



**AMERICAN COUNSELING
ASSOCIATION**
counseling.org


**Governing Council Meeting
July 22, 2021
Conference Call**

Minutes

The ACA Governing Council conference call meeting was called to order on Thursday, July 22, 2021 at 3:02 pm ET. President S. Kent Butler presided. Governing Council members present for all or part of the meeting were as follows:

S. Kent Butler, President
Kimberly Frazier, President-elect
Sue Pressman, Past President
Maria Gonzalez, Parliamentarian
Richard Yep, CEO, Ex-officio
Danica Hays, Governing Council Representative, AARC
Wendy Killam, Governing Council Representative, AADA
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
Catherine Chang, Governing Council Representative, AMCD
Michael Hartley, Governing Council Representative, ARCA
Harriet Glosoff, Governing Council Representative, ASERVIC
Christine Suniti Bhat, Governing Council Representative, ASGW
Rachael Goodman, Governing Council Representative, CSJ
Leigh Falls Holman, Governing Council Representative, IAAOC
Ryan Carlson, Governing Council Representative, IAMFC
Dannette Berksteiner, Governing Council Representative, MGCA
Lisa Severy, Governing Council Representative, NCDA
Seneka Arrington, Governing Council Representative, NECA
Jane Rheineck, Governing Council Representative, SAIGE
Jason Marotzke, Governing Council Representative, Midwest Region
Summer Reiner, Governing Council Representative, North Atlantic Region
Elizabeth Forsyth, Governing Council Representative, Western Region
Ashlei Rabess, Student Governing Council Representative
Carol Smith, Organizational Affiliate Observer, IARTC

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Norma Day-Vines, Process Observer; Hillary Press, Governing Council Representative, Southern Region; and Angie Schubert, Organizational Affiliate Observer, ACCSW were not present.

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 of Staff
Lynn Linde, Chief Knowledge and Learning Officer
Brian Banks, Director, Government Affairs and Public Policy
Brandi McIntyre, Governance and Executive Office Manager
Amy Smith, Governance Administrator

Welcome and Chair's Remarks

President Butler welcomed everyone to the call and called the meeting to order. He reviewed rules for the meeting.

Approval of Agenda

- The agenda was approved by consensus of the Governing Council.

MOTION CARRIED

President's Welcome

President Butler welcomed all new Governing Council members and explained that all voices are important. He stated that he is enjoying the one-on-one meetings that are taking place with he and Rich and each of the Governing Council members.

Consent Agenda

- It was moved by C. Chang and seconded by L. Holman to accept the consent agenda as presented.

MOTION CARRIED

Meeting in the Committee of the Whole

CEO R. Yep explained that talking in an informal type of setting can be easier on people, especially in this type of meeting environment. When the Governing Council moves into Committee of the Whole it gives the opportunity to speak in a more conversational way, without having to follow Robert's Rules. There are some things that cannot be done, like make motions or vote on anything. When in the Committee of the Whole it gives the chance to ask questions, share thoughts, request information, and communicate in a more relaxed manner.

President's Welcome (continued)

President Butler spoke about the work that there is to do this year including revisions to the strategic plan, the September in-person meeting, and board structure. President Butler also provided an overview of the task forces he is putting together this year.

Generative Governance

CEO R. Yep gave a brief explanation of generative governance.

Four Frames of Governance:


- **Fiduciary**
 - Concerned primarily with stewardship of tangible assets, mission, accountable for performance, compliance
 - Ensure organization's resources are used effectively and efficiently in pursuit of its mission
 - Safeguard and protect against mission drift
 - Ensures that board members operate solely in best interests of ACA
 - Oversight of finances, adherence to policies, compliance and accountability
- **Consent items**
 - Very routine items
 - Committee reports, appointments, approval of minutes
 - In other words what some would consider housekeeping items
- **Strategic**
 - Board sets organization's priorities and course
 - Deploys resources in support of priorities
 - Figures out how to get the organization from its present to its preferred future
- **Generative**
 - Inquiry that focuses on creating new meaning
 - Goal is to get the board used to thinking more broadly & discussing future opportunities
 - Spend less time in operations and routine business
 - Involves inventive ways that leadership uses for decision making
 - Tackles habits of thinking that hold us back from making good strategic decisions
 - Occurs when a board challenges itself, and the organization, to think beyond conventional methods
 - Explores topics in new and different ways
 - Typically used by more established boards that have achieved a degree of competence in their fiduciary and strategic work.

Sample of Generative Questions:

- How is a new counselor's career going to look similar to or different from yours? How would this affect how to position ACA?
- If our budget were cut in half, what programs and services would be absolutely essential?
- What prevents practitioners and clinicians from being involved in leadership as much as counselor educators?
- What is our appetite for collaborating with business? What would those collaborations allow us to do?

How we start:

- Scenario planning about an emerging issue or concern to profession

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- Reviewing insights from members, other stakeholders & thought leaders
 - Board members engage in open dialogue and learning in order to “make sense” through probing assumptions, using logic and accessing collective wisdom of the group
 - Consider implications of issues or decisions

What to expect:

- This involves problem-framing (not problem solving just yet)
- It is about developing questions to ask (not answering them just yet)
- Inspires and informs subsequent discussions around strategy, planning, and implementation
- By uncovering issues on the horizon, the board finds out what it may need to pay attention to now

Financial Report

Treasurer, E. Hines, presented the following:

- As of May 2021, ACA is reporting \$2.2 million net operating ahead of budget. This is a result of membership dues and publications coming in significantly ahead of budget, expenses coming in over \$1 million under budget, and ACA benefiting from CARES ACT tax credit in the amount over \$800,000.
- Because of these results, ACA’s balance sheet looks very strong as of May 31st with over \$3 million in cash and over \$10 million in investments.
- Projections for all of FY2021, ACA is projecting a net operating to be about \$1.5 million ahead of budget.
- For FY2022, while the fiscal year began on July 1, 2021 we don’t have a full month complete yet, need to remind the board of a few key elements that were included in the approved budget for FY2022. Those items include: 2 in-person Governing Council meetings, funding to support President Butler’s task forces, funding for the annual conference with was budgeted to have both in-person and virtual options, and no increases for membership dues, conference registrations and MSA fees.
- For FY2022 budget, we are looking at net revenues of \$14,767,400 and expenses of \$14,766,117.


CEO Update

CEO Yep began his update that the Counseling Compact has two states signed on currently. The North Carolina Counseling Compact is scheduled for a House floor vote in about four days.

He stated that we will continue to press for Medicare reimbursement for LPC’s, we have been fighting that battle for a long time. We do have at least 40 co-sponsors in the House and a few in the Senate right now.

Work continues on a bill for school based mental health services. That is called the Student Support and Academic Enrichment Grant.

We continue to work on Veterans mental health and career opportunities with the VA. They are looking at an increased hiring of LPC’s in the Veteran’s Affairs Department as well as career



advancement as well as educating counselors on VA policy. There was a small group of staff that met with the VA yesterday on the development of some national standards of practice that would be implemented in all medical facilities. ACA is going to provide more information to the VA.

Last night we hosted an event highlighting Asian and Pacific Islanders. We had three elected officials who joined us, two state representatives and a member of the US Congress. We had a couple hundred people attend.

Today we hosted an event Color Me Brave series, that explored the intersection of mental health and law enforcement. We had an ACA member, a state representative from Florida, and we had the Assistant Chief of Police from DC. It was an interesting conversation and there were people from all over the world logged in.


Old Business

D. Berksteiner led the conversation on the International Task Force

- It was moved by D. Berksteiner and seconded by J. Rheineck that the International Committee continue focus on advocacy and education; access to internationalization/efforts. Add international counseling section on ACA website within the Knowledge Center section. This section would include but not be limited to, international counseling conferences, tool kits (in different languages), resources, links to international counseling journals, professional development and trainings, international counseling issues, counseling tools, links to international counseling associations, ethics, research, related organizations, international affiliates and partnerships, international branches, associations and interests groups, and links for international students on where to find visa information to study within the US. Can also include a link to CACREP's International Registry of Counselor Education Programs, NBCC International, CSI Global section, and ACA's international interest group.

MOTION CARRIED

- It was moved by H. Glosoff and seconded by M. Jencius to amend the motion to the International Committee *continue focus on advocacy and education; access to internationalization/efforts. Add international counseling section on ACA website within the Knowledge Center section. This section **could** include but not be limited to, international counseling conferences, tool kits (in different languages), resources, links to international counseling journals, professional development and trainings, international counseling issues, counseling tools, links to international counseling associations, ethics, research, related organizations, international affiliates and partnerships, international branches, associations and interests groups, and links for international students on where to find visa information to study within the US. Can also include a link to CACREP's International Registry of Counselor Education*



Programs, NBCC International, CSI Global section, and ACA's international interest group. In an effort to make this motion clear, the International Committee would find the content and the staff would vet the content.

MOTION CARRIED

- It was moved by International Task Force to provide fellowships for counseling professionals and students to do research around international issues, related to counselors' best practices. (1) ACA will provide grants to support members in conducting research on international issues related to counselors' best practice. (2) Seek support through grants and initiatives that support research and counseling practice related to global mental health concerns. Actively engage in partnerships with organizations such as: European Union, United Nations, World Health Organization, World Bank, United Nations Children's Fund, United States, Agency for International Development, Doctors Without Borders/Médecins Sans Frontiers etc., that will assist in supporting these efforts
- It was moved by L. Holmon and seconded by M. Jencius to send this motion back to the committee.

MOTION CARRIED

- It was moved by M. Jencius and seconded by D. Berksteiner to create an outreach/liaison position within the International Committee that connects with other international counseling organizations to learn about best practices within global mental health. Funds needed to support an International Committee member to travel to international conferences, to engage in a shared learning experiences while building an international network of relationships that will enhance appropriate practice of global mental health.

MOTION DEFEATED

- It was moved by M Scholl and seconded by H. Glosoff to amend the outreach/liaison motion to state that only one ACA staff member, the ACA President and the Outreach Liaison would attend International Conferences.

MOTION DEFEATED

Appointment of Executive Committee

- It was moved by R. Goodman and seconded by C. Bhatt that the requirement for Executive Committee members to have served on the Governing Council in the year previous to their selection be waived for the 2021-2022 year in order to fill the position of underrepresented member.

MOTION CARRIED

Executive Session

Governing Council moved into executive session by consensus with no staff present. The meeting was adjourned immediately following Executive Session.