



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org

**Governing Council Meeting
May 22, 2019
Conference Call**

Minutes

The ACA Governing Council conference call meeting was called to order on Wednesday, May 22, 2019 at 3:01pm ET. President Simone Lambert presided. Governing Council members present for all or part of the meeting were as follows:

Simone Lambert, President
Heather Trepal, President-elect
Gerard Lawson, Past President
Judy Daniels, Parliamentarian
Richard Yep, CEO, Ex-officio
Suzanne Degges-White, Governing Council Representative, AADA
Elsa Soto Leggett, Governing Council Representative, ACAC
Shane Haberstroh, Governing Council Representative, ACC
Monica Osburn, Governing Council Representative, ACCA
Marty Jencius, Governing Council Representative, ACES
Mark Scholl, Governing Council Representative, AHC
Jane Rheineck, Governing Council Representative, ALGBTIC
Carlos Hipolito-Delgado, Governing Council Representative, AMCD
Elizabeth O'Brien, Governing Council Representative, ASERVIC
Jonathan Orr, Governing Council Representative, ASGW
Edil Torres Rivera, Governing Council Representative, CSJ
Paul R. Peluso, Governing Council Representative, IAMFC
Lynna Meadows Morton, Governing Council Representative, MGCA
Michele Kerulis, Governing Council Representative, Midwest Region
Summer Reiner, Governing Council Representative, North Atlantic Region
Melanie J. Drake Wallace, Governing Council Representative, Southern Region
Elizabeth Forsyth, Governing Council Representative, Western Region

Thelma Duffey, Treasurer; Niloufer Merchant, Process Observer; Donna Gibson, Governing Council Representative, AARC; Paige Nicole Dunlap, Governing Council Representative, ARCA; Leigh Falls Holman, Governing Council Representative, IAAOC; Lisa Severy, Governing Council Representative, NCDA; Seneka Arrington, Governing Council Representative, NECA; and Stacey A. Litam, Governing Council Student Representative; were not present

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Others in attendance at the meeting as staff or observers include:

Angela Thompson, Chief Human Resources and Diversity Officer

Natasha Rankin, Chief Operations Officer

Amy Smith, Governance Administrator

Brandi McIntyre, Executive Assistant to Chief Financial Officer

Carol Salerno, Controller

Pat Dudley, Graduate Assistant to the ACA President

Stella Kerl-McClain, 2019-2022 Governing Council Representative, ACC

Wendy Killam, 2019-2022 Governing Council Representative, AADA

Dannette Patterson, 2019-2022 Governing Council Representative, MGCA

Jason Marotzke, 2019-2022 Governing Council Representative, Midwest Region

Laura Pignato, 2019-2021 Governing Council Student Representative

Welcome and Chair's Remarks

President Lambert thanked the members of the Governing Council for being on the call and shared news about the Mental Health Month in May. She recognized several ACA staff, leaders, and others all of their hard work including:

- President-Elect Trepal for attending the Philippines Guidance Counseling Association Conference representing ACA
- Chief Knowledge & Learning Officer Lynn Linde attended International Association for Counseling Conference with President Lambert in Moncton, Canada
- Public Affairs Strategist Katrina Lee attended the SAMHSA National Children's Mental Health Awareness Day on May 6 and the Washington Post Mental Health and Addictions Crisis; keynotes for this event were Glenn Close, Senator Roy Blunt, and Senator Debbie Stabenow
- Thanks to CEO Yep, Chief Communications & Engagement Officer Tiffany Erickson, Lynn Linde, Natasha Rankin, and Ethics Specialist Joy Natwick for their work with the committees and taskforces and all the work that took place this year and integrating the strategic framework, and to the Governing Council members that are liaisons to those groups
- Thanks to Public Policy and Intergovernmental Affairs Director Brian Banks and the Government Affairs team for the work on Medicare
- A Twitter chat that took place on May 17 which was a wonderful pilot to be able to practice that. Thanks to T. Erickson, K. Lee and the ACA technology team who did a fantastic job and built on the work of the Prevention Taskforce and the Division leadership
- 2019 ACA Conference & Expo keynote speaker Cynthia Germanotta was recognized by the United Nations from the World Health Organization as a Mental Health Advocate

Approval of Agenda

- It was moved by E. Leggett and seconded by C. Hipolito-Delgado to approve the meeting agenda as presented.

MOTION CARRIED

Meeting Minutes

- It was moved by M. Jencius and seconded M. Drake Wallace to approve the March 25-26, 2019 Governing Council meeting minutes as presented.
MOTION CARRIED

- It was moved by G. Lawson and seconded E. Leggett to accept the February 20, 2019 Executive Committee minutes as presented.
MOTION CARRIED

CEO Update

CEO Yep updated the Board on the following:

2018-2021 Strategic Framework & Priority Initiatives for FY2019

After the Governing Council adopted its new strategic plan in April 2018, the board then approved the strategic drivers that would help to support the plan. From the strategic drivers, the Governing Council then identified priority initiatives for FY2019-2022.

In addition to the three priority initiatives, there are a number of other projects or activities we work on that support additional facets of the strategic plan. The priority initiatives provide even more guidance to staff on how the board wishes to prioritize the resources it possess. The staff created a series of “key operational goals” that help to support the board’s overall initiatives. Here are the Priority Initiatives:

- *Advocacy: Give voice and representation to counselors, the profession, and consumers*
 - Advocacy Initiative 1.1: Working to advance and ensure that licensed professional counselors enjoy seamless portability of their licenses when: moving to other states; practicing across state lines; and engaging in tele-counseling
 - Advocacy Initiative: 1.2: Working to ensure equitable, consistent, and adequate reimbursement for appropriately educated, trained, and licensed professional counselors in all practice settings
- *Relevance: Recognized leadership and credibility with current and emerging counselors, the mental health arena, the media, public policymakers, and consumers*
 - Relevance Initiative 3.2: Raising awareness among the public and consumers about the benefits provided by the counseling profession

The Key Operational Goals (which help to support the Priority Initiatives) include:

- Member Engagement
- Member/Non-Member Services
- Financial Performance
 - Revenues
 - Membership Statistics
 - Budget
- Outreach

- Organizational Effectiveness
 - HR
 - Governance
- Business Operations

We structured our work this year in support of the Governing Council's passage of the 2018-2021 Strategic Drivers and emphasis on the Priority Initiatives. We also included support to a number of other initiatives with ongoing or new programs and efforts throughout this year, many of which are represented on the Scorecard.

Public Policy and Advocacy

- Interstate Compact Initiative: We continue to move forward on the initiative. We are now in the phase of identifying members for the Advisory Committee. We hope to convene the first meeting of this group this fall. We are on schedule.
- New public policy director and Medicare legislation: We hired Brian Banks as our Director of Public Policy and Intergovernmental Affairs shortly before the ACA conference. He and his team continue meet with Congressional Members on the Mental Health Access Improvement Act (S.286 & H.R. 945):
 - This act would establish Medicare reimbursement for LPCs and MFTs. To date the House Bill has 32 co-sponsors, and the Senate Bill has 16 co-sponsors.
 - We have several meetings set up over the month to advocate and educate Congressional Members on the importance of this Bill.
- We are hosting ACA Members from key states to meet with their congressional delegation. To date we have had Colorado and Idaho represented. We are focused on the states where members sit on the committees that will vote for our bill to move to a full House and Senate vote.
- Institute for Leadership Training---ACA's Eleventh Annual ILT will focus on the importance of advocating for the profession, and attendees will visit Capitol Hill to meet with members.

Raising Awareness of Professional Counseling

- Achieved 7,000 Instagram followers which is a milestone for us. The most liked Instagram post: P!NK quote on marriage counseling which had 747 likes.
- Our Counseling Awareness Month #CounselorsHelp hashtag impressions had a 10% increase this year over last year's campaign.
- #Counseling2019 Conference hashtag impressions increased from 3.6 to 7.4 MM year-over-year which is a 105% increase
- Mental Health Month launched with our Spotify Playlist, Crossword Puzzle, Resources & a Twitter Chat.
- Since July 1, 2018, ACA has had 1,117 media hits.

2019 Conference Stats:

- We had 4,550 attendees at the ACA Conference in New Orleans, which is almost 400 more than what was called for in the budget (and nearly \$200,000 more than what was projected)
- Highest attendance in at least two decades
- Over 2,200 attendees were first timers
- 362 have registered for the 2020 San Diego conference
- Bookstore set a new record at almost \$67,000 in sales

Membership:

- Membership as of April 1 stands at 52,645, we may not reach our budgeted goal which is why the robust sales resulting in non-dues revenues are so significant
- During this fiscal year, we have recruited 13,054 new members

Non-Member Sales and Services

- Includes sales of online learning, books and conference registrations to non-members. The largest source of increase, compared to last year, is Online Learning which went from 325 to 730 non-member purchases
- Conference registrations from non-members also increased significantly from 366 to 596
- Print publication sales are \$44,000 higher than same time last year
- HPSO stipends and other affinity program revenues are \$137k higher than same time last year

Financial Performance

- Our staff goal was to meet or exceed the targeted net revenue as approved in the FY'19 budget of \$6,943. Our current projected finish for the year will likely be net revenue closer to \$200,000-\$300,000.


Workforce Development & Diversity

- Completed baseline engagement survey of all staff
- DiSC instrument to be administered during the summer
- Currently recruiting and/or about to hire for positions in Government Affairs, Information Technology, and Professional Development

Financial and Investment Update

Carol Salerno, Controller, provided an overview of ACA's financials, referencing March 2019 information shared with the Governing Council.

- This report is as of March 31, 2019, and shows how ACA is performing financially nine months into Fiscal Year 2019. After nine months, we continue to be on solid financial footing. Through March, our net operations were about \$329,000 better than expected by our budget, with a positive net income from operations of almost \$525,000.
- On the Revenues side, now that we're recognizing Annual Conference activity, Net Revenues have improved to being slightly better than budget through March, at about



\$83,000 over budget. The primary reason for this favorable outcome is Annual Conference beat its revenue goals due to the great turnout in New Orleans. Driven by the more than 4,500 attendees, registration revenue beat budget expectations by over \$200,000. In addition, exhibitor and sponsorship goals were also surpassed by approximately \$30,000. There are a few revenue areas where we're not quite hitting our budget targets, such as membership and advertising, but overall our revenues are better than we expected through the month of March.

- On the Expense side, we continue to perform significantly under budget with expenses being approximately \$245,000 less than budgeted through March. There are a few different reasons for expenses being under budget thus far:
 - As previously reported, we had favorable budget results from both the Governing Council meeting and ILT back in July, with those events combining to come in over \$50,000 under budget;
 - As we've seen throughout the fiscal year, most of our expense areas have trended at or under budget as we've been identifying and implanting ways to operate more efficiently at ACA. For example, printing and postage costs are \$60,000 under budget as ACA continues to shift more activity digitally and has brought printing jobs in-house to perform them more efficiently.
- Based on these March results, ACA staff updated their full-year projections for their best guess on how all of FY2019 will turn out. Those projections now predict ACA will end the year with an operating surplus of around \$200,000.
- Along with the solid operating results, we informed the Governing Council previously that we had the great news of receiving \$1.2 million a few months ago related to proceeds from the ACA Insurance Trust. Those proceeds, along with the favorable operating results thus far, result in ACA recognizing a gain from all activities of over \$1.5 million through the end of March.
- Reflecting these great results for FY2019, ACA's balance sheet remains strong. As of March 31st, ACA has almost \$2.5 million in cash and over \$8.7 million in investments.

Interstate Professional Licensure Compacts

CEO Yep reported that we are forming the Advisory Committee and they will meet in the fall and that we are on schedule.

CEO Evaluation Process Policy 1501.4

President Lambert reported that the Executive Committee will be addressing proposed policy revision during its meeting on May 22. Two considerations that are integral to this document are the budget and the CEO Evaluation.

- It was moved by C. Hipolito-Delgado and seconded by L. Meadows Morton to adopt proposed changes to ACA Policy 1501.4 CEO Evaluation Process as presented.
MOTION CARRIED



New Business

A questions was asked regarding how ACA can ensure a healthy workplace given the fewer number of employees and increased responsibilities. CEO Yep explained this is the focus of the employee engagement initiatives, which includes the DiSC survey and team building exercises in the coming year so that we can address those exact issues and can address any concerns in future meetings. Chief Human Resources and Diversity Officer Angela Thompson reported on staff positions that have recently been filled and positions that are still to be filled. She also reported that even though we have several open positions, we are operating more efficiently because ACA staff are working more collaboratively.

P. Peluso raised awareness that the American Psychological Association is putting together a task force charged with delineating competencies for students completing Master's level programs in health service psychology and that ACA should consider this as a topic for future discussion. He indicated that he would share the call for task force members with the Governing Council Members ACA Connect.

Adjournment

With no further business, the Governing Council meeting adjourned by consensus at 3:39pm ET.