

**2014 OCA Leadership Institute Packet**

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Strategic Planning/Missions





Meghan Fortner

<http://samburke.wordpress.com/2011/05/10/strategic-planning-made-simple-kind-of/>

Tips for Motivating Volunteers

Consider which of the following six personal/social functions are primarily motivating an OCA member to serve, and then show how OCA serve can meet that need. Continue to reinforce that motivating factor throughout their service.

Values – I volunteer in OCA to take action expressing a value (e.g., advocacy) important to me.

Understanding – I volunteer in OCA to learn more about OCA / counseling profession.

Enhancement – I volunteer in OCA because it challenges me to personally grown and develop.

Career – I volunteer OCA to gain career-related experience.

Social – I volunteer in OCA to strengthen my social relationships.

Protective – I volunteer in OCA to keep myself busy and distracted from other issues in my life. (Clary & Snyder, 1999)

Reinforce secondary benefits of volunteering for OCA members:

Develop OCA friendships;

Feel a sense of belonging to OCA;

Express one’s own personality/creativity through service in OCA. (Shye, 2009)

Increase OCA Organization-Based Self-Esteem in Volunteers. OCA leaders should create a culture where volunteers report the following – “I count”, “I am taken seriously”, “I am important”, “I am trusted”, “There is faith in me”, “I can make a difference”, “I am valuable”, “I am helpful”, “I am efficient”, & “I am cooperative”. (Pierce, Gardner, Cummings & Dunham, 1989)

Utilize General Strategies to Motivate OCA volunteers:

Build a relationship with your volunteers

Show how the volunteers’ service makes a difference to members in OCA / clients.

Highlight how volunteering in OCA can create career opportunities

Help volunteers feel included / ownership of tasks.

Provide proper training/expectations for volunteers.

Offer volunteers flexibility for level of involvement (low/high commitment).

Share accomplishments and milestones of volunteers.

Reward and recognize volunteers with something they would appreciate.

Be available to your volunteers and communicate regularly.

Create an environment for volunteers to have fun with tasks / projects

Recruit OCA leaders that collaborate well with volunteers (McKee, 2014 & Score, 2013)

Jake Protivnak
OCA Leadership Institute – November 2014

Media Resource Guide

Below is a list of resources covered in the presentation. These sources will link you to pricing information (where applicable), tutorials, product information, and free trials of most of the software covered. Please do not hesitate to contact the OCA media committee with questions! OHcounseling@outlook.com

Google Docs (file sharing through Google) <https://docs.google.com>

DropBox (File sharing) <https://www.dropbox.com/>

Hightail (Advanced file sharing) <https://www.hightail.com/>

Google Calendar (scheduling through Google) [https://www.**google**.com/**calendar**](https://www.google.com/calendar)

Doodle (online meeting tool) <http://doodle.com/>

Free Conference Call (online meeting scheduler/creator) <https://www.freeconferencecall.com/>

Skype (video conferencing) <https://www.skype.com>

Go To Meeting (online meeting creator/scheduler) <https://www.gotomeeting.com>

Zamzar (online file conversion) <https://www.zamzar.com>

OCA Chapter/Division Contact Sheet 2014/2015

**Ohio Mental Health Counseling Association (OMHCA)-** <http://www.ohmhca.org/>

President- Gregory Pollack; glp12@zips.uakron.edu

**Ohio Career Development Association (OCDA)-** <http://ocdaonline.org/>

President- Ryan Wilhelm, MA, LPC; wilhelm.118@osu.edu

**Ohio School Counselor Association (OSCA)-** <http://www.ohioschoolcounselor.org/>

President- Sara Williams; sarawilliams@ohioschoolcounselor.org

**Ohio Association for Specialists in Group Work (OASGW)-** <https://www.facebook.com/OASGW/info?ref=stream>

President- Kelly Kozlowski; kkozlow@bgsu.edu

**Ohio Association for Counselor Education and Supervision (OACES)-** <http://oaces.org/>

President- Christie Jenkins; jenkinschristie@aol.com

**Central Ohio Counseling Association (COCA)-** <http://www.centralohiocounseling.org/>

President- Jane Dooley; jane@janedooleycounselingsolutions.com

**Eastern Ohio Counseling Association (EOCA)-** <http://www.eoca.info/>

President- Jamie Sitko; jsitko@kent.edu

**Miami Valley Counseling Association (MVCA)-** <http://mvca.info/>

President- Amita Pujara; amita.pujara@wright.edu

**Northwest Ohio Counseling Association (NWOCA)-** <http://site.nwohiocounseling.com/>

President- Ryan Pickut; pickut@hotmail.com

**Southeastern Ohio Counseling Association (SEOCA)**

President- Pam Johnson; pamjohnson.lpccs@gmail.com

**North Central Ohio Counseling Association (NCOCA)**

President- Martha Flemming; nscounsel@sbcglobal.net

**Greater Cincinnati Counseling Association (GCCA)-** <http://www.cincycounseling.org/>

President- David Brown; david.brown@ccuniversity.edu

**Association for Lesbian, Gay, Bisexual, & Transgender Issues in Counseling of Ohio (ALGBTICO)-** <http://www.algbtico.com>

President- Jared Rose; jaredsrose@gmail.com

Event and Continuing Education Planning

Kara Kaelber, PhD, LPCC-S Malone University

Michael S. Lewis, MA, LPCC-S Ohio Dominican University

Top ten ways to create an effective and meaningful workshop

#1 **Choosing a Good Topic**

What are you as a professional interested in?

Ask others what they’d like

What is marketable? What are people willing to pay for?

Does the topic fill a void?

Is it too broad or too narrow?

How does it fit with the CSWMFT Board requirements for CEUs?

#2 **Picking a Qualified Presenter**

Who has the expertise to present on the topic you’ve chosen?

Check around – past conferences and workshops, colleagues, & publications

Are there multiple people you’d like to invite?

Consider “interviewing” the presenter to be sure it will be a good fit

#3 **Taking Care of the Presenter**

Ask how they would like to be addressed in both introductions and in print

Ask them what their expectations for the day

Come to agreements on who is responsible for things like copies, A/V requests/set-up, equipment, etc. – Easy to make assumptions

Be sure to think of their needs for the day of

Check in days before the workshop to confirm and ask if there are last minute requests or questions

#4 **Learning from the Past**

What are the expectations of your attendees?

What are they likely to already know relative to what they want to learn?

Has a workshop similar to this topic been done? Can you gain insight from the presenter/host of that event?

Don’t have the answers to these questions? Ask! They will tell you

#5 **Planning the Day**

How much time will you need?

Check A/V needs – Is it provided or BYOT?

Don’t forget to add in breaks and meals (if needed)

Build in time to allow attendees to talk to one another and network

How large of a venue will you need?

Can you change the venue based on participant response?

Copies of everything

Creature comforts - Anticipate what attendees will want and need

#6 **Targeting your Audience**

Who is most likely to enjoy or need the workshop you’re hosting?

How do you reach them directly?

Mailers, flyers, emails, phone calls, Facebook, Twitter, OCA postings, online forums, word-of-mouth……

What is the most effective use of your time, money, and resources

It doesn’t matter how many people you reach if you reach the wrong ones

#7 **Having a Marketing Strategy**

Make sure people know exactly who, what, when, and where

Avoid being too wordy or using jargon.

Don’t forget to add contact information should people have questions

Avoid copyright infringement – check any photos and pictures you use.

Keep your desired audience in mind

Make the description congruent with the actual experience

Use logos – OCA and your represented organization

# 8 **Planning Ahead**

Send materials into the OCA Professional Development Committee early

Helps identify potential issues before they become issues

Gives time to promote and market successfully

#9 **Avoiding Common Pitfalls**

Overlooking competing events

Not having a contingency plan

Not having enough help for workshop day

Undefined goals

Speaker’s expertise doesn’t match topic and/or attendees wants

Not checking the speakers credentials

Lack of vision for the day

Not taking time to familiarize yourself with everything

The topic doesn’t meet the attendees where they are

Not allowing enough time to set-up before people arrive

Poor registration process

Not having good signage at the venue (parking lot, lobby, registration, etc.)

Failing to thank presenters and attendees

#10 **Planning for the Future**

Ask for feedback

Use the OCA Evaluation template

Add any specific questions you’d like to know

Talk to attendees right after the class

Follow-up with attendees a few weeks later

Elicit feedback from stakeholders (presenter, co-hosts)

Personally evaluate what went well and what needs improvement

Record these thoughts, ideas, data for later use (by you and others)

Examples of OCA Chapter/Division

**Missions or Purposes**

**Association of Lesbian, Gay, Bisexual and Transgender Issues in Counseling of Ohio (ALGBTICO)**

The mission of ALGBTICO is to promote greater awareness and understanding of lesbian, gay, bisexual, and transgender (LGBT) issues among members of the counseling profession, students, the clients they serve, and related helping occupations. ALGBTICO also promotes greater awareness and understanding of persons of various sexual and/or affectional identities not represented within the identities presumed by “LGBT” such as queer, intersex and ally.

**Central Ohio Counseling Association (COCA)**

COCA serves professional counselors and students in counseling programs in the Central Ohio region. Our mission is to enhance human development across the life span while assisting counselors and the counseling profession to develop higher levels of visibility and stature. COCA also helps promote professional identity, recognition, and development

**The Ohio Mental Health Counselors Association (OMHCA)**

The Ohio Mental Health Counselors Association (OMHCA) provides professional information, education, training, and advocacy for Mental Health Counselors in Ohio. OMHCA is a vital and effective organization in advocating for the provision of a broad range of services to meet the mental health counseling needs of consumers in the Commonwealth.

**Ohio Association for Specialists in Group Work (OASGW)**

As Counseling Professionals who are interested in and specialize in group work, we value the creation of community; service to our members, their clients, and the profession; and leadership as a process to facilitate the growth and development of individuals and groups.

The purpose of the Association shall be to establish standards for professional and ethical practice; to support research and the dissemination of knowledge; and to provide professional leadership in the field of group work. In addition, the Association shall seek to extend counseling through the use of group process; to provide a forum for examining innovative and developing concepts in group work; to foster diversity and dignity in our groups; and to be models of effective group practice.

**Ohio Association for Counselor Education and Supervision (OACES)**

The purpose of this organization is to advance the preparation, life-long professional development, and supervision of counselors and to enhance counseling services in all settings.

**Ohio Career Development Association (OCDA)**

The purpose of the Ohio Career Development Association is to promote a greater understanding of the meaning of work and vocation, to foster career development over the life span, and to improve the standards of professional service in the field of career guidance and counseling in Ohio.

**Northwest Ohio Counseling Association (NWOCA)**

To enhance human development across the life span while assisting school counselors and mental health counselors to develop higher levels of visibility and stature. We'll help promote professional identity, recognition, and development.

**Ohio School Counselor Association (OSCA)**

The Ohio School Counselor Association empowers, unites and supports professional school counselors in their role of promoting student success.

**Ohio Association for Spiritual, Ethical, & Religious Values in Counseling (OASERVIC)**

Professional Counselors are confronted with events and discoveries that challenge our spiritual, ethical, and religious values. The mission of the Ohio Association for Spiritual, Ethical, & Religious Values in Counseling (OASERVIC) is to provide a forum for informed and thoughtful consideration of these issues and how they affect counselor education, the counseling profession and the client-counselor relationship.

OASERVIC seeks to create an association which empowers and enables the expression, exploration, development, and research involving spiritual, ethical, and religious value dimensions as they relate to the person, to society, and to the profession of counseling.

