



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org

**Governing Council Meeting
July 2, 2019
Conference Call**

Minutes

The ACA Governing Council conference call meeting was called to order on Tuesday, July 2, 2019 at 1:02pm 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
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
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
Edil Torres Rivera, Governing Council Representative, CSJ
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
Laura Pignato, Governing Council Student Representative

Stella Beatriz Kerl-McClain, Governing Council Representative, ACC; Monica Osburn, Governing Council Representative, ACCA; Paige Nicole Dunlap, Governing Council Representative, ARCA; Jonathan Orr, Governing Council Representative, ASGW; Leigh Falls Holman, Governing Council Representative, IAAOC; Paul Peluso, Governing Council Representative, IAMFC; Lisa Severy, Governing Council Representative, NCDA; and Seneka Arrington, Governing Council Representative, NECA 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

Dave Jackson, Chief Financial Officer

Natasha Rankin, Chief Operations Officer

Amy Smith, Governance Administrator

Brandi McIntyre, Executive Assistant to Chief Executive Officer

Welcome and Chair's Remarks

President Trepal thanked the members of the Governing Council for being on the call and thanked Past President Simone Lambert and welcomed President-elect Sue Pressman. She also welcomed returning Governing Council Representatives and newly appointed Governing Council Representatives as well as Treasurer Thelma Duffey, Parliamentarian Kathy Ybanez-Llorente, and Process Observer Judy Daniels. She also thanked CEO Rich Yep and the ACA staff.

Approval of Agenda

- It was moved by M. Drake Wallace and seconded by M. Jencius to approve the meeting agenda as presented.

MOTION CARRIED

Meeting Minutes

- It was moved by M. Jencius and seconded by E. Torres Rivera to approve the May 22, 2019 Governing Council meeting minutes as presented, to accept the May 10, 2019 and May 22, 2019 Executive Committee minutes as presented, and to approve the 2019-2020 Committee and Task Force appointments.

MOTION CARRIED

Role of Governing Council Liaisons to ACA Committees and Task Forces

Process Observer Daniels discussed the roles and responsibilities of a Governing Council Liaison. She stated that in her role as Governing Council Process Observer she would like to try to meet with all of the Governing Council Liaisons a couple of times throughout the year to touch base on what's happening in the committees and task forces and how the role is going and how to be more effective. She stated that she would put these tips in a handout for the Governing Council Liaisons.

She explained that there is a chair, ACA staff liaison, and the Governing Council Liaison on each committee and task force. She noted it's an ebb and flow process in terms of how to be effective, how not to take over the group; and to be a consultant and be able to flow with the process.

Key pointers:


- Understand what the charge of the committee or task force is. This should provide the group with a sense of direction.
- Understand and review the Strategic Plan and see how the committee or task force fits into the plan.

- Ask:
 - How motivated is this group?
 - How can this group best accomplish the charge?
 - How can the Governing Council Liaison, along with the Chair, help motivate the group and keep things moving forward?
- Think about if the products coming out of the group will create a Motion that needs to be presented or a discussion that needs to be brought to the Governing Council. Think about how each group will be connected to the Governing Council.
- Each of Governing Council Liaison brings her/his own expertise and unique talents to the group. Each individual has a different knowledge base to bring to the group and liaisons can help their groups understand how they are linked to the Governing Council.
- Each of liaison has the ability to think big, but know when to speak and know when to be quiet.

CEO Update

CEO Yep updated the Governing Council on the following:

- **Finance**
 - The phrase “net income” is essentially total revenues less expenses. When the term net income from operations is used, it refers to ACA resources outside of what it earns on its investment portfolio. Currently, ACA is projecting net income from operations for FY2019 (the year that just ended on June 30, 2019) to be approximately \$250,000. This is a huge improvement compared to last year's results, which had us at a net operating loss of \$600,000.
 - The association management system (AMS) is where key data resides for ACA. It is critical that today's association keeps its AMS updated and looks at ways to provide important data to various staff units in support of their plans for the year. ACA recently upgraded its AMS which will now allow it to improve our ecommerce experience. For example, this upgrade will eventually allow members to set up monthly installment payments for membership dues. Currently, a member can pay all at once or opt for a three month installment plan to pay dues. Once members are able to use a monthly payment plan, this will make it easier for members to retain their membership. The goal is to launch the monthly installment plan no later than December 2020.
- **Advocacy Resource**
 - ACA has launched a new and improved version of the State Licensure Guide, taking what used to be in a 160 page book/PDF and transforming it into easy-to-use and update webpages where relevant information for each individual state can be viewed. Essentially, this supports our vision of “digital transformation.”
- **Government Affairs**
 - Dania Lofton has been recently hired as our grassroots strategist, giving us four full time government affairs professionals. Dania, who holds a law degree, will lead the coordination and implementation of our grassroots priorities within the state and at the federal level.
 - Last week, the ACA Government Affairs team blitzed Capitol Hill meeting with leaders of Finance, Ways and Means, and Appropriations committees in regard



to ACA's legislative priorities, specifically on Medicare reimbursement of licensed professional counselors.

- In terms of supporting our student members, ACA continues to explore loan forgiveness programs with the federal government.

- **Brand and Engagement**

- Social media is a key component of being able to engage members and non-members. It also provides a vehicle for ACA in working with the public, the media, and public policy officials. Each year, ACA seeks to increase engagement numbers on various sites. As of June 30, followers include:
 - Facebook: 84,031 – Reached a milestone recently with 84,000 likes
 - Twitter: 24,974 followers ACA on Twitter
 - Instagram: 7,484 – Reached a key milestone with over 7,000 followers
 - LinkedIn: 41,694 followers
- Member Call-Back Project: The Brand and Engagement group oversees marketing, social media, member services, public affairs, and sponsorships. Currently, ACA is conducting a member call-back campaign to talk to members at renewal and after a lapse in membership. This is all part of a renewal and win-back campaign ACA has launched. Each month, the CEO will update the Governing Council on key membership statistics, including comparative data month over month and year-to-date.

- **Operations**

- Team Building: The Executive Team held its second offsite retreat last week when it kicked off its team development efforts for this coming year including a focus on, “The Five Behaviors of a Cohesive Team: Trust, Conflict, Commitment, Accountability, and Results.” ACA has also begun administering a DiSC assessment to senior management, which will roll out to the entire staff by the end of the calendar year.
- FY2020 Work Plan: This is a series of stated objectives and activities that form the work plan that staff will implement this year. The work plan is centered on ACA's strategic drivers of Advocacy, Practice Support, Relevance, and Organizational Excellence—elements that comprise the ACA Strategic Plan adopted by the Governing Council.
- The CEO will provide the Governing Council with the process for identifying additional strategic priority goals to include in an updated strategic plan. This is the next step following the creation and adoption of the current plan. This process can be used for future planning cycles and for governance onboarding.

- **Knowledge and Learning**

- ACA continues to work with the Council for State Governments on the Interstate Compact. Most of the potential candidates for the advisory board have been identified and include state legislators, licensing board executive directors and attorneys, practicing counselors licensed in multiple states, and a few others. The first in-person meeting will be held in the Washington, D.C. area after Labor Day. Most of the work will be done electronically.
- The free CE of the month for June was a learning module about technology assisted supervision. It was created in conjunction with Motivo, a new ACA

partner. It is an ethics CE and members are finding it very valuable. (Motivo is the platform for matching counselors in need of supervision with approved supervisors from the state where they are practicing.)

- **Human Resources**

- Having motivated, engaged, positive, and creative people on ACA staff is life altering for a CEO! This is truly one of the best teams we have built during my many years with ACA. As of today, ACA has:
 - Total number of staff: 57
 - Number of recent hires and those filling vacancies: 13
 - Of our eight new hires:
 - Three are directors; two are strategists; one is a coordinator; and, two are specialists
 - Five are Black and three are White
 - Six are female and two are male

| • Position | • Gender | • Ethnicity |
|---------------|----------|-------------|
| • Director | • Female | • White |
| • Director | • Male | • Black |
| • Director | • Male | • White |
| • Strategist | • Female | • Black |
| • Strategist | • Female | • Black |
| • Coordinator | • Female | • White |
| • Specialist | • Female | • Black |
| • Specialist | • Female | • Black |

- Statistics about ACA management team:
 - Ten female and four males
 - 57% are White; 29% are Black; 7% Hispanic or Latino; and, 7% Asian Pacific
 - 50% are Baby Boomers; 43% are Gen-X; and, 7% are Millennials
- Turnover rate:
 - Industry average is 34.2% and ACA has maintained a 21.6% rate over the past 12 months.

- **Governance/ILT**

- The Institute for Leadership Training brings together volunteer leaders who learn about association management, as well as being able to discuss issues of common concern. Originally this event was created to bring volunteer leaders together from across the country during which time they networked, sought advice from each other, and attended education sessions on leadership, ethics, and administration. The highlight of the past ten ILT's included a "Day on the Hill" which engaged all members in visits with elected officials and their staffs in the U.S. House and Senate.
 - This year's event will have an enhanced focus on advocacy. ACA has awarded 64 travel grants and registration is hovering around 80 attendees (likely to go above 100 this week).

- Governing Council members received the opportunity to participate in an online orientation, which is available to all members via the ACA Governing Council ACA Connect community. In addition, the first of several board development and training sessions was offered in June, focused on board obligations and fiduciary duties and presented by Peter Wolk, ACA's general counsel for corporate matters.

2019-2020 ACA Nominations & Elections Handbook

M. Drake Wallace and COO Natasha Rankin provided an overview to the changes in the 2019-2020 ACA Nominations & Elections Handbook, which were presented by the Nominations & Elections Committee:

- The restrictions on campaigning remain in place with additional exceptions detailed based on prior candidate feedback.
- Dates in the handbook have been clarified for easier planning by candidates and leaders.
- It was moved by the Nominations & Elections Committee, and M. Jencius to approve the Nominations and Elections Handbook as presented.

MOTION CARRIED

Financial and Investment Update

CFO Dave Jackson provided an overview of ACA's financials, referencing May 2019 information shared with Governing Council. In the eleven out of twelve months reported as of May 2019, the net income from operations is \$577,000 higher than what was budgeted. ACA had budgeted for an about break-even year. The reasons for that result are as follows:

- Total revenues are \$149,473 higher than what was budgeted through May.
 - The primary reason revenues were so good was the ACA Conference in New Orleans had over 4,500 registrants, which had a revenue of \$2,057,014. This was \$151,464 more than budget.
- Total expenses are \$427,389 under budget as of May 31. This is a combination of a number of things.
 - ACA has been more efficient and effective of how it produces meetings both in New Orleans as well as the in person Governing Council meeting held in conjunction with the 2018 Institute for Leadership Training. Both were held in cost effective venues.
 - The Printing and Production expenses were \$72,306 under budget as of May 31st due to ACA sending more communications electronically.
 - ACA has continued monitoring monthly projections, and has conservatively projected to end FY2019 with an operating gain of \$247,746.

Updates for Governing Council

Governance Administrator Amy Smith provided an overview of ACA Connect for Governing Council, ACA BoardEffect, and the meeting schedule for FY2020.

Strategic Plan and the Process for FY2020

President Trepal reported that the 2018-2021 ACA Strategic Plan is on ACA website homepage.

The three Strategic Drivers are:

- Advocacy
- Practice Support
- Relevance

There were three specific FY2019 Priority Initiatives from the Governing Council that have directed ACA's work thus far. The objectives that were identified to show how we are measuring our effort, progress, and accomplishments towards meeting those Priority Initiatives and our Ongoing Work were highlighted in the CEO report. The Governing Council will be entering into a discussion in the coming months regarding our Strategic Plan.

CEO Yep stated that ACA will start looking at what we've accomplished and where it might go in the future and provide the Governing Council with the information needed to consider ACA's Priority Initiatives and Strategic Plan for the future, especially for planning the FY2021 budget.

Appointment of Work Group on Member Disposition

President Trepal informed the Governing Council that a group was created to work on a policy that is being called Member Disposition due to an incident that occurred at the 2019 ACA Annual Conference and Expo in March. ACA currently does not have a policy that addresses association members' professional dispositions, behaviors at ACA events, social media, etc., an issue being faced by many other professional organizations. ACA started work on this effort, but additional volunteers are needed for a small group to work on drafting a Member Disposition Policy. M. Jencius, M. Drake Wallace, E. Torres Rivera, J. Rheineck, and S. Lambert volunteered to be part of this group.


- It was moved by J. Rheineck and seconded by E. Torres Rivera to approve the appointees to the Work Group on Member Disposition.

MOTION CARRIED

New Business

President Trepal outlined charges for the four task forces that were created for FY2020:

- New Professional and Early Career Counselors Concerns – Focusing on the needs and concerns of new professionals and early career counselors. The task force will identify avenues that ACA can best support this group of counselors. We have heard a lot from recent graduates and new professionals about issues of portability, supervision, not being able to find employment, insurance, etc.
- Professional Advocacy Training – Creating materials and best practices for advocacy training. This will be focusing on the strategic priorities that have been addressed by Governing Council and to further that work.
- Sexual Violence Practice Support – To examine the current climate related to sexual and power-based personal violence (e.g. #Metoo Movement) and evaluate best resources – internally and with partners – for assisting counselors in practice.
- Counseling Research and Knowledge Report – To examine the current state of counseling research and knowledge focusing on our strengths. The task force will



recommend avenues for increasing counseling research connection and visibility throughout the profession as well as to the public. What are we doing well? What can we get out to legislatures and to the public and to practicing counselors? Where do we need to work?

- It was moved by C. Hipolito-Delgado and seconded by S. Pressman to approve the four task forces as presented.
MOTION CARRIED

Executive Session

- It was moved by M. Jencius and seconded by C. Hipolito-Delgado to enter into executive session with staff present.
MOTION CARRIED
- It was moved by D. Gibson and seconded by M. Jencius to re-enter Regular Session.
MOTION CARRIED.

There were no actions taken during Executive Session.

Process Observer

Process Observer Daniels offered feedback on the meeting.

Adjournment

- It was moved by E. Torres Rivera and seconded by M. Drake Wallace to adjourn at 2:02pm ET.
MOTION CARRIED