



**Governing Council Meeting
September 12, 2018
Conference Call**

MINUTES

The ACA Governing Council meeting was called to order at 2:01pm on Wednesday, September 12, 2018. 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
Thelma Duffey, Treasurer (ex officio)
Niloufer Merchant, Process Observer
Judy Daniels, Parliamentarian
Richard Yep, Chief Executive Officer (ex officio)
Suzanne Degges-White, Governing Council Representative, AADA
Donna M. Gibson, Governing Council Representative, AARC
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
H. Gray Otis, Governing Council Representative, AMHCA
Paige Nicole Dunlap, Governing Council Representative, ARCA
Elizabeth O'Brien, Governing Council Representative, ASERVIC
Edil Torres Rivera, Governing Council Representative, CSJ
Leigh Falls Holman, Governing Council Representative, IAAOC
Paul Peluso, Governing Council Representative, IAMFC
Lynna Meadows Morton, Governing Council Representative, MGCA
Lisa Severy, Governing Council Representative, NCDA
Seneka Arrington, Governing Council Representative, NECA
Michele Kerulis, Governing Council Representative, Midwest Region
Summer Reiner, Governing Council Representative, North Atlantic Region
Melanie Drake Wallace, Governing Council Representative, Southern Region
Elizabeth Forsyth, Governing Council Representative, Western Region
Stacey Litam, Governing Council Student Representative

Jonathan Orr, Governing Council Representative, ASGW, was not present.

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

Natasha Rankin, Chief Operating Officer
David Kaplan, Chief Professional Officer
Dave Jackson, Senior Director of Finance and Administration
Tiffany Erickson, Brand & Engagement Leader
Lynn Linde, Senior Director, Center for Counseling Practice, Policy & Research
Angela Thompson, Human Resources Leader

Welcome and Chair's Remarks

President Lambert welcomed the members to the meeting, expressing appreciation for so many people being able to make the call.

Approval of Agenda

- It was moved by M. Jencius and seconded by E. Soto Leggett to approve the meeting agenda as presented.
MOTION CARRIED.

Minutes

- It was moved by E. Soto Leggett and seconded by C. Hipolito-Delgado that the minutes of the July 2018 Governing Council be approved and the June 2018 Executive Committee Meeting be accepted as presented.
MOTION CARRIED

Consideration and Discussion of Complementary Health Approaches Interest Network/Interest Network for Yoga and Mindfulness in Counseling Interest Network

President Lambert informed the members that the individuals who had requested consideration for the new Interest Networks had withdrawn their requests on September 11. A procedural discussion took place.

- It was moved by C. Hipolito-Delgado and seconded by M. Jencius to table the discussion.
MOTION CARRIED.

Licensure Portability & Interstate Compacts Update

As Chair of the Task Force on Portability S. Haberstroh provided an update on the task force's view of what an Interstate Compact could mean for ACA and portability. They provided vetting questions to submit to NCIC for response and it was noted that additional questions may come up that would be appropriate to share if the process moved forward. President Lambert asked for feedback from the members regarding how counselors as a profession and the Governing Council as a body might define a successful outcome, such as number of states adopting, composition of the advisory board, licensure requirements within the compacts, and if it would be a wise financial investment for ACA.

Questions were asked about how the agreement would be structured in terms of pricing, noting that the cost would be dependent on a number of factors including if other groups joined ACA and the number of phases agreed to and embarked on. Questions were raised and a discussion followed on how stakeholders would be identified for the advisory committee, what states might be targeted, and what control and influence ACA might have on the composition of the advisory committee.

Following a discussion, it was decided that including the projected expense of the project would be shared as part of the FAQs.

President Lambert asked the members of the Governing Council submit any additional questions to her or CEO Yep in the coming week.

Review of Governing Council Self-Assessment Data

President Lambert reviewed the results of the FY2018 Governing Council Self-Assessment and requested feedback on how to improve the process in the future. Suggestions included providing an electronic link/real-time evaluation to the Governing Council that could take place during the last 15 minutes at the end of each day's meeting, with results shared the following morning. This suggestion will be considered for implementation at the March 2019 Governing Council Meeting.

Update on Activity Regarding Professional School Counselors

In support of the discussion by the Governing Council relative to ensuring that professional school counselors continue to have a home in ACA, we created and launched a "Back-to-School" campaign with a special focus on school counseling. The campaign included the development and distribution of tools and resources for counselors to address back-to-school challenges. We have also created a new ACA Professional School Counselor Connect community and created new suicide prevention resources webpages for use by professional school counselors.

In Government Affairs, we supported a \$10 million amendment to the Senate's Labor-HHS appropriations bill that would support the services of professional school counselors. The House is set to vote on their version of the bill by September 30. Our Voter Voice efforts have resulted in hundreds of messages from ACA members to both House and Senate members supporting the bill, and ACA members know that we were pushing the amendment. We are also working with Rep. Katherine Clark's (D-MA) office to include counseling and school counselors in a bill introduced by the Congresswoman focusing on trauma informed care. While the bill may not pass this year, it does provide inroads for ACA to talk with school counselors in Massachusetts.

Membership Update

Since July 1, ACA is up 900 members, and beginning on August 1, ACA began sending out membership renewal surveys to gather feedback on what members value in their membership. We anticipate using that information to continue to better communicate the benefits of membership and also improve programs and services.

2019 Annual Conference & Expo Update

The Program Review Committee completed its work in August, and we have a great line up of educational sessions and Learning Institutes. There's positive buzz regarding what counselors are sharing about coming to New Orleans and current registration is at 550 participants. We are also considering an extension of the summer registration rate due to weather disruptions related to Hurricane Florence.

President Lambert requested that any questions regarding the timing of the Governing Council meeting in March be directed to her, and that hotel and travel information for the Governing Council members will be sent out later this fall.

Financial Report

Treasurer Duffey provided a financial report on the June and July 2018 financials, and proposed changes to the FY2019 budget, highlighting:

- The June 2018 financials reflect a projected Fiscal Year 2018 end, and we believe these numbers are very close to what we expect the final results to be.
 - We ended FY2018 with a net operating loss of about (\$614,000). Considering we were projecting a net operating loss of around (\$900,000) in December 2017, and we had been conservatively projecting a net operating loss of more than (\$700,000) in the last projections provided to Governing Council in June 2018, the final net results were better than we had been expecting.
 - The high-level cause of last year's operating deficit was not meeting our revenue goals. In particular, because membership comprises more than 50% of ACA's revenue budget, the proposed membership increase of 3% was actually a 3.5% decline which resulted in membership revenue being \$693,000 under budget.
 - The primary reason we were able to realize better than projected results was we were more than \$500,000 under budget for expenses due to the many cost-saving initiatives undertaken by staff.
- The July 2018 financials show the first month of our new fiscal year, FY2019.
 - While this is just the first month of the new fiscal year, it's worth noting that both the Institute for Leadership Training and the Governing Council meeting that occurred in July came in lower than budgeted, with Governing Council only costing about \$55,000 compared to a budget of \$91,000 and ILT with a net direct loss of \$28,000, while we had budgeted for a net direct loss of \$50,000. The main reason for these favorable results was leadership's suggestion and staff's ability to use lower cost venues (Governing Council meeting was held at ACA Headquarters and the Institute for Leadership Training was in Alexandria, VA instead of Washington, D.C.).
 - For all net operating activities, we are \$63,000 better than budget with a good solid start to the new fiscal year, resulting from coming close to our revenue budget thus far (only about \$22,000 off pace) and being under budget for expenses by \$85,000 (due to the above and staying on budget in other expense areas).

D. Jackson provided a review of the proposed changes to the FY2019 budget, noting that the rationale for presenting a proposed revised budget came from suggestions made at the Financial Affairs Committee meeting in March 2018 and Governing Council Meeting in April 2018, that staff go back and reconsider the previously approved FY2019 Budget to see if the actual FY2018 results would lead us to recommend changes. With the closure of FY2018 financials, we factored in recommended changes to the budget based on FY2018 performance, with the result being a revised budget that lowers revenue and expenses both by approximately \$128,000, but has a net-neutral impact.

- L. Meadows Morton moved and M. Jencius seconded that the revised FY2019 Budget be approved as presented.
MOTION CARRIED.
- E. Soto Leggett moved and S. Degges-White seconded that the June 2018 and July 2018 financials be accepted as presented.
MOTION CARRIED.

Quarterly Update from CEO

CEO Yep provided an update to the Governing Council and highlighted:

- ACA has a new student benefit of site placement offerings, which is located on the ACA job board website.
- Both print book and e-book sales are tracking higher than last year.

- In July, *Counseling Today* received three awards of Excellence in the 30th Annual APEX competition, in the categories of news writing, feature writing, and best websites. *Counseling Today* and CT Online have received 46 awards since 2005.
- CT Online had its busiest week ever in terms of page views the week of August 27, spurred in large part by ACA's linking to an article from *Counseling Today's* August issue ("The hurting counselor"). For the week, the site received just under 40,000 views. That same week, CT Online also reached its all-time single-day high for page views. For the calendar year, CT Online is averaging more than 4,400 page views per day, a 13.5 percent increase in daily site traffic compared with the prior calendar year. We're currently on pace for more than 1.6 million page views in 2018.
- In August, President Lambert led ACA's delegation to the UN NGO Conference, where we submitted feedback on the UN 2018 DPI/NGO outcome document. ACA's feedback focused on the need for the promotion of mental health and substance use disorders prevention and treatment as key components for the people-centered multilateral system.
- There are two bills in the New York legislature that would enhance the work of LPCs and ACA is monitoring them as we believe that any bill that will amend the current law must include both diagnosis and treatment of mental health disorders, which is critical if LPCs in the state are to be reimbursed by insurance companies.
- We're discussing the possibility of a legislative "Fly-In" during 2019 when a new Congress is sworn in, which could be an excellent opportunity to introduce ACA and professional counseling to newly elected officials.
- ACA of Iowa has launched, joining ACA of New York and ACA of Georgia as entities where every ACA member in that state is automatically a member of the state group at no additional cost.
- ACA was been recognized with a 2018 Summit Award by the American Society of Association Executives for the project we worked on in conjunction with the Human Rights Campaign, where we produced five learning modules for professional counselors working with LGBTQ youth on issues such as college and career readiness.
- ACA Senior Director of Finance and Administration Dave Jackson was recognized as a "Rising Star" and will be honored at the Annual Nonprofit CFO of the Year Awards event in October.
- All staff members completed individual development plans for FY2019, and ACA will support those plans as part of our commitment to professional development, improving the workplace, and reinforcing our commitment to talent management.
- CEO Yep also shared his latest read: *The Inevitable: Understanding the 12 Technological Forces That Will Shape Our Future*

CEO Performance Evaluation Process

President Lambert asked if there were any questions regarding the proposed process for the CEO Performance Evaluation. With no questions raised, she requested that members of the Governing Council share any questions or comments with her via email so that they could be taken into consideration as the process was refined.

FY2019 Strategic Initiatives & Key Performance Indicators (KPI)

CEO Yep provided an overview of how the executive team developed Key Performance Indicators to support the FY2019 Strategic Initiatives, noting that the KPIs are developed to demonstrate that the staff is working on the priorities identified by the Governing Council and that they will help us identify and communicate where we may be falling short, on track, or exceeding goals. He also shared that we are excited to be aligned and focused on the Governing Council's direction-setting via the new strategic plan.

New Business

A discussion took place regarding how to make it easier for members of the Governing Council to access, review, and reference information for each meeting, with suggestions made to title documents to match numbers on the agenda; requesting that information be sent out as one large packet; and that materials be distributed earlier to allow more time to review information. In addition, a suggestion was made to have the information shared in the Governing Council community in ACA Connect easier to find in the library and to use BoardEffect for sharing information in addition to posting on ACA Connect. CEO Yep shared that these suggestions would be taken into consideration for implementation for future meetings.

N. Merchant offered feedback as process observer, noting that the meeting covered a heavy agenda, with members asking good questions and providing thoughtful responses. She stated that overall the meeting went very well with President Lambert keeping the meeting moving on pace and asked good process questions.

President Lambert noted that the topic of Interest Networks will be an agenda item for the Governing Council to consider at a future meeting.

Adjournment

There being no further business, the September 2018 meeting of the ACA Governing Council was adjourned at 3:25pm on Wednesday, September 12, 2018.