



**AMERICAN COUNSELING  
ASSOCIATION**  
*counseling.org*

**Governing Council Meeting  
October 24-26, 2019  
Westin Arlington Gateway  
Arlington, VA**

**Minutes**

The ACA Governing Council meeting was called to order on Friday, October 25, 2019 at 9:02am ET. President Heather Trepal presided. Governing Council members present for all or part of the meeting were as follows:

Heather Trepal, President  
Sue Pressman, President-elect  
Simone Lambert, Past President  
Thelma Duffey, Treasurer  
Kathy Ybanez-Llorente, Parliamentarian  
Judy Daniels, Process Observer  
Richard Yep, CEO, Ex-officio  
Donna Gibson, Governing Council Representative, AARC  
Hayley Stulmaker, Governing Council Representative, ACAC  
Stella Beatriz Kerl-McClain, 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  
Leigh Falls Holman, Governing Council Representative, IAAOC  
Paul Peluso, Governing Council Representative, IAMFC  
Dannette Berksteiner, Governing Council Representative, MGCA  
Lisa Severy, Governing Council Representative, NCDA  
Seneka Arrington, Governing Council Representative, NECA  
Jason Marotzke, 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  
Laura Pignato, Governing Council Student Representative

Paige Nicole Dunlap, Governing Council Representative, ARCA was present via Zoom.

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

Angela Thompson, Chief Human Resources and Diversity Officer, ACA  
Dave Jackson, Chief Financial Officer, ACA  
Natasha Rankin, Chief Operations Officer, ACA  
Lynn Linde, Chief Knowledge and Learning Officer, ACA  
Tiffany Erickson, Chief Communications and Engagement Officer, ACA  
Brian Banks, Director of Government Affairs, ACA  
Amy Smith, Governance Administrator, ACA  
Brandi McIntyre, Governance and Executive Office Manager, ACA  
Beth Burchill, Meeting Manager, ACA  
Racheal Williams, Meetings Coordinator, ACA  
Katrina Kona, Partnership Strategist, ACA  
Guila Todd, Government Affairs, ACA  
Dania Lofton, Grassroots Strategist and Government Affairs, ACA

## **Friday, October 25**

### **Welcome and Chair's Remarks**

President Trepal thanked CEO Rich Yep and the ACA staff for organizing the meeting and the reception that took place the previous night. She also recognized the 2019-2020 Executive Committee for all of their work. Introductions and ice-breaker: Dr. Trepal went around the room and had everyone state their name and what their first job was or their worst job.

### **New Business Additions to the Agenda**

CEO Rich Yep added ACA's International Efforts.

### **Approval of Agenda**

- It was moved by M. Jencius and seconded by J. Orr to approve the meeting agenda as presented.  
MOTION CARRIED

### **Parliamentarian Remarks**

K.Ybanez-Llorente, Parliamentarian, went over the parliamentarian procedures for the meeting.

### **Process Observer's Remarks**

J. Daniels presented an overview of the flow of the meeting and how to submit comments throughout the meeting (wall posters were set up so that Governing Council members could add comments at any point during the meeting).

### **Diversity and Inclusion Insights – conducted by Mr. Skip Pettit, International Training Consortium, Inc.**

Mr. Pettit discussed various definitions of diversity and inclusion, as well as what fuels innovation.

## **Board Training conducted by CEO Richard Yep:**

Questions asked:

- What do you hope to learn in your time as a Governing Council member, not just in your first year, but in your entire journey?
- What do you think you bring to the table?
- What would make you more effective in your role?
- What do you think you contribute?

Fiduciary Responsibilities of the Governing Council:

- Duty of Care
  - Ensure no conflict of interest
- Duty of Loyalty
  - Best interest of ACA
- Duty of Obligation
  - Adherence to rules and laws
- Duty of Responsibility
  - Rely on the experts
  - Know the Mission and Strategic Plan
    - Visit the ACA website
  - Obligation to review the materials and information
  - Understanding the financials


Small groups were formed to discuss the following:

- Being mission driven
- Having a culture of inquiry
- Strategic thinking

## **Treasurer's Report**

Treasurer Duffey Presented an update on ACA's current financial position for FY2020. She provided an update on:

- The financial responsibilities of the Board – responsible for making sure that ACA's processes and controls are put in place, as well as safe guarding the assets of the association and to ensure that ACA's financial statements are accurate and reliable. The Board is also responsible for reviewing and recommending an annual budget.
- Financial Affairs Committee (FAC) – Charged with keeping Governing Council informed of key financial events, trends and concerns. Responsible for monitoring the overall fiscal health of ACA. Reviews details of the annual budget. FAC will meet in early 2020 about the 2021 budget to present to the Governing Council in April 2020.
- Investment Committee (a subcommittee of FAC) – Meets quarterly with ACA's investment advisor, Morgan Stanley to review ACA's investment portfolio. This



committee is responsible for making sure that ACA's investment goals and objectives are communicated and followed by our investment manager as well as reviewing and evaluating ACA's investment results.

- Audit Committee – Responsible for providing oversight to the financial audit process. ACA goes through a full audit every year.
- Compensation Committee – Responsible for recommending the policies and procedures around compensation and benefits for the CEO and senior executive staff at ACA.

Treasurer Duffey discussed the \$688,000 surplus in FY2019. One of the main reasons was the Annual Conference brought in \$142,000 more than what was budgeted, due to the high number of attendees and exhibitors in New Orleans. We also saw a growth in our Affinity programs, which came in more than \$20,000 ahead of budget. We didn't quite meet our budget goals for membership in FY2019, though the shortfall was only 1% off our budget goal. ACA's expenses for FY2019 were under budget by more than half a million dollars as well.

Treasurer Duffey continued with a review the September 2019 financial statements. For the first three months of the fiscal year, we are essentially on track with budget.

- It was moved by the Financial Affairs Committee that the Governing Council adopt a revised Fiscal Year 2020 budget reflecting \$13,527,459 in Net Operating Revenues, \$13,526,278 in Operating Expenses and excess Operating Net Revenues over Operating Expenses of \$1,181.  
MOTION CARRIED

#### **ACA Staff Introductions and Updates:**

- Tiffany Erickson, Chief Communications and Engagement Officer
- Katrina Kona, Partnership Strategist
- Katrina Lee, Public Affairs Strategist
- Dave Jackson, Chief Financial Officer
- Lynn Linde, Chief Knowledge and Learning Officer
- Brian Banks, Director of Government Affairs

#### **CEO Update**

CEO Rich Yep provided an update on the performance of the Association in the following areas:

- 2018-2021 Strategic Framework and Priorities
- Advocacy
- Practice Support
- ACA Conference & Expo
- Building Engagement and Strategic Marketing
- Member Engagement

- Relevance
- Organizational Excellence / Key Operational Goals
- Member/Non-Member Strategic Communications

### **Strategic Planning Relevance Review Exercise**

CEO Rich Yep and COO Natasha Rankin provided an update of the strategic planning relevance review. The subgroup of the Executive Committee that did a deeper dive into the survey results was introduced:

- President-Elect, Sue Pressman
- Carlos Hipolito-Delgado
- Mark Scholl

The Governing Council broke out into five groups to discuss the current ACA Strategic Plan that runs from July 1, 2018 through June 30, 2021 and the two types of reviews that the board is responsible for undertaking:

- The “Relevance Review” will occur each year
- The “Development Year Deep Dive Cycle” will take place one year before the expiration of the current plan.

The Relevance Review is the focus this year and will ensure that the initiatives ACA intends to prioritize and provide resources for are validated as appropriate. The Governing Council broke out into five groups to discuss the following:

- What themes, if any, did you see that may have been identified by the Subgroup?
- What issues aren't on the plan that we need to be aware of?
- What issues need to be considered for our Deep Dive for the next planning cycle?

### **Process Observer's Remarks**

J. Daniels reported her observations from the day's meeting.

Meeting recessed for the day at 5:15pm.

### **Saturday, October 26**


#### **Call to Order**

President Trepal called the Governing Council meeting to order at 9:08am. She started the meeting out with stating the ACA mission.

#### **Strategic Planning Relevance Review Exercise (Continued)**

The Governing Council continued group discussions on the strategic plan relevance review. President Trepal noted that it appears that we are on track for fiscal year 2021, but we have a lot of areas for our deep dive coming up next year.

#### **CEO Evaluation Process Update**



President Trepal spoke about the newly adopted CEO Evaluation Process. The CEO Evaluation Committee consists of: current ACA President, Past President, and President-Elect.

### **Executive Session**

- It was moved by P. Peluso and seconded by E. Forsyth to enter into executive session without staff.  
MOTION CARRIED

There were no actions taken during Executive Session.

### **Statement of Emotional Support Animals by the Human-Animal Interactions in Counseling Interest Network**

- It was moved by L. Falls Holman to support this advocacy statement and seconded by S. Lambert.

Discussion:

- A question was asked if there was any precedence for an Interest Network putting forth a position statement. R. Yep stated that there have been Interest Networks that moved forward with competencies that this Board has considered
  - President Trepal discussed the fact that the statement appeared on ACA Connect and on Facebook and indicated that it had ACA's approval. It was suggested that the structure of Interest Networks needs to be looked into further. A task force will be developed to examine Interest Network procedures.
- It was moved by S. Lambert and seconded by J. Orr to table the motion until ACA staff has vetted the statement and the Interest Network and staff can work collaboratively to ensure ACA's best interest.  
MOTION CARRIED
  - It was moved by M. Jencius and seconded by J. Orr to develop a work group to examine Interest Network policies and procedures.  
MOTION CARRIED

The members of that group are:

Laura Pignato  
Stella Beatriz Kerl-McClain  
Hayley Stulmaker  
Summer Reiner  
Staff Liaison:  
Natasha Rankin

### **Climate Change Interest Network petition**

J. Daniels explained the petition for the Climate Change Interest Network. She stated that they want to be able to use ACA Connect to have a forum to discuss issues of climate change and how it is affecting mental health. E. Torres Rivera stated that they want to have a platform to share ideas and have support.

- It was moved by J. Orr and seconded by E. Torres Rivera to support the petition to establish the Interest Network for Climate Change.  
MOTION CARRIES

Discussion:

- The concern is the word advocacy being included in the statement, and we have not determined that an Interest Network should be representing ACA in that way.
- It was moved by L. Falls Holman seconded by S. Lambert to amend the motion to approve and to use the updated name of the Interest Network – Interest Network for Climate Change.  
MOTION CARRIES
- It was moved by J. Orr and seconded by E. Torres Rivera to support the petition to establish the Interest Network for Climate Change.  
MOTION CARRIES

### **Committees and Task Forces: Relationship to Strategic Plan**

President Trepal discussed the roles of the committees and task forces. There is confusion and frustration from volunteer leaders because they feel they have done so much work and then nothing happens for various reasons such as the work doesn't fit into the plan, or there isn't a budget, etc.

Governing Council broke out in four groups to discuss the following:

- How do we see the roles of the ACA standing committees and their relationship to the strategic plan?
- What are the strengths of the committees?
- How can we help them be more effective?

President Trepal stated that this information will be compiled as a first step to getting some ideas in order to continue work on this issue through the year.

### **Approval of Consent Agenda**

J. Rheineck noted that there was an error on the ALGBTIC report. There was a name change of the organization by the ALGBTIC Board, but didn't get the change submitted on time to change the bylaws.

- It was moved by L. Severy and seconded by P. Peluso to accept the consent agenda as presented.




## MOTION CARRIED

The following reports are included in the consent agenda:

1. Governing Council Meeting Minutes
  - a. July 2, 2019
2. Acceptance of President's Report
3. Acceptance of President-Elect's Report
4. Acceptance of Past President's Report
5. Acceptance of Committee Reports
  - a. Audit Committee meeting minutes
  - b. Awards Committee report
  - c. Bylaws Committee report
  - d. Ethics Committee report and minutes
  - e. Graduate Student Committee report
  - f. Human Rights Committee meeting minutes
  - g. International Committee report
  - h. Professional Standards Committee report
  - i. Publications Committee report and minutes
  - j. Crisis Preparedness and Trauma Counseling Task Force report
  - k. Cultural Encounters Task Force minutes
  - l. Promoting Mental Health & Averting Addiction Task Force minutes
  - m. Parity Task Force Report report
6. Acceptance of Division Reports
  - a. AADA
  - b. AARC
  - c. ACAC
  - d. ACCA
  - e. ACES
  - f. AHC
  - g. ALGBTIC
  - h. AMCD
  - i. ASERVIC
  - j. ASGW
  - k. IAMFC
  - l. MGCA
  - m. NCDA
  - n. NECA
7. Acceptance of ACA Region Reports
  - a. ACA Midwest Region
  - b. ACA North Atlantic Region
  - c. ACA Southern Region
  - d. ACA Western Region
8. Acceptance of Branch Reports
  - a. Illinois Counseling Association
  - b. South Dakota Counseling Association



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- c. ACA of Virgin Islands
  - 9. Acceptance of Division Bylaws Motion
    - a. South Carolina Counseling Association
    - b. Association for Child and Adolescent Counseling (ACAC)

### **ACA's Review of International Efforts**

CEO Rich Yep is seeking guidance from the Board regarding international efforts. As background; about 7 or 8 years ago, ACA began exploring what we would want to do internationally. ACA hired a consultant who looked at various parts of the world in terms of what counseling is like in different areas. We had our first conference in Singapore 5 or 6 years ago with about 100-150 attendees. A second conference was done there, and then we focused on Ireland. We find that the BACP is not quite as developed as ACA so it's always an interesting endeavor. This year so far, we have been to Australia and Belfast. We have the Korean Counseling Association coming to the San Diego Conference with about 50 people while paying full price, but they are having a conference next year and have asked us to co-sponsor.

The main question for consideration of the Board: is ACA an international based organization based in the United States or are we a United States based organization that wants to reach out internationally? The overwhelming response from the Board was that we are a United States based organization and we are interested in doing things outside of the United States.

### **Process Observer's Remarks**

J. Daniels reported her observations from the day's meeting.

### **Adjournment**

The October 2019 meeting of the ACA Governing Council was adjourned at 1:23pm.