



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org

**Governing Council Meeting
June 24, 2020
Conference Call**

Minutes

The final ACA Governing Council conference call meeting of the fiscal year was called to order on Wednesday, June 17, 2020 at 3:01 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
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

Monica Osburn, Governing Council Representative, ACCA was not present.

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

S. Kent Butler, ACA President-elect-elect
Cirecie West-Olatunji, ACA Treasurer 2020-2021
Mike Walsh, ACA Parliamentarian 2020-2021
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

Welcome and Chair's Remarks

President Trepal welcomed everyone to the call. She presented information about an important Government Affairs staff social media campaign regarding H.R. 945 (Medicare bill). She asked everyone to that is on Twitter to tweet the following:

Counselors nationwide are calling on members of the @HouseCommerce @EnergyCommerce @michaelcburgess @RepAnnaEshoo to vote H.R. 945 – Mental Health Access Improvement Act of 2019 out of Committee and to a Full House Vote.#CounselorsAdvocate @CounselingViews

Approval of Agenda


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

MOTION CARRIED

CEO Update

CEO R. Yep presented an update on the following:

- Membership is slightly up over the last two months.
- We have done our best to support our divisions and regions the best we can; we posted several anti-racism statements of our divisions on the ACA website.
- We did submit our claim for our Conference to our event insurer, which was about a 60 page very comprehensive report. In it we put in a claim for \$1.4 million, right now it looks like we might be eligible for \$700,000. We are going to continue to negotiate on that.
- We are working on 3 things for the 2021 Conference:
 - A smaller event in Orlando for those who can make it.
 - A hybrid event where some of the things will be done online as well as a small event in Orlando for the people that are able to attend.
 - A complete virtual conference.



We probably won't have a final decision on this until October or November. We continue to work with the hotels and convention center in Orlando and they are still trying to figure out what their social distancing will be like.

A complete end of quarter report will be posted to the Governing Council Connect site.

Interstate Compact Update

L. Linde, ACA Chief Knowledge and Learning Officer, gave an update on the Interstate Compact. She reported that the budget for the project, the roster for who is on the Advisory Group, and the subset of those people who are on the drafting team were included in the Governing Council Board Book. The drafting team met in the beginning of March for an in-person meeting, followed by virtual meetings in April and the beginning of May. They came up with a draft Compact, which was then reviewed by the Advisory Committee. In that process, the Advisory Group recognized that they had omitted an important element in the Compact. It was sent back to the drafting team and they are working on correcting the language, which will be updated within the next week and go back out to the Advisory group for their review. We should be ready to move forward with stakeholder feedback in the beginning to middle of August.

ACA Anti-Racism Action Plan Update

President Trepal updated the Governing Council on the ACA Anti-Racism Statement, which went out through our social media channels and was also posted to our website.

CEO Rich Yep reported social media stats and levels of engagement, including public feedback.


President Trepal gave reported that after the last Governing Council meeting, President-elect Pressman, President-elect-elect Butler and herself met and are beginning to put together the ACA Anti-Racism Action Plan Task Force. Emails have been sent soliciting nominations for members that have expertise in this area and would be available to the task force.

Financial update and FY2021 ACA Budget Approval

Treasurer Duffey reported that the net operating income is \$512,000 less than budget as of April 30, 2020. This is due to cancelling the annual conference.

Revenues are \$1.8 million under budget. However, Membership revenues are still very close to budget goals and Online Learning is \$7k above budget due to an all-time high in On-Demand CE sales in March.

Expenses are \$1.3 million under budget. Due to the cancellation of the annual conference, most conference expenses were not incurred, resulting in meeting and travel expenses over \$1 million under budget. Contract services were over budget due to legal counsel to protect ACA while cancelling conference contracts and filing the event cancellation insurance claim. However, those expenses saved ACA from potentially incurring \$1.5 million in penalties.



The current projection for FY2020 is a Net Operating Income of \$811,000 less than budget. This projection reflects the results of the cancelled conference.

Treasurer Duffey gave an overview of the proposed budget for FY2021, as recommended by the Financial Affairs Committee (FAC). She also gave an overview of the FY2021 budgeting process.

The budget presented included net revenues of \$13,640,292 and Expenses of \$13,636,384 with a net from Operations of \$3,908.

Due to the economic conditions that counselors and our divisions find themselves in, there was no increase to Membership Dues, Conference Registration Fees, Division Managed Service Agreement Fees, and Division Journal Editing & Production Service Fees.

There were substantial reductions in expenses to ensure a break-even budget. These reductions include:

- Staff salary increases will be delayed until January 2021
- Staff will reduce typical travel by at least 50%
- Governing Council will not hold an in-person meeting in the Fall of 2020

The budget also reflects some rather conservative assumptions. These assumptions include:

- Membership will drop by 5% in light of the economy
- Print publication sales will decrease by \$50k compared to FY2020
- Online Learning revenues will increase by \$20k compared to FY2020
- Conference will have 3,700 attendees despite past history of \$4,000+ in the Southern Region. (There are many scenarios to still work out for how the 2021 Conference will proceed. This budget provided is only one scenario and FAC will update Governing Council throughout the year as more is determined about conference.)

The budget proposed that 8% of investment balance be allocated to the Operating Budget. 4.5% has been allocated during FY2020.

With the goal of ACA's strategic priorities being supported, the budget includes:

- Advocacy
 - Capitol Hill Fly-In to include \$50,000 for catering, travel, and lodging.
 - Arnold & Porter will continue to serve as ACA's lobbying firm at \$10,000/month
 - Travel budget includes \$10,000 for state advocacy efforts
- Practice Support
 - Digital Video Production budget of \$76,000 for resources to create and produce Webinars, Education Sessions, Learning Modules, etc.
 - \$60,000 for counselor consultants to develop Ethics content and provide additional member consultations.

- \$73,000 for School Counseling contractor and other external counselors to serve as content curators.
- Relevance
 - \$20,000 for creating content in partnership with HPSO (most likely Free CE of the Month content)
 - Continued funding for 2 full-time employees to lead ACA's Public Relation efforts.

The Governance Budget includes:

- One in-person Governing Council Meeting (Annual Conference in Orlando) \$111,500
- President's Strategic Initiative
 - \$10,000 for International Advocacy
 - \$10,000 for retired counselors
 - \$7,500 for counselor compensation
 - \$7,500 for mentoring counseling leadership
- The budget continues to provide stipends of \$12,500 for each of ACA's 4 regions
- \$20,000 to develop content for leadership development of Regions, Divisions, and Branches.

The Governing Counsel engaged in discussion regarding the proposed budget.

The Financial Affairs Committee moves that Governing Council adopt the Fiscal Year 2021 proposed budget reflecting \$13,640,292 in Operating Net Revenues, \$13,636,384 in Operating Expenses, and excess Operating Net Revenues over Operating Expenses of \$3,908.

➤ **MOTION CARRIED**


Approval of Consent Agenda

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

➤ **MOTION CARRIED**

The following reports are included in the consent agenda:

- Governing Council Meeting Minutes
 - April 14-15, 2020
- Acceptance of Executive Committee Meeting Minutes
 - January 20, 2020
 - March 11, 2020
- Approval of 2020-2021 Committee Appointments
- Approval of 2020-2021 Parliamentarian Appointment
- Approval of 2020-2021 Process Observer Appointment
- Approval of 2020-2021 Special Advisor to the ACA President
- Approval of 2019-2020 Task Force appointments
 - International Task Force
 - ACA Anti-Racism Action Plan Task Force
- Approval of 2021-2022 Treasurer Appointment

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- Approval of FY2019 ACA Financial Audit
 - Approval of ACA Government Affairs and Public Policy Agenda 2020
 - Acceptance of FY2020 Division Reports
 - AADA Report
 - AARC Report
 - ACAC Report
 - ACCA Report
 - ACES Report
 - AHC Report
 - AMCD Report
 - ARCA Report
 - ASERVIC Report
 - ASGW Report
 - CSJ Report
 - IAAOC Report
 - IAMFC Report
 - MGCA Report
 - NCDA Report
 - NECA Report
 - SAIGE Report
 - Acceptance of Region Reports
 - Midwest Region Report
 - North Atlantic Region Report
 - Western Region Report
 - Acceptance of Branch Reports
 - ACA of Georgia Report
 - ACA of New York Report
 - Alabama Report
 - Arizona Report
 - Arkansas Report
 - California Report
 - Connecticut Report
 - European Branch Report
 - Florida Report
 - Idaho Report
 - Illinois Report
 - Indiana Report
 - Kentucky Report
 - Michigan Report
 - Mississippi Report
 - North Carolina Report
 - North Dakota Report
 - Oklahoma Report
 - Oregon Report
 - Pennsylvania Report

- South Dakota Report
- Tennessee Report
- Texas Report
- Virginia Report
- Wisconsin Report
- Wyoming Report
- Acceptance of Division and Branch Bylaw Amendments
 - Association for Assessment and Research in Counseling (AARC)
 - Kansas Counseling Association (KCA)
 - Ohio Counseling Association (OCA)

New Professionals/Early Career Counselors Concerns Taskforce

T. Duffey, Chair of the task force, discussed the work that the task force has been doing. She explained that the Graduate Students have a committee, but the New Professionals don't. The task force worked on coming up with ways to give Graduate Students their space and New Professionals their space without further budget needs. The task force proposed renaming the Graduate Student Committee to the ACA Graduate Student and New Professionals Committee.

The Governing Council discussed the proposed changes and provided feedback.


A roll call vote was conducted for the presented motion.

- It is moved by the New Professional/Early Career Counselor Concerns that the ACA Graduate Student Committee be renamed the ACA Graduate Student and New Professionals Committee. This committee will have three working groups that focus on three categories of attention: a) masters level, b) Ph.D., and c) New Professionals. This will assist ACA in adequately responding to each group's membership, career, and professional needs.

The new revised policy 1108.1 shall read as follows:

POLICY 1108.1 – GRADUATE STUDENT AND NEW PROFESSIONALS COMMITTEE

A. Graduate Students and New Professional Members Responsibilities: The Graduate Student and New Professionals Committee shall promote the interest of graduate students and new professional members in the ACA. The committee shall work toward establishing active communication between ACA leadership, divisions, branches, and regions in order to promote graduate student and new professional member involvement in the organization and ability to thrive in their professions. The committee shall recommend advocacy strategies on behalf of graduate students and new professionals to the association. The committee will also prepare an annual report detailing its activities, goals, and objectives.



B. Committee Membership: The Graduate Student and New Professional Committee shall consist of at least 10 members: a) three masters degree student members, b) three doctoral student members, c) three new professional members, and d) one professional member. Each member of the committee shall serve three-year terms. ACA members who qualify according to ACA Policy shall apply to the ACA President-Elect to become Committee members. The ACA President-Elect shall appoint enough members to bring the complement to ten to begin the next July 1 from among those who have applied. The Committee chair shall be chosen by the ACA President Elect from among the current Committee members and shall serve for one year beginning the next July 1.

C. Committee Reports: The Graduate Student and New Professional Committee will transmit biannual written reports to the ACA President, updating the Committee's progress in completion of charges/goals assigned by the President.

➤ **MOTION CARRIED**

Interest Network Workgroup


S. Reiner, Chair of the Interest Network Workgroup, reported that the charge of the group was to assess the interest network policies and procedures in order to develop recommendations for the future. During the process the group looked at the ACA Bylaws, the ACA Policies and Procedures, explored all past Governing Council motions regarding interest networks, ACES Interest Network Policies, list of current ACA interest Networks (their histories, their descriptions, and their activities on ACA Connect in their prospective communities), and a list of ACA Divisions and their descriptions to inform their discussions.

Some of the major questions that were tacked by the group were:

- How is an Interest Network Different from a Division?
- Can Interest Networks have interests that overlap with existing divisions?
- What oversight do ACA Interest Networks require?
- May ACA Interest Networks hold elections and offices?
- May ACA Interest Networks develop products of hold conferences?
- Who should provide oversight on ACA Connect with regard to Community postings?
- How active are our Interest Networks?
- How can they be a value-added to ACA, without competing with Divisions?
- What services to ACA Staff provide to Interest Networks?
- Who are the ACA Staff Liaisons to Interest Networks?

The group's major determinations:

- Interest Networks exist solely as an ACA Connect Community.
- Interest Network Subscribers are merely ACA members who join a discussant group or groups.
- Interest Networks are governed by the ACA Governing Council.

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- Interest Networks need to be informed of their available services, rights and responsibilities to ACA, as well as who their ACA Staff Liaison will be.
 - Interest Networks are limited in their ability to actually compete with divisions, thus their overlapping areas of interests are irrelevant to a division's interests.
 - There needs to be a facilitator, who takes on the responsibility of ensuring compliance with our policies and to welcome and orient new subscribers to the Interest Network.

The differences between Interest Networks and Divisions were discussed along with the outcome of the workgroup. The workgroup is asking Governing Council to review the proposed policy changes, approve the proposed policy changes, and giving about a one year time frame if approved to allow any existing groups to become compliant. There are four motions that came out of this group. There were no Bylaws changes, but several proposed policy changes.

Due to time constraints of the Governing Council meeting, the motions brought by this workgroup were moved to the agenda for the next Governing Council meeting.

Other New Business

Due to time constraints of the Governing Council meeting, the Yearly CEO Contract Review Motion, ACSSW Organizational Affiliate information, and the Workgroup on Interest Networks were all moved to the agenda for the next Governing Council meeting.

Recognition of Outgoing Board Members and ACA Staff

President Trepal recognized the Governing Council Board Members that are rotating off of the board on June 30, 2020:

Jonathan Orr, Governing Council Representative, ASGW
Simone Lambert, Past President
Thelma Duffey, Treasurer
Kathy Ybanez-Llorente, Parliamentarian

Three Governing Council members that are completing their first term and starting a second term:


Mark Scholl, Governing Council Representative, AHC
Lisa Severy, Governing Council Representative, NCDA
Leigh Falls Holman, Governing Council Representative, IAAOC

Others returning in different roles:

Judy Daniels, current Process Observer, will be returning as an advisor to the President.
Melanie J. Drake Wallace, current Governing Council Representative, Southern Region, will be returning as the Process Observer

President Trepal also recognized staff for all of their hard work through the year.

Treasurer Duffey read a proposed proclamation:



“Let it be known that Heather Trepal, ACA President 2019-2020, served ACA and counselors everywhere with her steadfast advocacy, grace under pressure, and tireless commitment to the counselors and to our profession. President Trepal’s leadership through a double pandemic and her keen oversight over the many ACA commitments and responsibilities are deeply appreciated and recognized by this Governing Council.”

She proposed that this be adopted by proclamation.

- It was moved by S. Pressman and seconded by S. Arrington to accept the proclamation.

President-elect Pressman and CEO R. Yep expressed gratitude to President Trepal for all of her work through the year.

Adjournment

The meeting adjourned at 4:50 pm ET by consensus.