



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org

**Governing Council Meeting
February 12, 2020
Conference Call**

Minutes


The ACA Governing Council conference call meeting was called to order on Wednesday, February 12, 2020 at 2:02pm 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
Kathy Ybanez-Llorente, Parliamentarian
Judy Daniels, Process Observer
Richard Yep, CEO, Ex-officio
Wendy Killam, Governing Council Representative, AADA
Donna Gibson, Governing Council Representative, AARC
Hayley Stulmaker, Governing Council Representative, ACAC
Monica Osburn, Governing Council Representative, ACCA
Marty Jencius, Governing Council Representative, ACES
Mark Scholl, Governing Council Representative, AHC
Carlos Hipolito-Delgado, Governing Council Representative, AMCD
Elizabeth O'Brien, Governing Council Representative, ASERVIC
Edil Torres Rivera, Governing Council Representative, CSJ
Paul Peluso, Governing Council Representative, IAMFC
Dannette Berksteiner, Governing Council Representative, MGCA
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

Thelma Duffey, Treasurer; Stella Beatriz Kerl-McClain, Governing Council Representative, ACC; Jane Rheineck, Governing Council Representative, ALGBTIC; Paige Nicole Dunlap, Governing Council Representative, ARCA; Jonathan Orr, Governing Council Representative, ASGW; Leigh Falls Holman, Governing Council Representative, IAAOC; Lisa Severy, Governing Council Representative, NCDA; Seneka Arrington, Governing Council Representative, NECA; Laura Pignato, Governing Council Student Representative were not present.

Others in attendance at the meeting as staff or observers include:
Misty Ginicola, ALGBTIC President

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Dave Jackson, Chief Financial Officer
Natasha Rankin, Chief Operations Officer
Amy Smith, Governance Administrator
Brandi McIntyre, Governance and Executive Office Manager
Lynn Linde, Chief Knowledge and Learning Officer

Welcome and Chair's Remarks

President Trepal welcomed the Governing Council to the call and special guest, Misty Ginicola, ALGBTIC President.

Approval of Agenda

- It was moved by C. Hipolito-Delgado and seconded by M. Jencius to approve the meeting agenda as presented.
MOTION CARRIED

Endorsement of ALGBTIC Statement of Protection of Trans Youth

Misty Ginicola, ALGBTIC President

M. Ginicola presented the ALGBTIC Statement of Protection of Trans Youth and a brief discussion took place.

- It was moved by C. Hipolito-Delgado and seconded by E. Torres Rivera to support the Statement of Protection of Trans Youth as presented by Misty Ginicola, ALGBTIC President
MOTION CARRIED

Code of Conduct Workgroup Update – presented by Simone Lambert, Chair, Professional Disposition Work Group

ACA currently has a Leadership Code of Conduct, Code of Ethics, and a Conference Code of Conduct, but we don't have a general umbrella for a membership code of conduct. Over the last year, we have noted a need for such a policy as well as procedures in place on how to move forward if there is a complaint. This draft has been vetted by ACA's legal counsel as well as in line with ACA's Code of Ethics and set up to protect the association. Governing Council members were asked to read through the draft ACA Code of Conduct Policy document included in the board book and follow-up with S. Lambert with any feedback, questions, or concerns.

Strategic Planning Update – Presented by Heather Trepal, ACA President

President Trepal led the discussion with the Governing Council about the current strategic plan. We are in the third year of the four year plan. Governing Council engaged in a straw poll to gauge their opinion as to whether they would be in favor of continuing the current strategic plan for an additional year or not. All voting members on the call were in favor of extending the plan. It was suggested to form a committee that would look into any small changes needed in the strategic plan. C. Hipolito-Delgado and M. Jencius were interested in volunteering on said committee. This will be discussed further prior to and at the April meeting.

International Efforts by CEO Richard Yep:

Information was included in the board book as a follow-up to ACA's involvement in international activities from the October meeting. The Governing Council discussed the importance the association's role internationally. The main question on the table is what exactly is ACA's role and how does it fit into the strategic plan (not a strategic priority, but it can fall under 2.1 to 2.7). A conversation will take place through ACA Connect and this item will be up for discussion again in April.

CEO Assessment Process Update by President Heather Trepal:

Staff has put out an RFP for the assessment process. The Executive Committee is going to be meeting next month and continue to build on the process that was built last year.

Financial Update by CFO Dave Jackson

We are half way through the fiscal year and are \$130k better than our budget expected from our net income from operations.

CEO Update by CEO Rich Yep

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

- Membership at 1/31/2020 was 50,787 members. Looking at a number of things to add member value.
 - One thing is an e-commerce platform that will allow us to do monthly membership subscriptions.
 - We are looking at how the online communities can be marketed as a membership benefit.
- Conference – we now have 2,758 registrants for San Diego. We budgeted for 3,700 and we are at about 75% of our goal which is nothing to worry about at this point.
 - The three major hotels that we're using: Embassy Suites is sold out; Hyatt and Omni only need 596 more room nights to fulfill our obligation.
- Social Media –
 - Facebook followers are over 114,000
 - Twitter followers are over 44,000
 - Instagram followers are over 10,000
 - LinkedIn followers are over 61,000
- Public Policy –
 - Compacts update – Advisory Group met over the fall and they continue to meet every month. There is now a drafting team that is comprised of attorneys, licensure board members, etc. They will start their work next month which will go to the full Advisory Group and once that draft is approved it will be disseminated for stakeholder feedback this summer.
 - Continue to push the Mental Health Access Improvement Act. We now have over 100 sponsors in the House and another 30 in the Senate.

- Work being done to allow opioid treatment centers to fund LPCs under Medicare.
- Continuing Education – between July and December there were 17,200 members who took advantage of the free CE of the month. That represents a savings to them of \$498,000.
- Information Technology – Working on upgrading the e-commerce platform and an updated and improved shopping cart.
- Employee Engagement –
 - We are using a coach in the office who comes in periodically to talk to staff interested in coaching sessions.
 - Staff did an adopt-a-family for the holidays.
 - Staff had annual holiday luncheon at the end of January.

Approval of Consent Agenda

- It was moved by J. Marotzke and seconded by S. Pressman to accept the consent agenda as presented.
MOTION CARRIED

The following reports are included in the consent agenda:

1. Governing Council Meeting Minutes
 - a. October 24-26, 2019
2. Executive Committee Meeting Minutes
 - a. September 9, 2019
 - b. December 11, 2019
3. Acceptance of Branch & Division Bylaws Motion
 - a. European Branch of ACA
 - b. Michigan Counseling Association
 - c. Oregon Counseling Association
 - d. Association for Specialists in Group Work (ASGW)
 - e. Ohio Counseling Association
 - f. Association for Assessment and Research in Counseling (AARC)
 - g. American Rehabilitation Counseling Association (ARCA)
 - h. Illinois Counseling Association
 - i. South Dakota Counseling Association
 - j. ACA of Virgin Islands
4. Acceptance of Division Bylaws Motion
 - a. South Carolina Counseling Association
 - b. Association for Child and Adolescent Counseling (ACAC)

Process Observer's Remarks

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

Adjournment

With no further business to discuss, the ACA Governing Council meeting adjourned at 3:19pm.