



AMERICAN COUNSELING  
ASSOCIATION

**Governing Council Meeting**  
**July 20 – 21, 2015**  
**Dr. Thelma Duffey, Presiding**

**Minutes**

The ACA Governing Council meeting was called to order at 9:07 a.m., July 20, 2015 at the Hyatt Regency Crystal City Hotel. President Thelma Duffey presided. Governing Council members present for all or part of the meeting were as follows:

Alan Burkard, ASCA  
Kent Butler, AMCD  
Thelma Daley, Parliamentarian  
Judy Daniels, CSJ  
Suzanne Degges-White, AADA  
Thelma Duffey, ACA President  
Paige Dunlap, ARCA  
Perry Francis, ACCA  
Donna Gibson, AARC  
Sharon Guild-Stitt, MGCA  
Stephen Giunta, AMHCA  
Shane Haberstroh, ACC  
Bret Hendricks, IAMFC  
Lisa Jackson-Cherry, ASERVIC  
Michael Kocet, ALGBTIC  
Simone Lambert, IAAOC  
Gerard Lawson, ACES  
Niloufer Merchant, ASGW  
Terry Mitchell, North Atlantic Region  
Beverly O'Bryant, Process Observer  
Debra Osborn, NCDA  
Diana Pals, Western Region  
Michelle Perepiczka, AHC  
Sue Pressman, NECA  
Dee Ray, ACAC  
Ricshawn Adkins Roane, Student Representative  
Catherine Roland, ACA President-elect  
Robert Smith, ACA Past President  
Melanie Drake Wallace, Southern Region  
Richard Yep, CEO  
Elias Zambrano, Treasurer

Chris Roseman, Midwest Region was not in attendance. Kelly Smith served as the Observer for Midwest Region.

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

Julie Beaver, Executive Assistant  
Carol Bobby, President and CEO, CACREP  
Denise Brown, Senior Director, Membership Relations  
Christian Chan, ACA Member  
Holly Clubb, Director, Leadership Services  
John Crawford, ACA Member  
John Duggan, Manager, Professional Development  
Sylvia Fernandez, CACREP Chair  
David Kaplan, Chief Professional Officer  
Frank Lane, CORE Executive Director  
Christie Lum, Leadership Services Coordinator  
Jeffrey Parsons, CACREP, Chair  
Natasha Rankin, ACA COO  
Jane Rheineck, Treasurer-Designate  
Bonnie Robbins, ASCA  
Carol Salerno, Controller  
Shon Smith, Southern Region Chair  
Art Terrazas, Director, Government Affairs  
Michelle Wade, Ethics Specialist  
Stacy Waterman, ACA Member  
Kate Williams, ACA Member  
Richard Wong, ASCA Executive Director

### **Approval of the Agenda**

It was moved by P. Francis and seconded G. Lawson to approve the agenda.  
Motion passed.

### **Parliamentarian's Remarks and Meeting Rules**

Thelma Daley presented the basics of Parliamentary Procedures using a PowerPoint presentation.

### **Report from Officers and CEO**

Written reports by the President and Past President were included in the Working Papers and each provided a brief summary. The President-elect gave an oral report.

Richard Yep, ACA Chief Executive Officer, presented his report in the form of a PowerPoint presentation. Highlights include:

#### Professional affairs

- FY'14 requests for information & consultations = 10,200.
- Scholars-in-Residence enters 2<sup>nd</sup> year with two new scholars.
- Train the trainers model used for our new certificate program on teaching/presenting on the new ACA Code of Ethics.
- Code of Ethics presentations to branches, divisions, and other entities = 31.
- 20/20 article in JCD.

#### Government Affairs

- Elementary & Secondary School Counseling Program --- saved after its existence was threatened.
- State issues staff working on conversion therapy ban on minors in various states.
- Medicare reimbursement for LPCs—we believe a bill will be introduced soon.
- White House convening on Reach Higher Initiative---ACA invited to participate on the First Lady's effort to see more young people enter college.

- Extension of waiver in TRICARE would allow independent practice of LPCs---Amendment introduced in House of Representatives, now going to a conference with the Senate.

#### International efforts

- ACA Asia Pacific Counseling Conference was a successful nascent effort.
- I would have been pleased with 50 registrants, final total was 91 registrants.
- 12 countries represented.
- Implementation of E-Membership provided to overseas attendees.
- Good first effort, will continue to explore a second event in FY'16.

#### Publications

- Launch of e-book program - 31 ACA titles now available (Kindle, iBook, Course Smart).
- Published 12 books in FY'15.
- Counseling the Gifted Individual was the topic for a nine article special in JCD.
- Online author platform integrated with Scholar One article submission site.

#### Counseling Today

- Three awards – feature writing, health & medical writing, and CT Online.
- The past ten years we have won 36 awards of excellence.
- Three new columns – Neurocounseling; Ethics Inquiries; Practice Brief Showcase.

#### Conference & Professional Education

- For FY'15, more than 3,700 CE sold, 30% increase over FY'14 sales.
- Free CE provided to members = 32,481.
- CE online credit, we added 59 new offerings.
- Partnering with new outside vendors resulted in our exceeding our expo and sponsorship revenue budget by \$26,000.
- Orlando conference had 3,526 total attendees.
- Montreal registrants to date = 354. This is about where we hoped to be this many months out.

#### Grants

- Through partnership with the Human Rights Campaign, ACA will provide technical assistance and communication on improving job readiness in LGBT youth programs through an online training curriculum. ACA to focus on knowledge, skills, cultural competencies among counseling professionals.

#### Membership

- Membership increased 10 out of 12 months and now stands above 56,000.
- In-house Call Center received 23,485 calls.
- Launched a live chat feature in March 2015. Since then, we have had more than 2,600 contacts.
- ACA received a Gold Circle Award for Student Membership Recruitment program from the American Society of Association Executives.

#### ACA in the Media

- In an effort to increase the visibility of professional counseling and the work of ACA, we launched a strategic communications plan two years ago. In FY'15, our efforts resulted in:
  - 102 interviews
  - 15 bylined articles
  - 95 media placements
- These media opportunities were in the following platforms: news sites; broadcast; web story/blog; and, the trade press.
- Continue to grow the Counseling Corner series of articles written for laypersons. The columns now run in newspapers (print and digital) with readership of more than two and one-half million.

#### Marketing communications

- Committed this year to a deeper dive in analytics of various campaigns to help in data based marketing strategy.
- Counseling Awareness Month had nearly 12,000 page visits.
- Our free car magnet offered during Counseling Awareness Month was requested by more than 1,800 members.

- This past year, the ACA Member Toolkit was refined and relaunched – it now includes updates, videos, free CE, and uses more analytic codes so we can track “what works” and what needs to be refined.
- Purchased advertising – ACA engaged in purchasing ads (print and digital) from ASCA, Psychotherapy Networker, AMHCA, AAMFT, and NAADAC.
- ACA received two awards for graphics from the design industry for our Publications Catalog and Student Member Recruitment Kit

#### Social media

- Moved to a central platform, not an ancillary one.
- Doubled Facebook likes this past year, more than 40,000 last week.
- Reached 300,000+ on Facebook.
- Twitter up to 14,000+ followers.
- Rich’s Twitter followers up over 1,000.

#### Leadership services

- 2014 ILT had 155 attendees, 20 content sessions.
- Online training of eight courses for Governing Council members.
- More than 100 applications for committee slots, highest in 10 years.
- National Awards – nominations for all categories, total of 67.
- Graduate Student Essay competition – 141 submissions.

#### Human resources

- Hired seven approved positions:
  - State legislative rep
  - Grassroots organizer
  - Communications analyst
  - Publications coordinator
  - Manager of Professional Development
  - Director of Center for Counseling Practice, Policy & Research
  - Chief Operating Officer
- Negotiated lower health care rate with no major changes and new dental program at lower cost.

#### Information technology

- New VOIP phone system.
- Enhanced video teleconferencing.
- Analyzing all the data we collect via new tech platforms.

#### Your new headquarters

- Move took place last November.
- Major effort that required a great team.
- Landlord paid for half the build out.

### **Financial Update**

Treasurer Elias Zambrano provided a PowerPoint presentation on Financial Training, highlighting the fiduciary duties and responsibility of the Governing Council.

### **Board Professional Development**

Throughout the meeting, Rich yep provide short training sessions on the Role of the Board in Creating Our Strategic Plan. The four sessions included:

- I. The Role of the Board in Creating Our Strategic Plan
- II. Building and Advancing Our Strategic Plan
- III. Prioritizing and Implementing Our Strategic Plan
- IV. Alignment and Expectations of Our Strategic Plan

### **Informal Group Session**

The board moved into a closed, informal session to hold a discussion on a variety of topics.

## **Consent Agenda**

It was moved by G. Lawson and seconded by P. Francis to approve the Consent Agenda.  
Motion passed.

Items on the Consent Agenda include:

1. Approval of the Minutes
  - a. March 2015 Governing Council Meeting
  - b. June 2015 Executive Committee Meeting
2. Division Bylaws Revisions:
  - a. AHC Bylaws
  - b. ALGBTIC Bylaws
3. Branch Bylaws Revisions:
  - a. Connecticut Counseling Association
4. 2015-2016 Appointment: Treasurer-designate: Jane E. Rheineck
5. Acceptance of the 2014-2015 Committee final reports

This ends the Consent Agenda.

## **ACA Fellows Award Program**

It was moved by P. Francis and seconded by T. Mitchell to approve the recommendations of the Awards Committee regarding the ACA Fellows Award program.  
Motion passed.

## **Requests from the Branch Development Committee**

Branch Development Committee made a request for funds to produce podcasts. Staff will work with the Branch Development Committee to produce pod casts. No action was required by the Governing Council.

## **Request from the Graduate Student Committee**

Staff will work with the Graduate Student Committee requests to provide resources at the Montreal conference. No action was required by the Governing Council.

## **Request from IAAOC**

IAAOC asked about having access to the emails of ACA members who endorse an interest in their division focus. A request was also made for ACA to feature each division and division activities on the ACA website front page and a join a division button that is easy to access. Staff will research this request and bring back additional information.

## **Multicultural and Social Justice Counseling Competencies**

It was moved by K. Butler and seconded by G. Lawson for ACA and the Governing Council to endorse the Multicultural and Social Justice Counseling Competencies.  
Motion passed.

## **Tuesday, July 21, 2015**

## **CACREP and CORE**

Carol Bobby, President and CEO, CACREP; Jeffrey Parsons, CACREP, Chair; Sylvia Fernandez, Past Chair, CACREP, Patty Nunez, President, CORE, and Frank Lane, CEO, CORE announced the merger of CACREP and CORE effective July 1, 2017.

## **Diversity Training**

Rich Yep provided diversity and inclusion training on working with millennials.

## **Executive Session**

The Governing Council moved into executive session. During this time the following motions were passed:

It is moved by G. Lawson and seconded by P. Francis that to unify the professional identity of counselors, ACA endorses, supports, and advocates for graduation from a Counselor Education program accredited by CACREP/CORE as the pathway to licensure for independent practice. Motion passed.

It was moved by S. Haberstroh and seconded by T. Mitchell that ACA, in all advocacy efforts related to licensure for independent practice, endorse licensed professional counselors (including comparable state counseling licenses), licensed on or before July 2020, as qualified independent practitioners with the same professional privileges and practice options as graduates from CACREP and CORE programs. Motion passed.

It was moved by G. Lawson and seconded by P. Francis that ACA shall, within its current legislative advocacy structure, endorse and will advocate for: Standards that require graduation from a counselor preparation program accredited by CACREP or an approved affiliate of CACREP (e.g. CORE).

Students must demonstrate sufficient preparation in addressing clinical issues in order to be eligible for licensure for independent practice. In addition to concentrations on mental health, psychology, and human development, this preparation shall include both coursework and practice in assessment, diagnosis, treatment planning, and clinical interventions for individuals with serious mental illnesses and/or serious emotional disturbances. Students must complete a practicum of at least 100 hours and an internship of at least 600 hours. Graduates from programs accredited by CACREP or an approved affiliate of CACREP (e.g. CORE) in Clinical Mental Health Counseling, Clinical Rehabilitation Counseling, Marriage Couple and Family Counseling, or Addictions Counseling are assumed to have met these clinical preparation requirements. Graduates of other CACREP or CORE tracks will need to demonstrate that they have met the clinical coursework requirements.

ACA will support and advocate for a liberal grandparenting period of seven (7) years after the adoption of this language in state regulations, whereby individuals who graduated from regionally accredited programs can still achieve licensure and regionally accredited programs have sufficient time to pursue accreditation from CACREP or an approved affiliate of CACREP (e.g. CORE).

This advocacy will be included in the ACA Governmental Affairs Agenda as soon as is practicable. Motion passed.

End of the Executive Session.

## **Small Group Strategic Planning**

The board divided into five small groups and then each group chose a topic or a combo of topics from the following:

- Professional identity

- Humanistic, social justice, multicultural orientation
- Fiscal solvency
- Evidence Research
- Ethical Practice
- Training and Education of the Profession
- Promotion of the profession to the public
- Advocacy and public policy
- Portability of Licensure
- Criteria for independent practice
- Hodge-podge – a topic not listed above.

Each small group would then provide the following information for their topic or topics of choice:

- List the benefits and risks if ACA were to adopt that topic as one of our strategic pillars.
- List three objectives to support that pillar
- Two activities that would support that objective
- List how success would be measured

Small Group Reports:

Group 1: The three pillars are:

1. Training and Education
2. Professional Identity
3. Evidence-based research

Group 2: The topics discussed were:

1. Public Policy
2. Humanistic, Multicultural and Social Justice

Group 3: Topic discussed was Evidence Based Practices

Group 4: Topic discussed was Portability

Group 5: The topics discussed were:

1. Training and Education
2. Evidence-based research

Commonalties across the five groups:

- Training
- Research
- Professional Identity
- Public Perception for the Profession

### **New Business**

Although there have been no new motions, the following Members that would like to make statements:

Simone Lambert: I request that it be reflected in the Minutes that ACA will explore advocacy efforts on behalf of non CACREP/CORE graduates programs, who desire to move toward CACREP accreditation.

Niloufer Merchant: Given ACA's recent endorsement of CACREP, I recommend that CACREP develop a relationship of mutuality and receptivity to ACA's offered direction and input in educational standards and process of accreditation.

**Division Representative to the Nominations and Election Committee**

Because the Division Representative resigned from the Nominations and Election Committee, the Division Representatives caucused to select another representative. Bret Hendricks has been selected to represent Divisions on the Nominations and Election Committee.

**Adjournment**

There being no further business, the meeting of the ACA Governing Council was adjourned at 4:37 p.m.