

GOVERNING COUNCIL MEETING
October 28-29, 2010

MINUTES

Call to Order

The ACA Governing Council meeting was called to order at 1:08 pm, October 28, 2010 at the Westin Hotel in Alexandria, VA. President Marcheta Evans presided. Governing Council members present for all or part of the meeting were as follows:

Annette Bohannon, Southern Region	Kelley Romaine Kenney, North Atlantic Region
Loretta J. Bradley, IAMFC	Lynn E. Linde, ACA Past President
Kay T. Brawley, NECA	Don W. Locke, ACA President-Elect
Kenycia Byrd, Student Representative	A. Scott McGowan, C-AHEAD
Craig Cashwell, ACES	Brenda Melton, ASCA
Hugh C. Crethar, CSJ	Nancy Heller Moskowitz, AMHCA
John R. Culbreth, IAAOC	Spencer Niles, NCDA
Joseph D. Dear, Western Region	Patty Nunez, ARCA
Kelly Duncan, Midwest Region	Catherine Roland, AADA
Bradley T. Erford, AACE	M. Carolyn Thomas, ASGW
Marcheta Evans, ACA President	Cirecie A. West-Olatunji, AMCD
Perry Francis, ACCA	Joy S. Whitman, ALGBTIC
Darcy Haag Granello, ACA Parliamentarian	Richard Yep, ACA Executive Director
A. Robert Iverson, ACEG	Elias Zambrano, ACA Treasurer

E. H. Mike Robinson, ASERVIC, was not in attendance and Thelma Duffey, ACC, participated electronically.

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

Deb Barnes, Assistant Executive Director
Scott Barstow, Director, Public Policy
Holly Clubb, Director, Leadership Services
Rebecca Daniel-Burke, Director, Professional Projects & Career Services
Brian Canfield, ACA Treasurer-Designate
W. Mark Hamilton, AMHCA, Executive Director
Robin Hayes, Director Conference and Meetings
Theresa Holmes, Senior Meetings Coordinator
Dominic Holt, Legislative Representative
David Kaplan, Chief Professional Officer
Carol Neiman, Deputy Executive Director
Stacy Shaver, Executive Assistant
Cindy Welch, Chief of Staff
Richard Wong, ASCA Executive Director

President Evans provided opening remarks and overview of the meeting. The Members introduced themselves.

Parliamentarian's Remarks and Meeting Rules

Parliamentarian Darcy Haag Granello provided remarks and guidelines for the meeting.

Approval of the Agenda

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

Approval of Consent Agenda

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

Items on the Consent Agenda:

1. Consent Agenda
 - a. Minutes from March 17-19, 2010 Governing Council meeting
 - b. Minutes from June 17-19, 2010 Executive Committee meeting
 - c. ACA Bylaws:
 - i. Article XII. Committees
 - ii. Article II.1.e and Article II.3.a
 - iii. Article V.5 and Article VII.5
 - iv. Article XI.2
 - v. Article XII.3
 - vi. Article XIII.2 & 3
 - d. Division and Branch Bylaws:
 - i. NECA
 - ii. ACC
 - iii. ARCA
 - iv. Maryland Association for Counseling and Development
 - v. New Mexico Counseling Association Bylaws
 - vi. Texas Counseling Association
 - vii. C-AHEAD Name Change
 - e. APCO Applications
 - i. Commission on Rehabilitation Counselor Certification (CRCC)
 - ii. Academie voor Counseling en coaching (Netherlands Academy for Counseling & Coaching).
 - iii. Bermuda Counsellors Association
 - f. Ethics Interest Network
 - g. Criteria for the Selection of Leaders for ACA Sponsored People To People Ambassador Programs Delegations
 - h. Committees and Task Force Reports:
 - i. Audit Committee
 - ii. Awards Committee
 - iii. Branch Development Committee
 - iv. Bylaws and Policies Committee
 - v. Ethics Committee
 - vi. Human Rights Committee
 - vii. International Committee
 - viii. Nominations and Election Committee
 - ix. Public Policy and Legislation Committee
 - x. Publication Committee
 - xi. Crisis Response Planning Task Force
 - xii. Ethics Appeal Panel
 - xiii. Graduate Student and Mentor Task Force
 - xiv. New Orleans Community Project Task Force
- Did not receive reports from the following Committee and Task Force:
- i. Research and Knowledge Committee
 - ii. Cyberspace and Technology Task Force
- i. 2009-2010 Final Reports
 - i. Final Report – Bylaws Committee (2009-2010)
 - ii. Southern Region Report (2009-2010)

This ends the Consent Agenda.

Reports from the Officers

Reports were submitted by the President, President-Elect, and Past President. These reports were for information only and did not require Governing Council actions.

Executive Director Report:

Richard Yep presented an oral report. ACA Staff Members Rebecca Daniel-Burke, Scott Barstow, and Cindy Welch also provided updates.

Treasurer's Report

Elias Zambrano, ACA Treasurer, provided both a written report and PowerPoint presentation on the status of the ACA Budget.

Audit Committee Update

Kelly Duncan provided an update from the Audit Committee.

Motions from the Financial Affairs Committee

It was moved by the Financial Affairs Committee that: The Financial Affairs Committee creates an Investment Subcommittee to assist in fulfilling the oversight of the investments, investment policies, and to perform specific duties as set forth in the attached charter. Motion passed.

It was moved by the Financial Affairs Committee that: The Financial Affairs Committee recommends financial updates that would be provided to the membership via ACA website twice a year following the Governing Council meetings. The web link would be distributed as part of either the Executive Director's or President's column. Motion withdrawn.

It was moved by the Financial Affairs Committee that: The Financial Affairs Committee recommends to the Governing Council that: Replacement Reserves of \$157,325 and Operating Reserves of \$142,675 be undesignated and utilized to fund the upgrade of the ACA information technology and financial reporting systems, including moving the systems to the data center. Motion passed.

ACA Recommended Initiatives Advancing the Counseling Profession

Lynn Linde provided some background information on the Recommended Initiatives Advancing the Counseling Profession that was included in the Working Papers. Further discussion continued later in the meeting.

Motion from Western Region

The Financial Affairs Committee has asked for more specificity regarding the motion from Western Region. The maker of the Motion has agreed to provide the needed information. The motion was not seconded and was withdrawn.

Motions from North Atlantic Region

It was moved by P. Francis and seconded by K. Kenney that: The ACA Governing Board approves a stipend for members of the 20/20 Committee beginning with the next fiscal year. Members will receive reimbursement for one night hotel accommodation and \$50.00 to cover meals for one day. Motion defeated.

It was moved by J. Culbreth and seconded by P. Nunez that: The ACA Governing Board approves a \$1 increase in dues. The one dollar increase will go to the Branch Development Committee to support struggling branches and branches that are starting up again. Branches may apply to the Branch Development Committee for grants.

It was moved by D. Locke and seconded by K. Kenney that: The Culbreth/Nunez motion be referred to the Branch Development. Motion passed.

The Motion will be referred to the Branch Development Committee.

Recommendations for ACA Bylaws Changes

Lynn Linde, Chair of the Nominations and Election Committee, provided background information regarding the recommended Bylaw changes. This item was for discussion only and no action was required.

Brad Erford, Chair of the Bylaws and Policy Committee, presented a couple of recommendations for ACA Bylaws changes. The Council agreed the Bylaws and Policy Committee should draft language for the next Governing Council meeting.

Friday, October 29, 2010

Diversity and Multicultural Training

Anne Veator, Ivy Planning Group, presented the diversity training on "What's Your Microtrigger?"

Financial Report to Members

It was moved by the Financial Affairs Committee to: Change policy 405.1.3.j to read "prepare an official report of the association's financial status after each Governing Council meeting and post it on the ACA's website. The report web link will be posted in the Executive Director's *Counseling Today* column, along with instructions for the reports access for members not connected to the internet. Motion passed.

Branch, Division and Organization Affiliates Bylaws Review

It was moved by the Bylaws and Policies Committee that: The Policy Manual will be adjusted to require the Bylaws Committee to review Branch, Division, and Organizational Affiliates on a 10-year rotation cycle, rather than the current 4, 5, and 5 year cycle respectively. Motion passed.

ACA Recommended Initiatives Advancing the Counseling Profession

Dominic Holt, Legislative Representative, provided background regarding the formation of an ACA Task Force for School Counseling. Brenda Melton, ASCA Representative, requested members from ASCA be included on the proposed Task Force.

It was moved by C. Rollins and seconded by J. Culbreth that: The Governing Council approves the formation of the ACA Task Force for School Counseling. Members of the Task Force are: Lynn Linde, Chair; Cheryl Holcomb-McCoy; Vivian Lee; Kim Chavez; Brad Erford; Stacey Ho; Rachele Perusse; Lilliana Cuevas; James Moore; Jasmine Graham; Patricia Henderson; John Carey; Brenda Melton; and Annette Bohannon. Motion passed.

Application for a New Organizational Affiliate, Association for Child & Adolescent Counseling

It was moved by J. Culbreth and seconded by P. Francis to: Suspend Policy 601.1, d, requiring the ACA Executive Director to forward copies of the proposed Organizational Affiliate's application and bylaws to Division and Organizational Affiliate presidents a minimum of 180 days before the next Governing Council meeting. Motion passed.

It was moved by J. Culbreth and seconded by P. Francis that: The Governing Council approves the Association for Child & Adolescent Counseling (ACAC) as an Organizational Affiliate of ACA. Motion passed.

Joint Membership Dues Structure with Branches

It was moved by J. Dear and seconded by K. Duncan that: ACA will put together the financial impact on creating a joint membership dues structure with branches and present the findings of their cost analysis at the 2011 ACA Fall Governing Council meeting. Motion passed.

Update - 20/20: A Vision for the Future of Counseling

David Kaplan reported on the current activity of 20/20: A Vision for the Future of Counseling. 29 of the 31 entities have endorsed the definition of counseling. The next step is licensure portability.

Strategic Initiatives

The body divided into groups to discuss the top two priorities among the Strategic Planning Initiatives. The groups focused on two initiatives: 1) Governance, and 2) Improving member services and benefits to address 21st century needs. The groups were to create two action items to address the issues and pick two priorities related to those actions.

Group Reports:

Group 1 - Strategic Planning Initiative – Governance.

Nomination and Election Process for ACA President:

From the suggested changes to the Policies and Procedure 1210.2 – Nominations and Elections of Officers:

- Add two things to the list of qualifications: No ethical violation and 10 years as an ACA Member
- Add to the criteria of experiences: Branch leadership as a President of a Branch; Multiple involvements in divisions; and community service as related to the profession.

President Evans instructed the Nominations and Election Committee to redo the draft of suggested changes to incorporate the items discussed and circulate on the listserv for discussion and have recommendations for the Governing Council to vote on in March.

Group 2 - Strategic Planning Initiative – Improving member services and benefits to address 21st century needs.

Objective 3: Objective 3: Increase the services to practitioners.

- Information needs to be available digitally and hard copies available.

Objective 5: Market to/attract international members (globalization)

- To create an international membership fee that was sliding based upon the economic level of the country.
- A global benefit package that would be electronic.
- Connect with existing ACA efforts, such as International Committee or affiliate organizations such as CACREP and NBCCI.

We don't want to come across as patriarch and that we know best, rather because we have the membership size and the economic resources, we can be a hub of information and resources that people could access. We are not telling people what to do or that we know what is best.

Group 3 - Strategic Planning Initiative – Improving member services and benefits to address 21st century needs.

Objective 1: Develop membership options that are responsive to diverse member needs.

- Like the model where a division membership is offered free for one year with the parent organizations membership.
- Retaining the student memberships and what would entice them.

Objective 2: Increase the use of technology to enhance the delivery of services to members.

- Additional online resources by topic.
- Increase the professional networking.

Objective 4: “Services for profit” information for a fee for nonmembers

- Job Bank – ACA may not service in this function but have resources to link to other job banks.

Objective 5: Market to/attract international members (globalization)

- Not a high priority, but if you provided the services the international members will join.

Group 4 - Strategic Planning Initiative – Improving member services and benefits to address 21st century needs.

Objective 1: Develop membership options that are responsive to diverse member needs.

- Find a way to keep members, especially students.

Objective 3: Increase the services to practitioners.

- ACA become the one-stop shop for practitioners. If practitioners needs something they would automatically come to ACA first.

Group 5- Strategic Planning Initiative – Improving member services and benefits to address 21st century needs.

- May need a different approach – looking at how are the emerging leaders different from us? Before we do anything else, step back and take a look at the kinds of needs these students have, so we can have a better idea of what they want.

- We need to train the students on being professionals and being a member of a profession association - shaping professional behavior and professional identity.

Next Steps: Form Strategic Plan online workgroups to address the various Strategic Planning Initiatives; a facilitator will be assigned for each group to work, to continue the work using technology.

Adjournment

There being no further business, the meeting of the ACA Governing Council was adjourned at 2:15 p.m. on October 29, 2010.