

Oregon Counseling Association (ORCA)



Board Meeting Agenda
 Saturday, May 5, 2012
 3 pm - 7 pm
 Spring Retreat: Lincoln City, OR

Board Members Present:

X Lara Pevzner - President	open - History
Patricia Kyle - Past President	Alexandra Saperstein – Human Rights
X Dominick Robertson – President Elect*	X Becca Dembosz - Membership
X Heather Bennett - Treasurer	Marney Hoffman – Networking
X Margaret Evans - Secretary	Tracie McDowell - Public Policy & Advocacy
X CJ Strauss - Presidential Liaison*	X Karen VanAcker – Public Policy & Advocacy
X Sarah Lebo – Communications	X Dina Yerex - Sustainable Development
X Josh Aldridge - Continuing Education	open - Technology
Doug Querin – Ethics & Bylaws	X Dominick Robertson - OACES President*
X CJ Strauss - Event Planning*	X Matt Morscheck - OCDA President
X Sarah Andruszko – Graduate Programs	* Holds two positions

Non-Board Members Present: Virginia Hood, Kira Steenstrup, Chuck Craytor, Christine Lundeen

- I. Call to Order – see attached President’s report
 - A. President Lara Pevzner welcomed everyone and thanked President Elect Dominick Robertson for leading a productive strategic planning workshop.
- II. Approval of Agenda
 - A. HB moved to approve the agenda, MM 2nd, no discussion, passed
- III. Approval of Minutes
 - A. LP moved to approve the March Board minutes. The name misspellings were asked to be corrected. SA moved to approve the amended minutes, HB 2nd, no discussion, passed.
- IV. Board Member Responsibilities
 - A. LP asked “What did you do today in the strategic planning workshop to uphold ORCA’s mission?”
 1. Board members contributed: Confirmed the importance and relevance of our mission statement, created ideas for the sustainability of our profession and created modalities for counselor communication.
- V. Treasurer’s Report - Approved budget can be found on Google Docs
 - A. HB reported she is working to get rid of the accounts receivable error from 2009 Quick Books.

- B. DY suggested looking for alternatives to reduce on line costs including exploring Square, which has lower fees.
- C. HB reported PO rental fee and phone rate increased over the budgeted amount.
 - 1. ME moved to approve overages to the administration budget, DY 2nd, no discussion, passed.
- D. Fall Conference budget items were discussed. HB reported Reg Online is more expensive than PayPal but Reg Online is easy to work with and it reduces the workload. HB reported cost saving measures was discovered with Reg Online that will be used next year. Square will also be investigated to use where appropriate.
 - 1. MM moved to approve overages to the Fall Conference budget, SA 2nd, no discussion, passed.
- E. One last paper newsletter was produced this year that was not budgeted for.
 - 1. SL moved to approve overages to communication budget. MM 2nd, no discussion, passed.
- F. HB reported she explored the Fair Labor Standard Act as it pertains to ORCA. HB reported since ORCA does not have \$500,000 in cash flow or paid employees it does not apply to ORCA.
- G. HB reported all ORCA expenses must be submitted by May 31, 2012
- H. LP motioned to give Heather Bennett a round of applause for her work as Treasurer, MM 2nd. Applause was given enthusiastically.
- I. DY reminded the board of the importance to build assets and to have a cushion to protect the organization.

VI. "Words of Wisdom"

- A. Matt Morscheck recognized the importance of integrating our clients' language into our conversations with them. He asked board members to share words of wisdom used to help them grounded.

VII. Reports: each report is given 7 minutes or less, otherwise tabled for next mtg

B. Divisions

- 1. OCDA: President, Matt Morscheck –See attached report
 - 1. MM introduced Christine Lundeen the new OCDA President who will take office on June 10th.
 - 2. MM reported OCDA is hosting an industry tour at New Seasons on May 18th.
- 2. OACES: Dominick Robertson – See attached report
 - 1. DR reported he has received the full mailing list from OBLCT.
 - 2. DR reported he is working on the list of counselor educators.
 - 3. DR reported he is looking for his replacement.

C. Active Committees

- 1. Communications: Sarah Lebo –See attached report
 - 1. SL reported ORCA is receiving ad revenue for the newsletter
 - 2. CS acknowledged Sarah Lebo for ORCA's awesome newsletter

2. Continuing Education: Josh Aldridge – See attached report
 1. JA reported he is open to ideas on how to advertise to those who want to put on trainings and how to help with advertising for approved trainings.
 2. ME suggested that ORCA membership information be available at all trainings.
3. Ethics & Bylaws: Doug Querin –No report
4. Event Planning: CJ Strauss- See attached report
 1. CS reported ORCA needs more speakers for the Fall Conference regarding diversity: age, gerontology, integration, parolees, bullying, poverty, veterans
 2. CS reported the Event Planning committee needs new meeting space – see CS if you have available space.
5. Graduate Programs: Sarah Andruszko
 1. SA reported Virginia Hood is joining the Graduate Program.
 2. SA reported she has found a student representative from Lewis & Clark
 3. SA reported her goal is to get a student representative from each school and to have multiple student presenters at the Fall Conference.
6. History: OPEN
7. Human Rights: Alexandra Saperstein - No report
8. Membership: Becca Dembosz –See attached report
 1. BD thanked CJ Strauss for her help with the database.
 2. BD reported the need to recruit additional members to her committee.
 3. CS acknowledged BD for exceeding and sustaining membership goals.
9. Networking: Marney Hoffman, resigned, OPEN
 1. Christine Lundeen volunteered to help with Sept. ORCA/OCDA networking event.
 2. SA encouraged board members to attend networking events
 3. SL reminded the board that we set the example.
10. Nominations & Elections:
 1. Sarah Lebo and Naomi Hudkins are creating the election ballot
11. Sustainable Development: Dina Yerex – no report
12. Public Policy & Advocacy: Karen VanAcker – no report
 1. KV attended the OBLCT meeting and was “frightened” by what they are talking about changing.
 2. KV encouraged everyone to attend future meetings and to respond to the proposed changes.
13. Technology: OPEN
 1. The board agreed to actively pursue a Tech Chair to the board

14. President Elect: candidate Dominick Robertson

VIII. Old Business:

A. Elections

1. There will be an email ballot delivered later this month.

B. President Elect and President Elect-Elect

IX. New Business

A. Credit card for ORCA and oversight plan

1. HB to explore credit card options and report back to the board.
2. Outgoing President Lara Pevzner will be kept on the checking account due to new President Dominick Robertson's Ashland residence.

B. Increase membership dues

1. Dues conversation will be tabled until next board meeting

C. WRLI attendees

1. Dominick Robertson & Sarah Lebo will attend the Western Regional Leadership Institute

D. COPACT and OMHCA

1. Discussions are on going regarding ORCA's relationship with COPACT and OMHCA

E. Budget proposal

1. MM moved to approve the proposed budget. SL 2nd, no discussion, passed.

F. Set dates for next years meetings

1. July 14, Sept. 22, Nov.1 (Fall Conference Nov. 1-3), Jan 12, March 9, May 3-5 (Spring Retreat)

G. Appreciation & Acknowledgments

1. LP acknowledged all who attended the ORCA spring retreat for their dedication to ORCA and their profession.

H. Closing

1. MM moved to adjourn the meeting, BD 2nd, no discussion, passed.

Addendum

4/1/2012 Heather Bennett moved we spend \$1485 above the budget for the rental home for the Spring Retreat. She reported the funds are there to cover the expense. She asked for the Board to vote by email. SA 2nd the motion. The motion was passed with a majority 12-0.

5/25/2012 CJ Strauss moved that The Fall Conference Committee be permitted to spend up to \$2000 on the printing and mailing of postcards for 2012 marketing to take advantage of the 3186 names from the OBLPCT mailing list. DM 2nd the motion. The motion was passed with a majority 12-0.

Presidential Report

May 2012

The most exciting news I have to report is that Dominick Robertson has agreed to run for President of the ORCA board for the 2012-2013 year. Naomi has collected platforms from Dominick and other officers needing to be elected into office. There will be an election in a couple weeks that members will be asked to participate in. This process will formalize the executive committee. In addition, Dominick has been diligently having discussions with another board member to secure a President Elect for his term. This new system of functioning, having a president-elect at the beginning of a service term, will avoid having someone take the position for more than 3 years. I look forward to functioning in the Past- Presidential role for the coming year!

Additionally, I have been working with OMHCA to assess what structure and changes will have to be developed in order to create a more robust professional organization. I will continue to work on this reunification project beyond my term as president.

This past month, Dominick and I have been busy putting together a great spring retreat that will hopefully work to bring the board together and develop a plan that will connect all counselors throughout the state. If you read my article in the newsletter you noticed all the amazing things Sarah Lebo and the rest of our board are doing to enhance communication and connection throughout the state!

Finally, I would like to appreciate all of you for getting behind my intentions for a paper-free ORCA over the past year. It's been a major transition, but a positive step for us. Congratulations and thank you to all of you that supported my hopes and made it happen.

Cheers to 2012 with ORCA!

Lara Pevzner
ORCA President



Oregon Career Development Association

ORCA Board Report – May 5, 2012

Submitted by Matt Morscheck, OCDA President

General

- OCDA Leadership Retreat Friday, June 8 at OHSU
 - Christine Lundeen becomes President!
- Professional Development Institute & Awards Luncheon – March 9, 2012
 - 65 attendees; 3 Great PDI Summaries on our Blog: 2 made them into ORCA Newsletter
- Christine Lundeen: Completed NCDA Project to Survey State Career Development Association Boards
- OCDA Member Survey scheduled for Summer 2012 -- Christine Lundeen, Chair
- 3 Articles in ORCA May Newsletter

Leadership

- OCDA Elections currently underway. Angela Doty, Chair
 - Greg Flores, Nominee for President-Elect
 - Anne Lapour, Nominee for Treasurer (Re-election)
- All current board members have expressed interest in continuing to serve on OCDA Executive Board!

Professional Development Activities

- Spring Industry Tour, Eden Isenstein
 - New Seasons: Fri. May 18 10am-1pm

Financial (as of 1/20/12)

- Current assets: \$6,450.31 – Anne Lapour, Treasurer
 - Checking Account: \$1,158.75
 - PayPal Account: \$5,291.56

Membership

- 87 Active members – Dan Hayes, Membership chair
 - OCDA 68
 - ORCA/OCDA 11
 - Lifetime OCDA 15
 - Lifetime ORCA 4

Communications/Website

- Facebook: 51 likes (+5 since Jan 2012)
- Twitter: 461 followers (-3 since Jan 2012)
- LinkedIn Group: 111 members (+14 since Jan 2012)
- Nina Olken Communications/Web Chair is investigating new website platforms.

Oregon Career Development Association

Promoting quality career development in Oregon and SW Washington

www.ocda.info

OACES Report for ORCA Board

May 2012 Update

I. Updates

Notable updates since our last Board meeting in March:

- Attended ACA Annual Conference in San Francisco, as well as the Western Region Business Meeting, with Sarah A and Matt. Meeting notes available on request. A few items of interest:
 - Colorado Counseling Association has completed a very successful initiative to increase membership (from 250 to 900), focusing on offering “group deals” for graduate students.
 - ACA is revamping its website, and will have portals/microsites for state branches.
 - ACA can be used for communications (e.g. can send messages to all ACA members in a state, and can publicize state events on ACA website).
- In the continuing process of finding potential members, I now have the full databases in Excel of Licensed Professional Counselors and Registered Interns, as well as Registered Supervisors (both obtained from OBLPCT), and I continue to build the Counselor Educator list (from individual university faculty pages) as time allows. I don’t have any lists of graduate students.
- Made a presentation proposal for the Fall Conference.
- Have been focusing mostly on preparing for the President role, which has severely limited time availability for the OACES role.

II. Current Activities

The focus for OACES is establishing a community of Oregon Counselor Educators, and work to get increased engagement in ORCA activities, especially Conference attendance and participation, and to encourage the same in their graduate students.

Current list of work in process and “to do” list:

- Follow-up actions from ORCA Board retreat.
- Attend ACA Leadership Institute with Sarah L in July.
- Continue to develop a list of Counselor Educators by gathering data from the faculty pages of every Oregon college offering Counselor Education graduate programs.
- Look for a replacement for the OACES role.

III. On Hold

- Make initial contact with CESs, and find out where OACES can best serve its constituency, and each individual's level of interest (possible survey?)
- Make follow-up plans based on results of CES feedback, also considering advantages for ORCA/OACES members
- Encourage CEs (and through them, their graduate students) to view the ORCA Conference as an opportunity to learn, to present research, and to network with peers
- Work with ORCA Conference team to ensure there are some appealing sessions for CEs, possibly including required CEU credits (e.g. Ethics)

Communications Report

May 2012 meeting
Sarah Lebo

Recent Activity:

- Continuing updates on Web site, Facebook, Twitter, LinkedIn, e-mail listserv and quarterly newsletter
- Several advertisers for the spring newsletter, which is exciting (we get a small fee from people/organizations for that).
- Agreed to advertise the Oregon Association for Marriage and Family Therapists conference in our newsletter in return for them advertising our fall conference in their materials. (Their deadlines are June 1st, Sept 1st, Dec 1st, March 1st)

Needs/requests:

- Assistance with posts on our e-mail listserv – for this to continue to be something members join, we have to have posts. Please email the listserv to start a discussion or consider answering a question (a few recent questions that have no answers thus far are:
 - “I have someone who needs to get enrolled in anger management classes before the court mandates them. Do you have ideas where I could refer?”
 - “I’m a newly registered LPC intern and I’m looking for a small space I can use to see individuals”
 - You can join/view messages at:
<http://health.groups.yahoo.com/group/OregonCounseling/>
or, if you’re already a member you simply e-mail
OregonCounseling@yahoogroups.com
- I am having a hard time with the web site and continue to be unimpressed with the program we utilize to design it (Joomla). I was encouraged to see Dominic’s post about the ACA soon having the possibility of web sites through their redesign – if this happens I would love to explore what those web sites look like and how we can access one.
- Newsletter article submissions are always welcome.

NBCC Report 05/2012
Josh Aldridge

Here are the updates of approved trainings in the community since our last meeting:

1. Digital Confidentiality Workshop: A Practical and Ethical Primer for Private Practitioners. 05/26/2012; 06/17/2012; 08/05/2012

Instructor: Roy Huggins, MS NCC

Area of Activity: Professional Orientation

Summary: We will spend 90 minutes covering ethical expectations of clinicians around security of clients' personally-identifiable information applied to phones, email, Web pages, mobile phone "texting," and general data storage. Emphasis will be on building attendees' knowledge and expertise in how these tools/mediums intersect with clinical practice in terms of security of confidential information and, if time allows, the therapeutic relationship. In the following 90 minutes, we will workshop through updating informed consent procedures and determining what each attendee needs to do to get their practice's tools in line with ethical and practical needs, i.e. getting secure email, secure contact forms for websites, etc. To facilitate the workshoping, attendance will be limited to 10 people.

2. The Internet, Ethics, Marketing, and the Professional Helper

Instructor: Roy Huggins, MS NCC

Area of Activity: Professional Orientation

Summary: An overview of ethical expectations regarding use of communications technology in clinical practice combined with a practical survey of Internet and telephonic communications as they relate to protecting client confidentiality and anonymity, reliability and appropriateness for clinical use.

A review of what the clinician needs to do with their web presence to stay ethical.

3. OASOTN Pre-Conference Workshop: Working Effectively with Youth who have Sexually Offended: A Strength-Based Approach

Instructor: Kevin M. Powell, Ph.D

Summary: A strengths-based approach (SBA) is critical for establishing a healthy foundation in which sex offense-specific assessment, treatment and case management services will be most effective. SBA focuses on the identification, creation, and reinforcement of strengths and resources within individuals, the family, and their community. SBA is made up of an eclectic mix of psychological theories and interventions which focus on 'what to do' rather than 'what not to do'. Participants will gain knowledge in the following topics:

- * What Is a Strengths-Based Approach
- * Reasons to Remain Optimistic about Youth with Sexual Behavior Problems
- * Necessary Characteristics/Attributes for Effective Sex Offense-Specific Providers
- * Information about How to Motivate/Engage Youth in Treatment
- * Information about "Protective Factors" Commonly Associated with "Resilient" Youth.
- * Strategies for Enhancing Youths' Openness and Honesty in Treatment
- * Evidenced-Based Practice Movement: The Importance of Critical Thinking

4. OASOTN Annual Conference - 05/15/2012 - 05/16/2012

Summary: There will be a workshops on a variety of topics, such as sexting, motivational interviewing, persistent offenders, supervision, substances, art therapy, anti-oppressive practice, polygraphs, survivors, communication, working with Latinos, sex offender registration, music therapy, computer forensics, and working with Old Russian Believers.

Fall Conference Planning Committee Report for Board meeting 5/5/12

Submitted by: CJ Strauss, on behalf of the committee which also includes: Alexandra Saperstein, Becca Dembosz, Heather Alexander, Lara Pevzner, Lisa Sequeira, Marney Hoffman, Naomi Hudkins and Sarah Andruszko.

Planning Sub-committees:

Admin, A/V, Awards, Continuing Ed, Exhibitors, Finance, History, Marketing, Membership, Networking, On-Site, President, Program, Registration, Sponsorship, and Volunteers.

The Event:

- November 1, 2 & 3, 2012 at the Red Lion Hotel on the River (Jantzen Beach) Portland.
- our theme: "Appreciating the Diverse Experience"

2012 Progress:

- Your dedicated planners have been meeting monthly since December!
- We are trying to find good days/times to meet to increase peoples' ability to attend.
- Dr. Manock & Dr. Cox will be offering the pre-conference workshop on EFT and Unconscious Emotion. The other keynote speakers scheduled are: Dave Wenzel from Western Seminary; Larry Conner from OMHCA, and Keith Dempsey from George Fox.
- Anne Norwood's promotional artwork is up on the website and will become postcards.
- The ORCA website shows the artwork, volunteer info, and online reg for exhibitors.
- We are planning to discontinue the raffle/ silent auction due to lack of person-power.
- We have not examined the finances; not planning to alter our rates or budget for 2012.

2013 Planning:

- Will be held in Eugene at Hilton Eugene or Valley River Inn. Which weekend? October 31, November 1 & 2, October 24-26, or November 7-9? Home football games interfere.
- We are planning to visit the potential venues this month - who would like to come?

Next Meeting:

- Tuesday, May 22nd at 9:00am at 2301 NW Thurman St, Portland, OR 97210.
- Seeking a new meeting place; our gracious hostess of the last two years is movin

Questions/Concerns:

- The Program Proposal deadline was 4/1/12 and we have enough high-quality proposals. However, not many are actually related to the conference theme (diversity). We would like to find speakers to address some of the following

topics: ability, age, bullying, chronic pain, ethnicity, immigration, parolees, poverty, etc. We don't want a vanilla diversity conference! Meanwhile delaying responding to those who have submitted.

- The committee has not had any new recruits since last summer, but we are experiencing attrition. There are 16 subcommittees and the workload is not sustainable for the current group members, so we need some ideas on how to make cutbacks and help in general.

Actions Requested of Board Members:

- Please help us find presenters on some of the diversity topics - even if they are not a specialized clinician, some issues are important to have education as awareness-raising.
- Consider serving with this committee and please send interested volunteers our way.
- Please nominate someone worthy of an Award this year 😊

Graduate Programs Report

Sarah Andruszko

I only have 2 new updates for the Board:

1. The first is that I am pleased to announce that Virginia Hood will be working with me on the Committee for GraSS. She comes well qualified and is amazing with people! I know that it is going to be great to work with her.
2. Secondly, I am happy to announce that I finally got a Lewis and Clark representative. Her name is Jenny Pugh and I met her at the ACA Conference. She is very excited to educate her classmates and professors on ORCA and to get them involved.

Goals for the next year are as follows:

- To get one representative for each of the schools in Oregon.
- To have a large amount of students and professors attend the ORCA conference this next year and do poster presentations.
- To have a large student focused networking event where we would have a lot of seasoned counselors who could come and answer questions (sort of panel style).
- To call each of the student reps every month as a way to keep connected and further their momentum in moving ahead.
- To have a work party again, to prepare the presenter gifts, that really worked well this year.
- I would like to figure out how to have skype meetings every 3 months with the GraSS Reps.
- To be able to personally call each of the main professors at each of the schools to encourage their participation in and educate their students about ORCA.
- I am training Virginia to hopefully take over for 2013 term and our goal is to be mentoring one or two new people each year so that there is someone to take over the position each new term.

Long term goal:

To be able to plan a day at the capital for the students to talk to their congressmen about the current issues in legislation relating to counseling.