

**ACA Governing Council Meeting
March 18-20, 2009
MINUTES**

Call to Order (Introductions and Announcements)

The ACA Governing Council meeting was called to order at 9:15 a.m., March 18, 2009 at the Westin Charlotte in Charlotte, NC. President Colleen Logan presided. Governing Council members present for all or part of the meeting were as follows:

Jim Blundo, AMHCA
Annette Bohannon, Southern Region
Loretta Bradley, IAMFC
Kay Brawley, NECA
Brian Canfield, ACA Past President
Maureen Colón, ACEG
Colleen Connolly, Process Observer
Jack Culbreth, IAAOC
Jessica Diaz, Student Representative
Thelma Duffey, ACC
Kelly Duncan, Midwest Region
Brad Erford, AACE
Ned Farley, ALGBTIC
Queen Fowler, AMCD
Kelley Kenney, North Atlantic Region
Carolyn Kern, ACCA

Lynn Linde, ACA President-Elect
Colleen Logan, ACA President
Vonda Long, AADA
Sandra Lopez-Baez, CSJ
Scott McGowan, C-AHEAD
Sally Murphy, ASCA
Spencer Niles, NCDA
Dale-Elizabeth Pehrsson, ACES
Carolyn Rollins, ARCA
Laura Jo Severson, Western Region
Sylvia Shortt, ACA Treasurer
Carolyn Thomas, ASGW
Marie Wilson, Parliamentarian
Rich Yep, ACA Executive Director
J. Scott Young, ASERVIC

Others in attendance at the meeting as guests or observers include the following:

Jim Bierma, President, ASCA
Joe Casalino, Performance Strategies
Holly Clubb, Director, Leadership Services
Brook Collison, ACA Past President
Hugh Crethar, Past President, CSJ
Joe Dear, Western Region GC Rep - Elect
Marcheta Evans, ACA President-Elect-Elect
Jane Goodman, ACA Treasurer-Designate
John Hakemian, NECA Executive Director
W. Mark Hamilton, AMHCA Executive Director
Theresa Holmes, Senior Meetings Coordinator
David Kaplan, Chief Professional Officer
Michael Lazarchick, ACA Member
Courtland Lee, Chair, ACA Foundation
Richard Mozier, Chief Financial Officer

Carol Neiman, Chief Membership and
Association Services
Paul Nelson, Executive Director, ACA Insurance
Trust
Patty Nunez, Past President, ARCA
Beverly O'Bryant, ACA Past President
Mark Pope, ACA Past President
Mike Robinson, ACA Member
Chris Roseman, ACA Insurance Trust
Stacy Shaver, Executive Assistant
Eric Sparks, Past President, ASCA
Vilia Tarvydas, AASCB
Joy Whitman, ACA Member
Richard Wong, ASCA Executive Director

Strategic Planning

Joe Casalino from Performance Strategies led a strategic planning activity. He provided background of findings of the membership survey and how this will impact the strategic objectives. He also identified questions that should be asked for identifying strategic objectives. The three questions are:

- Promote Client Welfare?
- Advance the Profession?
- Reinvent the Organization?

Four groups were established to look at different points of view (same budget and staff size)

- Blue – Current ACA
- Red – Ground Zero – Building a new ACA
- Green – New Group, Rivaling ACA
- Black – Received a \$5 Million gift

The task for the first small group activity was to focus on:

1. Purpose of strategic planning for their organization
2. What is the Board's role

The task for the second small group activity was to ask the following questions for each of the areas identified by the Strategic Planning Task Force:

- Promote Client Welfare?
- Advance the Profession?
- Reinvent the Organization?

The areas identified by the Strategic Planning Task Force:

1. Public Relations/Awareness/Recognition
2. Reimbursement/billing/3rd party/insurance
3. Mentoring those in ACA going through the metamorphosis period
4. Evaluate product offerings
5. Coordination with branches and divisions to provide CEU credits and workshops
6. Personalization of member benefits and member offers
7. Raising awareness of our efforts on Capital Hill
8. Division relationship with ACA

After each group reported on their dialogue, Joe identified common ground items across all four groups that could be developed into strategic initiatives.

1. Public awareness and advocacy to the general public and employers
2. Re-engineering of Governing Council
3. Providing member benefits and services using the 21st century technology
4. Focusing on practitioners

Thursday, March 19, 2009

Strategic Planning - Continued

Rich Yep recapped the activities from the previous day and then provided directions for the next stage of strategic planning. The group broke into small groups to discuss the five core focus areas:

1. Re-engineering Governance
2. Improving member services and benefits to address 21st century needs
3. Balancing practice with academia
4. Advocating for the profession
5. Strengthening the organization

Summary from the groups' discussion of the five core focus areas:

Re-engineering Governance

- Keep Governing Council the way it is. Increase the number of members of the Executive Committee and make it the decider group. Governing Council will still vet all the Executive Committee decisions.
- Sunset Committees that did not have an active function, purpose or product.
- Electronic meetings.

- Nature of Governing Council meeting change – moving the consent agenda and other things that could be read electronically to that system and have a more engaged meeting that have people report, problem solve and strategize.
- Every Governing Council Member be assigned to a Committee and be responsible for getting information back to Governing Council or the Executive Committee.
- Governing Council is a more advisory position. Expand Executive Committee to deal with things on more regular, frequent bases.
- Appoint Committee Chairs or Co-Chair from Members of Governing Council.
- Need to look at the entire ACA structure including Governing Council, membership, Region-Divisions-Branches – what is working and what is not working.
- Governance restructuring have representation; accountability; and getting things done.
 - Committee accountability.
 - Other models of Governing Council – fewer members.
 - Concern - Number of meetings and the time between
- Smaller group - be very careful that no one be disenfranchise
- COPARC have more of a voice. The division and region would have representation

Improved member services and benefits to address 21st century needs:

- Making more online support services for new professionals.
- Personalization of services.
- Making sign-up much more easily – online.
- Instead of Division – What is your interest – then other information would pop-up.
- Online – less paper mail.
- Split benefits of scholarly materials and profit products.
- Publications are a scholarly model. Needs to be a more profitable model.
- The greater choice people have the greater chance of keeping members.
- Defines a profession – need the research, etc so not to lose the professional aspect of the Association.
- Look at the structure of ACA – must also look at membership structure, (all parts of ACA).
- Look of all the membership options (from years ago) and see what is really feasible (by FAC).
- To improve member services – must be more responsive and provide it in a way they need it, as part of the early career, middle career and late career needs.

Balancing Practice with Academia

- Practitioners lose money to attend meetings or conferences.
- Look at ways to restructure Governing Council and look at ways we serve our members.
- Having more meetings on weekend so they lose fewer days away from the office.
- Involving Practitioners on Governing Council.
- Sometimes research does not trickle down to user level. Treatment guides or one page digest to make it more easily accessible.
- Interactive – (wiki or blogging type thing) sharing what they are doing or help needed.
- Online registry for new professional to access supervisors or other established professions.
- Need to be an evaluation of balance in services provided and redistribution.
- Restructure that will identify the needs.

Advocating for the Profession

- How are we reaching out to tap into resources to benefit the members?
- Central task for ACA to do. Advocacy is one area that touches across all areas. It is a critical need.
- The Governance Members be representative of all constituents and clients.
- Be more intentional as an Association to link or partner with other groups that have similar interest. More formalized relationships.
- Be conscious of globalization. Supporting counseling as it emerges in other parts of the world.
- Working more closely with Regions and Branches.

Strengthening the Organization

- Top to bottom review of where we are at and look at our mission statement.
- Need to look at governance structure to be more nimble.
- Take this out of the governance level and put in an oversight structure.

Parliamentarian's Remarks and Meeting Rules

Parliamentarian Marie Wilson provided remarks and guidelines for the meeting.

Approval of the Agenda

It was moved by B. Erford and seconded by K. Duncan to: Approve the agenda. Motion passed.

Officers' Reports

Written reports were submitted by the President, President-Elect and Past President. Richard Yep presented the Executive Director's Report by a PowerPoint presentation. These reports are for information purposes and did not require action.

Reports on the Consent Agenda

It was moved by L. Linde seconded by J. Culbreth to: Place the reports in Sections c. and d. of the Consent Agenda in a separate section titled "Acknowledge Reports Received" that acknowledges their receipt, without providing for their approval. Motion passed.

Approval of Consent Agenda

It was moved by C. Kern and seconded by K. Brawley that: The Governing Council approves the Consent Agenda. Motion passed.

Items on the Consent Agenda:

- a. Approval of Minutes from ACA Governing Council – October 16-18, 2008
- b. Division and Branch Bylaws Changes:
 - i. ACEG
 - ii. ACES
 - iii. AMCD
 - iv. Colorado
 - v. Kansas
 - vi. Michigan
 - vii. Missouri
 - viii. Nebraska
 - ix. North Dakota
 - x. Ohio
 - xi. Wisconsin

20/20: A Vision for the Future of Counseling

Dr. David Kaplan provided an update on 20/20: A Vision for the Future of Counseling noting the report provided in the Governing Council working papers.

Treasurer's Report

Treasurer Sylvia Shortt presented a report on the financial status of the Association. The report was for information only and did not require any action by the Governing Council.

Financial Affairs Committee Motions

It was moved by the Financial Affairs Committee to: Adopt the FY 2008 audit report provided by Tate & Tryon. Motion passed.

It was moved by the Financial Affairs Committee that: The Governing Council adopt the FY 2010 proposed budget reflecting \$9,159,639 in revenues, \$8,929,390 in expenses, and excess revenue over expenses of \$230,249. Motion passed.

It was moved by the Financial Affairs Committee that: The Governing Council rescinds the motion to reduce the per diem rates from \$50.00 to \$45.00 and mileage rate from \$.585/mile to \$.505/mile. Motion passed.

It was moved by the Financial Affairs Committee that: The Governing Council adopt a four year plan (FY 2010 – FY 2013) to eliminate the Association's unrestricted fund deficit. Motion passed.

It was moved by the Financial Affairs Committee that: The Governing Council postpones implementing any membership options. Motion withdrawn.

Implementation of Membership Options

Rich Yep provided an update on the status of the implementation of the Membership Options.

It was moved by B. Canfield and seconded by C. Thomas that: Governing Council rescind the Erford/Farley motion requiring ACA to Adopt the membership Alternative #5.

It was moved by D. Pehrsson and seconded by S. Murphy to: Move into a Committee of the Whole for five minutes. Motion passed.

After further discussion, Brian Canfield asked to withdraw the motion.

It was moved by B. Canfield and seconded by C. Thomas that: Governing Council rescind the Erford/Farley motion requiring ACA to Adopt the membership Alternative #5. Motion withdrawn.

Motion from the International Committee

It was moved by the International Committee to: (1) Establish a two-tiered ACA initiative for international and global issues, and (2) Establish a biennial ACA International Summit for ACA leaders and members to be held concurrently with the ACA Conference and/or another designated ACA leadership meeting. Motion referred to Financial Affairs Committee for fiscal impact.

APCO Application

It was moved by B. Canfield and seconded by S. Lopez-Baez to: Accept the Alliance of Professional Counseling Organization (APCO) application from The Mexican Counseling and Psychotherapy Association. Motion passed.

Friday, March 20, 2009

Selection of Representative to Executive Committee and Nominations and Election Committee

Executive Committee

Division Representative – Dale Pehrsson

Region Representative – Kelley Kenney

Nominations and Election Committee
Division Representative – Thelma Duffy
Region Representative – Annette Bohannon

Financial Affairs Committee
Division Representative – Spencer Niles
Region Representative – Kelly Duncan

Corporate Affiliate Reports

AASCB – Vilia Tarvydas, President of AASCB provided an overview on the activities of the American Association of State Counseling Boards.

ACA Foundation – Courtland Lee provided information on the ACA Foundation activities.

ACA Insurance Trust – Paul Nelson, Executive Director, ACA Insurance Trust provided a written report and summary. These report were for information only and no Governing Council action was required.

Implementation of the Membership Menu Plan

It was moved by B. Erford and seconded by N. Farley that: In order to implement the membership menu plan:

1. That additional information be collected so that the board can ultimately make a data-driven decision.
2. That this information be provided to the Governing Council no later than July 1, 2009 (this would necessitate that the departing GC members brief the person who will replace them).
3. Staff will then analyze the data and prepare a summary of recommendations for the board's consideration. This report will be due on August 15, 2009.
4. Based on the models selected, ACA will create a "virtual" membership application featuring the top three choices. We will do this in order to collect anecdotal data from members, selected former members and prospective members who will be encouraged to voice their opinion by completing the "application" of choice. These will NOT be real membership applications, so much as our way of surveying the members by allowing them to complete the membership model that they most prefer.
5. At the November 2009 Governing Council meeting leadership can decide what to implement.
6. Based on this timeline, we will begin piloting the new membership model by February 1, 2010, with a system-wide rollout on July 1, 2010.
7. These implementations guidelines will be completed by ACA Staff in collaboration with the Executive Committee, Financial Affairs Committee, and the makers of this motion.

During the discussion it was determined that the previous October 2007 Governing Council motion needed to be rescinded prior to voting. In order to do this the current motion needed to be withdrawn.

It was moved by B. Erford and seconded by N. Farley to: Withdraw the B. Erford/N. Farley on implement the membership menu plan. Motion passed.

It was moved by B. Erford and seconded by N. Farley that: Governing Council rescind the October 2007 Erford/Farley motion requiring ACA to Adopt the membership Alternative #5. Motion passed.

It was moved by B. Erford and seconded by N. Farley that: In order to implement the membership menu plan:

1. That additional information be collected so that the board can ultimately make a data-driven decision.
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6. Based on this timeline, we will begin piloting the new membership model by February 1, 2010, with a system-wide rollout on July 1, 2010.
7. These implementations guidelines will be completed by ACA Staff in collaboration with the Executive Committee, Financial Affairs Committee, and the makers of this motion.

Motion passed.

Strategic Plan

It was moved by J. Culbreth and seconded by S. Niles that: GC adopts the following initiatives as a 5 year strategic plan for ACA.

1. Re-engineer governance
2. Improve member services for the 21st century
3. Integrate research and practice
4. Advocate for the profession
5. Strengthen the organization

Motion passed.

Appreciation

It was moved by B. Erford and seconded by the group that: The Governing Council express appreciation and gratitude for the services and dedication displayed by: Laura Jo Severson; Queen Fowler; Ned Farley; Sally Murphy; Scott Young; Loretta Bradley, Jessica Diaz; Sandra Lopez-Baez; Jim Blundo; Carolyn Rollins; Sylvia Shortt; Colleen Connolly; and Brian Canfield in service to the ACA Governing Council.

Adjournment

There being no further business, the meeting of the ACA Governing Council was adjourned at 11:50 a.m. on March 20, 2009.