of the Task Force, introduced the proposals that the group had developed and outlined how they had arrived at these. He then called attention to the proposed motions.

It was moved by Hershenson and seconded by Short that: ACA be commended for setting up the four “Academies” at its 2006 conference and that this practice be continued at future conferences while adding a fifth “Academy” to address the needs of career, employment, and rehabilitation counselors. Motion passed.

It was moved by Hershenson and seconded by Short that: For the 2007 and subsequent annual conferences, each program proposal must identify the skill area(s), as defined by the eight CACREP core areas, and the career stage(s) (student, new professional, mid-career, senior) to which the program is addressed. Programs will be selected so that all skill areas and career stages are represented. Motion passed.

It was moved by Hershenson and seconded by Short that: Starting January 2007, each issue of *Counseling Today* and the ACA website will contain a list of links to research sites that provide current information on best practices and on innovative counseling techniques. A staff member of ACA will be given the assignment of collecting and publishing this list, with advice and review from a professional advisory committee appointed by the President of ACA.

Following some discussion of the motion, it was moved by Logan and seconded by Shortt that: This motion be referred to the ACA Executive Committee and the Financial Affairs Committee. Motion passed, and the motion will be so referred.

It was moved by Hershenson and seconded by Short that: Effective January 2007, ACA will establish a voluntary mentoring program for members of the Association. A call for volunteer mentors and for members who wish to be mentored will be published in the September, October, and November 2006 issues of *Counseling Today*. Starting in January 2007, lists containing the names, email addresses, areas of specialization, and geographic location of available mentors and mentees will be published in each issue of *Counseling Today* or on the ACA website. In this way, those wishing to be mentored will be able to connect with a willing mentor in their area of specialization and/or geographic area.

It was moved by Van Duser and seconded by London that: This motion be referred to the Financial Affairs Committee and that they be directed to report to the Executive Committee by the May 2006 meeting of the Executive Committee. Motion passed, and the motion will be so referred.

It was moved by Hershenson and seconded by Shortt that: By March 2007, ACA will offer continuing education programs that address the needs of counselors in each stage of their career (student, new professional, mid-career, and senior). A proposed matrix for planning relevant offerings is included in the Professional Development Task Force report. Motion passed. The matrix included in this motion is as follows:

Professional Development Needs Matrix

Graduate School	New Professional	Mid Career	Retirement
Insurance CEU's Mentoring Choosing Advisor Grants	Insurance CEU's Mentoring	Insurance CEU's Opportunity to Lead Mentoring	Opportunities to Mentor

Grant Writing Professional Identity Networking	Grant Writing Career Development		Continued Role in
Career Center Publication Skills	Career Center Opportunity to Publish Presentation Skills	Career Maintenance Career Center Opportunity to Publish, Present	Professional Involvement
Advanced Training	Skills Training (Tool Kit)	Advanced Skills Training the Trainer Skills Continuing Formal Education (PhD) Manage Practice Supervisor Skills Burnout Prevention	Training the Trainer Skills ACA Elder Hostel
School to Work Transition	Set up Practice Supervision Needs Burnout Prevention		
Burnout Prevention Retreat Reduced fees Travel Grants	Discounts Travel Grants		Travel Grants

Report from Task Force on Signature Product – Strategic Priority

Pamela Paisley, Chair of this Task Force, noted that the charge to this Task Force was to generate the principles for how a signature product might be developed and to disseminate ideas to the constituencies to get a notion of the best direction to go. Based on feedback, the Task Force is to then bring forward some idea for the Governing Council to consider. She noted that the three topics that received the most support were: Dimensions of Wellness or Comprehensive Wellness Guide; National Model for Crisis-Response; and Multicultural Strategies and Training. She indicated that the next step would be to get some feedback from the Governing Council as to which of these we might proceed to develop more fully.

There was a discussion of this report and a number of viewpoints and suggestions were presented. The consensus was that the Task Force should continue to move forward with their work, taking into consideration the Governing Council feedback. Therefore, the Task Force will continue to further develop the proposals and attempt to have further information available in time for the May 2006 Executive Committee meeting. There was no formal action taken at this Governing Council.

Proposal to Make the Task Force on Branch Development a Standing Committee

It was moved by Burwell and seconded by Leddick that: The Task Force on Branch Development be made a Standing Committee with funding from each Region to support Branch development and enhancement.

Mr. Burwell noted that the reasoning for this proposal is to provide more continuation in helping to support the state branches to develop and remain active. During the discussion of the motion, it was noted that this would involve some financial implications and that Committees serve continuously while Task Forces go out of operation at the end of the fiscal year unless specifically renewed. It was also noted that this change would require an amendment to the ACA Bylaws.

It was moved by Hershenson and seconded by Vassos that: This motion be referred to the Financial Affairs Committee and the Bylaws Committee for further review. Motion passed, and the motion will be so referred.

Task force on Bibliometrics

It was moved by Engels and seconded by Gladding that: The Governing Council moves to create a Task Force on Bibliometrics, to be chaired by Dennis Engels, Editor Emeritus of *Counseling and Values*.

Dr. Engels spoke to the motion and noted increasing evidence that increasing attention is being paid to journal indexing and journal rankings. He noted that it is important to create this task force to look into how ACA can move in this area and to present recommendations to the Governing Council for action at a future meeting.

Following the discussion, vote was called for on the motion that: The Governing Council moves to create a Task Force on Bibliometrics, to be chaired by Dennis Engels, Editor Emeritus of *Counseling and Values*. Motion passed.

Resolution to Advocate Publishers of Counselor Licensing Examinations to Conduct and Disseminate the Findings from Psychometric Research on their Products.

President Arredondo noted that action on this matter had been postponed earlier in the meeting. She indicated that it had been agreed that the resolution would state that we would advocate for this rather than require. In the discussion, several questions were raised and responded to.

It was moved by Wilson and seconded by Wentworth that: The Governing Council adopt the resolution to advocate that publishers of counselor licensing examinations conduct and disseminate the findings from psychometric research on their products. Motion passed. The resolution adopted by this motion reads as follows:

WHEREAS, ACA promulgates ethical standards pertaining to the use of tests and testing in counseling; and

WHEREAS, ACA has endorsed professional standards for the use of standardized tests; and

WHEREAS, ACA has interest in insuring that tests used for the regulation of the practice of counseling yield scores which are reliable and valid measures of counselor knowledge and skill;

IT IS MOVED, That ACA advocate

1. that all publishers of counselor licensure tests use industry standard methods for the construction of criterion referenced tests
2. that all publishers of counselor licensure tests conduct empirical studies of the psychometric properties (e.g., reliability, validity) of their licensing examination test scores, conduct studies of test

bias through the use of IRT or other differential item response methodologies, and publish and disseminate the results of such psychometric studies to the American Counseling Association, to the American Association of State Counseling Boards, to the counseling licensing boards in all states that use their tests, and to the community of counselors and counselor educators.

IT IS FURTHER MOVED, That the President of ACA write a letter

3. to AASCB informing them of ACA's interest in this matter and requesting that they formally adopt a similar resolution,
4. to NBCC, the principal producer of counselor licensing tests, informing them of ACA's interest in this matter and requesting them to routinely perform and disseminate the results of psychometric analyses of the licensing examinations they produce.

Appointment of New Task Forces

President Arredondo noted that at this meeting the Governing Council had requested that she appoint two task forces and giving them a charge. She noted that Brian Canfield, Marie Wakefield and herself would be ex officio on the task forces.

The first of these has to do with examining our relationship with CACREP. This task force will be charged to examine the relationship, including the historical background. Discussion on this included questions about CACREP bylaws. CACREP chair Jack Culbreth commented on some of the questions raised and outlined how their board functions. He noted that they have evolved over time and the organization, function, and operation is very different at this time than it has been in the past. He noted that they are committed to working toward financial independence. He noted that there has been a change in their board structure and the bylaws have been changed to reflect that.

The second task force would be charged to address divisional membership. This would include a charge to determine some creative ways and options to address division membership within ACA, and they would not be asked to take on governance structure. It will be recommended that they follow knowledge based governance in examining this issue. Would also like to have some criteria for the kind of recommendations the task force would be expected to come up with.

Knowledge Based Governance

At this point, Mr. Paul Meyer of Tecker Consultants gave a presentation on the principles of knowledge based governance. It was noted that Mr. Meyer had also met with the Governing Council in Fall 2005 and his presentation is a continuation of the process. At this point, his intent is to move to the next steps of this process. He called attention to the four questions that were developed earlier and noted that these need to be considered as the groups moves forward. The four questions are:

1. What do we know about our members, prospective members, and customers' needs, wants and preferences?
2. What do we know about the current realities and evolving dynamics?
3. What do we know about the capacity and strategic position of the organization? Are we really the right organization to do anything about this?
4. What are the ethical implications in terms of the broader issue of ethics?

Mr. Meyer outlined the steps to be taken at this meeting to move the issues forward. He noted that the mega issues need to come from the Governing Council. Noted that a certain amount of prioritization is required so that we don't try to work on too many things at once. He called attention to the three mega issues identified earlier in the meeting, and noted that in the time remaining for this meeting, there is probably time to work on only one. Since the issue of membership has been addressed with the appointment of the task force, we should probably focus on the others. This would leave the diversity and multicultural issue and the issue of public understanding of what we do. For this meeting we need to decide which to discuss today. After further discussion, it was determined that the issue of public understanding of what we do would be the one to focus on at this meeting.

Following this decision Mr. Meyer noted some of the things discussed when this issue was discussed earlier in this meeting. He summarized the question as: how can ACA increase public support, awareness and understanding of the counseling profession? Mr. Meyer elaborated on some of the things that need to be considered in discussing this issue. Many suggestions were received from the group. As a result, these suggestions were identified.

1. Do something.
2. Do nothing
3. Get more research
4. Use existing in-house services
5. Work with those that counselors serve
6. Focus on legislative advocacy (state or federal level)
7. Evaluate existing programs
8. Focus on ethical standards
9. Focus on our core standards
10. Expand partnerships
11. Focus on current communication vehicles
12. Focus on more of a grass roots as opposed to a national campaign
13. Focus on language issues as the way we communicate
14. Multicultural competencies
15. Do a full-blown large campaign whatever the cost (\$20 million)
16. Do some type of professional identity enhancement

Mr. Meyer then suggested that the group prioritize this list to determine the top issues to be covered in discussions at this meeting. The issues identified were:

1. Do some type of professional identity enhancement (Brian Canfield)
2. Expand partnerships
3. Do a full-blown large campaign whatever the cost (\$20 million)
4. Focus on current communication vehicles
5. Focus on legislative advocacy (state or federal level)
6. Focus on existing programs

At this point the group broke into subcommittees to discuss the advantages and disadvantages of the issue they were assigned. They then moved back into a full Governing Council to report on their findings.

Professional Identity Enhancement – talked about some of the advantages and disadvantages. Consensus there were more advantages than disadvantages. Saw the key to this being counselor educators. In the past it was almost automatic that their students become members of ACA and this appears to have become apathetic in many programs. Need to find some way to re-instill that sense of professional identity. Also it would develop a sense of pride among counselors in being

a member of the profession independent of the setting in which they work, regardless of specialties. See the key is to engage graduate students in realizing the importance of being members.

Expand Partnerships – advantages include giving the association potentially more financial resources; broadening the number of publics we can speak to; it may spread the work load; it gives us expertise we don't have now but allows us to contribute where we do have expertise; may allow us to address other mega issues; it may tap into corporate responsibilities if you can get corporate people involved. Negatives include that it may create a quagmire such as how you manage the partnerships across time; can start something in one year that might make sense but a possible problem in getting out of it down the line when it no longer makes sense; might potentially alienate some of our members; how do we communicate to members why this is important; and whose agenda is being met.

Full-blown Large Campaign Whatever the Cost (\$20 million) – looked at obvious advantages which would be to make possible mass marketing. Looking at disadvantages raised question of what was the message we want to market. If we had the money we could do unlimited advertising by TV, text messages, billboards, etc. Could increase the demand for counseling services, increase pride in the profession, increase employers awareness of our services, increase recruitment, cultivate connections, reach out to underserved populations, etc. Disadvantages: we don't have the money; we may not have a clear message to send. We don't always know how to network with our connections.

Focus on Current Communication Vehicles – Noted the problem is money. On the positive side, we are into the web page. Question is what do we give to the public on the website and what do we make for members only. Talked about Public Service Announcements and all the ways you can get information out. Talked about the USA Today phone lines where you have a counselor available to answer questions. Talked about giving counselors the ability to easily write articles that a paper might want. These would help get information out and promote not only the Association but the counselors who might do the articles. Also talked about the different ways to deal with the media. Disadvantages would be money, plus not knowing the questions that should be asked.

Legislative Advocacy (State or Federal Level) – Note that such things as legislative advocacy, public policy and awareness are already taking place. Already have the advantage of grass roots through our branches. The Association already has taken on some issues, but these require more money. We seem to be in a reactive rather than a proactive mode which means we are not preparing ourselves for the future of counseling. We are addressing the present and need to be thinking long range. This could create turf issues with our entities where we might not agree on the issues. Possibly need stronger contacts to help craft the language for legislation. Need to improve partnering with our entities, divisions and branches.

Focus on Existing Programs – Looked at the existing programs and how well they are being utilized. Disadvantages are that maybe what we have in place is not doing as much as we would like it to do. Advantages are that it is there so perhaps by looking at it in a different way we can be more effective. Already have in place the Public Service Announcements, the Public Policy and Legislative Training, have a website and might be able to have more effective links to increase public awareness. The Counselors Corner articles would be good because they are in newspapers read by the general public. Want to continue to work with branches regarding advocacy, public awareness and legislative initiatives. This could be done through the regional training. Felt it is really important is to have a trained media specialist.

Following these reports, there was discussion as to which of these areas seem to be the most important. This brought out the fact that several of these topics could actually be combined. President Arredondo suggested as possible next steps to have this information put to the Public Awareness and Support Task Force and possibly expand that Task Force to include other Governing Council members. Would hope that the Task Force could move this along before our next meeting in November 2006.

It was also suggested that we constantly keep this information as an agenda item for every Governing Council meeting.

Appreciation

It was moved and seconded that: The Governing Council of 2005-2006 commend Dr. Patricia Arredondo for her skilled leadership and her willingness to facilitate the knowledge based governance process to conduct the business of the American Counseling Association and moving the profession forward. Attention was given to our fiduciary responsibility and also by utilizing the knowledge generated from the committees, the task force reports, data and the identification of the mega issues, we will elevate the professional standards. Also the relationship to the strategic plan of the American Counseling Association will expand the horizons of the profession through the identified priority areas. The person responsible for follow up, President-Elect Marie Wakefield, will promote a seamless integration of the subsequent work of this body.
Motion passed by acclamation.

Adjournment

There being no further business remaining on the agenda, the Governing Council meeting was adjourned at 12:00 noon on March 31, 2006.

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