



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org

**Governing Council Meeting
April 14-15, 2020
Conference Call**

Minutes

The ACA Governing Council conference call meeting was called to order on Tuesday, April 14, 2020 at 3:02 pm 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
Wendy Killam, Governing Council Representative, AADA
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
Paige Nicole Dunlap, Governing Council Representative, ARCA
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

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

Dave Jackson, Chief Financial Officer

Natasha Rankin, Chief Operations Officer

Tiffany Erickson, Chief Communications and Engagement Officer

Angela Thompson, Chief Human Resources and Diversity Officer

Lynn Linde, Chief Knowledge and Learning Officer

Brian Banks, Director, Government Affairs and Public Policy

Amy Smith, Governance Administrator

Brandi McIntyre, Governance and Executive Office Manager

Tuesday, April 14

Welcome and Chair's Remarks

President Trepal welcomed everyone to the call and delivered housekeeping announcements.

Approval of Agenda

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

MOTION CARRIED

Parliamentarian Remarks

K.Ybanez-Llorente, Parliamentarian, reviewed parliamentary procedures for the meeting.


Process Observer's Remarks

J. Daniels commented on the current crisis situation (COVID-19 pandemic) and the meeting being held virtually as opposed to in-person.

Financial Report

Treasurer Duffey presented an update on ACA's current financial position as of February 29, 2020. She provided an update on:

- After 8 months into the Fiscal Year 2020, ACA continued to look solid financially with net income from operations showing ACA \$125,000 better than expected. This is a result of net revenues being slightly under budget and expenses almost \$150,000 under budget.
- Revenues overall are \$23,000 under budget which is just .3% behind expectations. Most revenues are tracking at or close to budget expectations. One area that significantly differs is advertising, which is \$39,000 under budget through February. This is due to a drop in print advertising in *Counseling Today*. Advertisers are shifting their focus to digital offerings. There has been a significant increase in digital advertising compared to last year, with sales \$39,000 ahead of last year's pace.
- Expenses have tracked well overall compared to budget through February, spending \$149,000 less than budgeted.

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- While ACA looked to be on track financially through February, the rest of fiscal year 2020 has changed dramatically from budget expectations with the cancellation of the annual conference.
 - In light of the conference cancellation, the full year projections were updated to reflect the potential financial impact of cancelling the annual conference, as well as the stock market's volatility on ACA's investment portfolio. The projections take a very conservative approach of assuming ACA ends up paying all penalties potentially owed to conference vendors in the amount of \$1.5 million and ACA not recouping any money from our conference cancellation insurance. Based on this approach, we projected that fiscal year 2020 net operations would have a deficit of \$2.2 million and all ACA activity including investments, would end the fiscal year at a deficit of almost \$2.9 million.

The Financial Affairs Committee met in March of this year to work on a budget for fiscal year 2020-2021. This budget was prepared prior to the COVID-19 crisis and needed to be updated per updated information based on the cancellation of conference. The Financial Affairs Committee will meet again, vote on a new budget, and present it at the Governing Council meeting in June.


ACA Code of Conduct Work Group Update

S. Lambert, Immediate Past President, updated the Governing Council on the Member Code of Conduct Policy. During the March meeting, the Work Group unanimously approved the Member Code of Conduct Policy. The policy was sent to the CEO and ACA President on April 6. From there it will go to the Financial Affairs Committee and the Bylaws Committee for review before it goes back to the Governing Council for a vote. She thanked all of the members of the Work Group for all of their work on the policy.

Interstate Compact Update

L. Linde, ACA Chief Knowledge and Learning Officer, gave a brief update on the Interstate Compact. She reported that everything remains on track. The group refined the critical elements such as years of post-degree experience, number of hours of supervision, number of credits, how the compact would work. The Drafting Team was appointed and consists of primarily the lawyers of the Advisory Committee. The group met once in March, twice in April, and will probably meet once more in April. Depending on how the Drafting Team is doing with the draft, it may be ready to be moved back to the Advisory Committee by mid-May. Once the Advisory Committee has reviewed, it goes out for Stakeholder review.

We are hoping to have a bill that will be sent to legislators next January. Once 10 states sign on, a Commission has to be appointed and a database has to be created. The database will cost about \$.5 million. We are about 1 ½ years away from the point of database production.



The budget is at just under \$600,000, and to date we have only spent around \$70,000. NCIC is a little behind on invoicing due to working remotely. The bulk of expenditures have yet to come, they are anticipated in years 2 and 3.

A question was raised about if there is any concern about Stakeholder feedback and the lobbying portion of process. What might be the expenses and who might be fighting against us, and within us? The Advisory Group is the group that is going to take all the feedback and help make some decisions if there is anything in the compact that needs to be changed because of something is unacceptable. The compact may not be perfect for every state, but the goal is to have licensure portability.


Strategic Planning Update

President Trepal gave a brief update on the Strategic Plan and on some of the comments that were sent via the pre-meeting survey. The Strategic Planning break out group will have more information later in the meeting.

CEO Update


CEO R. Yep presented an update on the following:

- Membership – at the end of March we were at 50,663 members. Last year we had about 2,000 more members.
- To address the needs of our members we have done a number of things. These efforts include:
 - 90 day grace period for members whose memberships expire in April, May, and June.
 - By late April, we are hopeful that the monthly membership payment option will be up and running.
 - We have stepped up our monitoring and advocacy on state tele-behavioral health options for counselors.
 - We have been working extensively with coalitions and directly with members of Congress on what could happen on behalf or for counselors and those that they serve.
 - The next issue of Member Minute will include a focus on Tele-health and contain links to various COVID-19 resources.
- Conference – We started with 21 vendors to whom we were contractually obligated for services (lodging and meeting space) in San Diego. We started with a potential cancellation penalty of about \$1.8 million. To date, ACA has been released of \$1.6 million of those penalty fees. The next step is to work with the event cancellation



insurance policy. There is a communicable disease rider on that policy. We are now working with a forensic accountant and our attorneys who can help put the claims package together for us. It can take a year to a year and a half to resolve claims, but we do expect a settlement at some point.

- We started with about 3,100 registrants before we cancelled. Up to this point, 1,420 have chosen to take a refund, 566 have chosen to roll their registration to the Orlando conference, and almost 200 applied their registration to their membership. We still have 304 that are still registered for the cancelled conference. We are reaching out to those registrants each week.
- Revenue that had to be refunded to our sponsors was about \$39,000, but \$13,000 was rolled over to next year.
- \$90,000 was refunded to exhibitors, but we had \$41,000 of exhibit fees that were rolled over to next year.
- We have about \$6,000 in conference attendee list sales.
- Continuing Professional Education – We had 15 free CE’s available to not just ACA members, but to non-members as well because we knew that it was important to the profession. One of them was on COVID-19 and tele-behavioral health and ethical considerations during a public health emergency. As of yesterday, 15,466 counselors have taken advantage of this offer. If they had been paid, it would have been about \$340,000.
 - We negotiated with PESI who also has 15 CE’s on tele-behavioral health issues so that ACA members could get those CE’s free past the original expiration date.
- Public Policy – Currently moving forward with a strategy to get mental health professionals included in the COVID response packages.
- Social and Print Media – all of our goals for Facebook, Twitter, LinkedIn, and Instagram have all been surpassed for this year.
- Website engagement – the number of unique visitors we have been receiving to our COVID-19 resource page has seen high traffic volume. The amount of time that each person spends on each page is recorded and that has been pretty significant as well.
- Publication articles – our impact has been strong and some of our articles have been placed in Nerd Walled, Chicago Tribune, Washington Post, Politico. All of those publications have a reach of about 50 million readers, which is well above what we usually get at this time of year.
- Counseling Awareness Month – This has been very successful.
- Human Resources – We have been working from home since March 12th and everyone has transitioned pretty seamlessly. Very proud of how the staff has adapted and continued to work. Does have some concerns about how some staff may feel isolated or distracted, but the work has not reflected any issues. It is important that they are taking



breaks and balancing their life in a way that they are not going to burn out. There are no furloughs planned, there is plenty of work.

CEO Yep will be sending out a more detailed update later this week.

Governing Council Group Break Outs

Governing Council Members were assigned to three different break out rooms. The Strategic Plan Group will be facilitated by J. Daniels, COVID-19 Crisis Group will be facilitated by T. Duffey, and ACA's International Efforts Group will be facilitated by S. Pressman. President Trepal expressed that what we are looking for is to define our vision in these three areas.

Process Observer's Remarks

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

Adjournment for the day

It was moved by M. Jencius and seconded by W. Killam to adjourn at 5:06pm ET.

➤ MOTION CARRIED

Wednesday, April 15

Call to Order

President Trepal called the Governing Council meeting to order at 6:01pm ET.


Governing Council Group Breakout Reports

President Trepal asked the three groups to report out their discussion and possible recommendations:

COVID-19 Crisis Group:

This group was facilitated by T. Duffey. The needs of practitioners and the needs of people in academics (mainly students and new professionals) were discussed. In terms of practitioners, not only short term COVID related needs, but also long term. In terms of academics, needing more from CACREP and NBCC, and seeing if there is more we can do for them such as a task force that could meet both practitioner and academic needs. Advocacy in terms of the different requirements in different states or when the NCEE is taken, and how long you have to take it. If the need for a task force is decided, it should include members of the larger ACA group and/or other professional organizations who may have influence or bring opportunities.

Some immediate things need to happen pretty quickly vs. longer term things that can impact policy and future standards. CACREP is working on their revision standards, maybe we need to advocate for core standards to address crisis response and tele health for all counselors with more of an emphasis than it has had. The NCE is not able to be delivered remotely right now and that will impact new professionals.



Everything we are going through with COVID has highlighted the need for practice support. It has shined a light on tele health, crisis response, training and competencies, and pretty sure that grief is right around the corner. In a long term perspective, with some of the work we are doing around portability; that intertwines with this pandemic. Practicing across state lines with tele health. The inclusion in some of the Executive Orders where they don't talk about mental health or counselors specifically. It's always psychologist or medical language.

It was commented that ACA has done a great job so far in terms as response for their members. Offering the free CEU's for counselors was a very nice response. This task force is essential for guidance in terms of things that need to be taken care of.

It was commented that in terms of strategic planning, how do we look at the things this group came up with and where are those pieces that overlap in terms of strategic planning and the future focus for the organization. Any task forces or focus groups that are created need to have fluid connections among these groups because they are all connected. We need to see if there are any gaps.


It was commented that it is appreciated that new professionals and students are being addressed in this.

A concern was raised about what the staff is empowered to do without the consent of Governing Council. The example used was waiving the fees for the CE's. It had a financial impact, but staff did not get the approval of Governing Council to proceed. Where are the lines that leadership are making the decisions and where the staff is making the decisions and providing to leadership? CEO Yep responded that when the strategic plan was approved, there are 16 different things on there. Governing Council wanted us to fill the needs of members and non-members to enhance the profession. We can't be as flexible and nimble if we have to go to the board with everything we do and that's why you give us that authority to move forward with the things that we feel are in support of what you have passed as far as the strategic plan.

ACA's International Efforts Group:

This group was facilitated by S. Pressman. A discussion was held about what has been done, what people are doing, what individuals have accomplished and contributed to our international efforts. The International Committee and the work that we are doing internationally needs some direction. What are our next steps? Is counseling limited to the United States or is counseling a world wide effort?

The group stated that there are two different things, the International Committee, and the association as a whole. We need to figure out a way to make the counseling profession heard and seen outside of the United States borders. There was talk of a possible task force formed to look at that particular piece. Going to international conferences doesn't answer the problem. Sometimes we go to a place and we become the experts. If we go to another country, we aren't the experts, they are. We are there to learn and trying to guide them in different directions if possible.



There is a lot of overlap between the COVID discussion and the International discussion. This crisis has really highlighted the fact that we are interdependent and interconnected with everybody in the world. This is a global issue. We should tap into resources we have to establish a space (virtual) to be able to form relationships with international people. Whether that would come from the International Committee or come from us. Collaborations and initiatives could be created from this. All the repercussions that are going to come such as grief and career after the crisis is over with. This is a time for us to take the lead on establishing those international individual connections and expanding those to a group.

Often times when we hear about international initiatives, it's handshakes internationally, going to conferences, trying to join at the association level as opposed to providing opportunities for members to participate internationally. America is part of the international community. We have a large migrant population and refugee population that is here in the States that needs services. We have a wonderful resource and tool that we can apply throughout the world to empower people throughout. Involve members to do almost exchange programs where we provide opportunities for members who are experts in the work they are doing in private practice but may not have access to international communities to be able to travel and spread the good work that they are doing.

Another thought was to tap into international graduate students as a resource that we could look at because they bring with them their whole cultural experience and background. They can teach us so much or be a conduit to establish those relationships.


Strategic Plan Group:

This was facilitated by J. Daniels. The discussion focused on the survey data as well as all the feedback received from the Governing Council. The group is recommending an additional year to the current strategic plan. The current plan goes from 2018-2021, but recommending extending to 2022. Some members felt that not having a conference and having the shorter virtual meetings is another reason to extend it because we haven't been able to put more time and energy into the process. A motion was created for this.

Another recommendation is to create a task force or work group to look at our strategic process and where we want to go with this. This group should be formed by the President and President-elect because there are only about 10 weeks left in this year and the work will probably take longer.

Some members felt that just because we have a crisis like this, it doesn't mean that we should shift our strategic plan which is our plan for the future regardless of what happens.

The crisis we face with the pandemic is so encompassing and something that none of us could have imagined, that the strategic plan needs to be looked at with new eyes. This comment came from the survey.



If we extend the strategic plan for a year, as we move towards that timeframe, we need to have a plan and a process of what our next phase for strategic planning would be. We need to make some definitive recommendations from the Governing Council about how that's going to unfold and what that process would be like.

A task force could make some recommendations to the Governing Council by July regarding any consolidation, overlapping of the different drivers, any changes in the primary focus of the drivers. Those recommendations would be working more toward our future 2022 and beyond.

There's nothing in the bylaws or the policies that talks about our strategic plan in terms of how often it's used, how many initiatives we would have, how many priorities. Perhaps in the motion a larger view should be added of what needs to be in our policies about the development of a strategic plan, how we manage our strategic plan, how many priorities we have, how those are determined, as well as how to manage an emergency crisis.

There was discussion that since we had achieved so much in the way of the interstate compact, that maybe we should initiative 1.1 on simmer and that might make room for another initiative to emerge as a one of the new top 3 initiatives. Perhaps practice support, but Rich brought up a point that we will be entering into phase 2 and that will mean that ACA staff will need to increase the time and energy devoted to initiative 1.1 in the Interstate Compact. Looking at the drivers, the relevance driver and the practice support driver have some overlap, so there could be a way that a task force could look at the definitions of those drivers in a way that we might be able to include some sort of a fluid response to COVID-19 or some other environmental or circumstances as the need arises.

A motion to suspend policy 1401.3 for the duration of the meeting from C. Hipolito-Delgado and seconded by P. Peluso to introduce new motions from the floor for the duration of the meeting.

➤ MOTION WITHDRAWN

A motion was introduced allowing new motions from the floor for the duration of this meeting from C. Hipolito-Delgado and seconded by P. Peluso.

➤ MOTION CARRIES

A motion was presented by M. Scholl and seconded by M. Jencius to extend the current strategic plan (2018-2021) and the priority initiatives (1.1, 1.2, 3.2) for another year (2022).

➤ MOTION CARRIES

The motion from D. Gibson and seconded by M. Drake Wallace to create an ACA COVID-19 response task force with two subgroups; one to address practitioner needs and the other to address education and post-education related needs for students, and new professionals.

➤ MOTION DEFEATED

President Trepal will discuss the extension of the current strategic plan with President-elect Pressman, President-elect-elect Butler, and Past President Lambert.



2020-2021 Executive Committee, Nominations and Elections Committee, and Financial Affairs Committee Members

The following members were elected to the following 2020-2021 committees:

2020-2021 Executive Committee

Elizabeth O'Brien
Paul Peluso
Elizabeth Forsyth

2020-2021 Nominations and Elections Committee

Jane Rheineck
Jason Marotzke

2020-2021 Financial Affairs Committee

Donna Gibson
Summer Reiner

Update on ALGBTIC's name change to SAIGE

J. Rheineck updated Governing Council on the name change from ALGBTIC to SAIGE. Rationale behind the proposed name change is that ALGBTIC (Association for Lesbian, Gay, Transgender Issues in Counseling) is a dated term. The Division hopes to be more encompassing, more inclusive, and to use more contemporary terms that we are seeing more frequently now. The new name is SAIGE (Society for Sexual, Affectional, Intersex, and Gender Expansive Identities).


Approval of the Consent Agenda

It was moved by M. Jencius and seconded by E. Torres Rivera to accept the consent agenda as presented.

➤ MOTION CARRIED

The following reports were included in the consent agenda:

- Governing Council Meeting Minutes
 - February 12, 2020
 - March 11, 2020
 - March 12, 2020
- Approval of 2021-2022 President-elect Slate
- Acceptance of President's Report
- Acceptance of President-Elect's Report
- Acceptance of Past President's Report
- Acceptance of Reports
 - Audit Committee
 - Awards Committee
 - Bylaws Committee

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- Compensation Committee
 - Ethics Appeals Committee
 - Ethics Committee
 - Graduate Student Committee
 - Human Rights Committee
 - Interest Network Work Group
 - International Committee
 - New Professional-Early Career Counselor Concerns Task Force
 - Nominations and Elections Committee
 - Professional Advocacy Training Task Force
 - Professional Disposition Work Group
 - Professional Standards Committee
 - Public Policy & Legislation Committee
 - Publications Committee
 - Research & Knowledge Committee
 - Sexual Violence Practice Support Task Force
 - State of Counseling Research: Its Impact on the Profession and the Public
 - Task Force on Climate Change
 - Acceptance of Division and Branch Bylaw Amendments
 - Association for Counselor Education and Supervision (ACES)
 - Society for Sexual, Affectional, Intersex, and Gender Expansive Identities (SAIGE) Formerly Association for Lesbian, Gay, Bisexual, and Transgender Issues in Counseling (ALGBTIC).
 - Approval of FY2021 Committee & Taskforce Appointments

Process Observer's Remarks

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

Announcements

The final Governing Council meeting for FY2020 will be on June 24th, from 3:00pm to 5:00pm ET.

Adjournment

It was moved by M. Drake Wallace and seconded by L. Falls Holman to adjourn at 8:21pm ET.

- MOTION CARRIED