

Oregon Counseling Association (ORCA)



Board Meeting Minutes  
Saturday, March 10, 2012  
9am-12pm

Clackamas Fire Station #5, Clackamas, OR

**Board Members Present:**

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

**Non-Board Members Present: Larry Conner and Susan Zall (OMHCA), Virginia Hood**

- I. Call to Order
  - A. President Lara Pevzner welcomed attendees and asked them to introduce themselves.
- II. Approval of Agenda
  - A. DY moved to approve the agenda. SA 2<sup>nd</sup>. Discussion regarding OMHCA division report being moved to the front of the Division reports. HB moved to approve the amended agenda. JA 2<sup>nd</sup>. Passed.
- III. Approval of Minutes
  - A. MH moved the minutes be approved with misspellings corrected. BD 2<sup>nd</sup>. CS abstained. Passed.
- IV. Board Member Responsibilities
  - A. LP reviewed Board Member responsibilities
- V. Treasurer's Report: Heather Bennett – ORCA Budget on Google Docs
  - A. HB reported she received only one budget from Josh. HB reported she would carry over last year's budgets unless she hears differently.
  - B. Detailed budget will be discussed at Spring Retreat.
  - C. HB getting new scanner.
- VI. "Words of Wisdom"- LP offered, 'Take your test after you graduate'
- VII. Reports: each report is given 7 minutes of discussion or less, otherwise tabled until end of mtg for further discussion
  - A. Divisions

1. OMHCA – Larry Conner
    1. LC reviewed the structure of ORCA, OMHCA and COPACT. Discussion ensued regarding the options of merging, forming an interlocking board or a division relationship.
    2. Susan Zall pointed out the low membership of both practicing therapists and students. She emphasized the importance of how politics affects jobs and future of mental health careers.
    3. LP proposed continuing conversation outside meeting to develop plan. Intentions for group: financial changes, relationship merger, define roles, how to work with and support each other. Group volunteers: Alexandra, Sarah, CJ, Lara, Larry to meet in CJ's office, April 1, 3-5pm
    4. President identified Sarah Lebo and Alexandra Saperstein as talented writers to contribute to mailing piece.
    5. CS suggested it is important to survey ORCA membership
  2. OCDA: President, Matt Morscheck - no report
    1. Professional Development Institute (PDI) had 64 participants He reported there was a good mix of presenters and the OCDA Board was very helpful.
    2. CS asked that the Board Members and their duties be listed.
  3. OACES: Dominick Robertson – see attached report
    1. OACES has moved their conference date resolving conflict with ORCA's Fall Conference.
    2. DR requested help crafting a message to the OACES community, once he has developed a complete mailing list.
    3. Sarah Andruszko, Sarah Lebo and Patricia Kyle volunteered to help.
- A. Active Committees
1. Communications: Sarah Lebo – see attached report
  2. Continuing Education: Josh Aldridge – see attached report
    1. One training in the community since last report
  3. Ethics & Bylaws: Doug Querin – no report
  4. Event Planning: CJ Strauss –see attached report
    1. CS encouraged Board to request proposals for Fall Conference and award nominations: Human Rights Award, Leona Tyler Award, and ORCA Distinguished Service Award
    2. CS reported she welcomed input regarding future conference locations. In the past the Fall Conference has rotated: Portland, Eugene, Bend, Ashland.
  5. Graduate Programs: Sarah Andruszko –no report
    1. Western Seminary – 30 students interested
    2. Building relationships with counselor educators.
    3. Goal is to have students present posters at conference
    4. CS requested emails of students representatives as they receive 1 year free membership
  6. History: OPEN
  7. Human Rights: Alexandra Saperstein – no report
    1. Conducting research for article regarding the impact on families when mental health benefits are cut.

2. AS reported she would be willing to speak to the media
3. AS asked for clients who would be willing to share their stories.
8. Membership: Becca Dembosz - see attached report
  1. BD reported many benefits to our upgrade to Google docs and reg online. Members can update on line, automatic emails can be sent
  2. BD complimented her team for accomplishing ORCA's highest membership numbers to date. March 2012: 340 members made up of 137 Professionals, 2 Associate, 6 Retirees, 57 New Professionals, 85 Students, 53 Lifers, 18 Lapsed.
  3. BD reported she will brainstorm with team to extend outreach and recruit new members
9. Networking: Marney Hoffman – no report
  1. MH reported we could get free space at McMenamin's on Broadway
  2. Susan Zoll reported OMCHA having a networking event
  3. MH reported looking for ORCA leaders in Southern and Eastern OR.
  4. MH reported she might be moving and was looking for someone who might be interested in her position.
  5. MH reported she will ask Lonnie at OBLCT to hold onto ORCA's check regarding the list until we receive the list paid for by OACES. Then we will determine if another list is needed.
10. Nominations & Elections: Patricia Kyle - no report
  1. Looking for a full slate
11. Sustainable Development: Dina Yerex – no report
12. Public Policy & Advocacy: Tracie McDowell- no report
  1. CS asked that Karen Van Acker be added to the Board emails
13. Technology: OPEN
14. President Elect: OPEN

## II. Old Business:

- A. Spring Retreat Friday, May 4<sup>th</sup> and Saturday, May 5<sup>th</sup>
- B. LP announced the vote to go to the Coast for Spring Retreat. Discussion ensued regarding where and how long. LP reported she would get back to the board with the location. Board can approve increased budget for the retreat – as the goal is not to ask Board Members to pay for the working retreat.
- C. Elections
  1. Waiting for a full slate

## III. New Business

- A. ACA attendees
  1. HB reported if you are attending the ACA conference talk to her if you need financial assistance.
  2. The important of having representation at the conference was discussed.
- B. COPACT and the OMHCA
  1. ME reminded group of past idea of having at least one member attend OBLCT Board Meetings. ME reported she would email dates, time, and location of upcoming meetings for people to sign up to attend.
  2. CS volunteered to put them on website calendar
- C. Agenda items for next meeting
  1. Strategic plan of organization

2. OMCA/COPACT responsibilities and abilities
3. ORCA List Serve update
4. Raising dues
5. Review Bi law membership dues for Board Members

D. Closing

1. BD made a motion to close, MM 2<sup>nd</sup> motions. Passed, Meeting adjourned

Minutes submitted by Margaret Evans, ORCA Secretary

# OACES Report for ORCA Board

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*March 2012 Update*

## **UPDATE on conference schedule conflict**

WACES (the Western Region ACES organization) has rescheduled its 2012 Conference to November 15-18 in Portland, meaning that it no longer conflicts with our own ORCA Fall Conference. Good news! Thanks go to the WACES conference organizers for making this happen. Perhaps we can put in a plug for their conference at our own, to encourage ORCA attendance. I will also make sure this is communicated to the OACES community.

## **Current Activity**

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:

- Attending ACA conference in San Francisco. Any ORCA-related representation needed?
- I am building a reasonably comprehensive list of potential OACES constituents. I have obtained the Register of Licensed Supervisors from the Oregon Board of Licensed Professional Counselors and Therapists, and I am developing a list of Counselor Educators by gathering data from the faculty pages of every Oregon college offering Counselor Education graduate programs.
- Once completed, develop a distribution list or Listserv of Oregon Counselor Educators and Supervisors.
- 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)

## **Board Request**

I would like to ask for assistance in crafting an initial contact message to the OACES constituency, and possibly a survey.

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# Communications Report for ORCA Board

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*March 2012 Update*

## **Update on Requests from Last Meeting:**

Since the last meeting we have helped advertise OCDA's upcoming event and our call for proposals for the Fall Conference. Lara has also connected me with the media person for OMHCA which has allowed me to start promoting OMHCA events on the Web site and other media avenues. The Winter Newsletter was written, edited and sent out.

## **Current Activity**

An e-mail listserv was created on Yahoo groups, since I can add members very easily to that program. I will be sending out invites soon. If you want to check out the very bare bones web site just created, please go to: <http://health.groups.yahoo.com/group/OregonCounseling/> and request to become a member (I may just go about adding the board soon too, then people can unsubscribe as they wish). *We'll need everyone involved in posting things to keep the group active and interesting, not just me as the communications chair. Initially, this will be easy since we can simply post introductions and information about our current clinical practice. Eventually, perhaps Tracy and others more informed about legislative issues can assist with e-mail updates.*

## **Board Request**

I saw that the current Google document for membership says "old membership". I'll need access to the newest membership list for e-mails soon so I can utilize that for mailings and the group we are creating.

The newsletter continually needs articles submitted by board members, so please email one as soon as you can to [editor@or-counseling.org](mailto:editor@or-counseling.org). Deadlines for issues are: **April 15, July 15, November 15, January 15.**

*All of our media outlets listed below are user friendly – if you are a "fan" of ORCA on facebook, consider posting something on our "wall" about what's happening with the organization, or a recent profession news story. Same thing goes for LinkedIn (it would be posting a "discussion" on the page). We'll have to continually keep in mind these three avenues for communication, since they are immediate and the more activity we have, the more people notice us and join: Yahoo Group (e-mails), Facebook (wall posts) and Linked in (Discussions).*

## **Media Stats and information:**

Newsletter: E-mailed to 418 members (only about half opened and viewed the email though)

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Yahoo Groups: <http://health.groups.yahoo.com/group/OregonCounseling/>

- No members yet, just getting started filling out group info. And creating introductory emails

Twitter: <https://twitter.com/#!/OregonCounselor>

- 42 followers

Facebook

- 145 total likes
- 2 people talking about ORCA recently
- 24 people reached weekly

LinkedIn: [http://www.linkedin.com/groups?home=&gid=2467168&trk=anet\\_ug\\_hm](http://www.linkedin.com/groups?home=&gid=2467168&trk=anet_ug_hm)

- This is still the least used of our communications tools, one that I'm less experienced with. Any of the Linked in group members can post discussions, so if you are a member, please consider posting alerts about what's going on with ORCA or current profession news.
  - 108 members
  - 5 new members in the past week (25% weekly growth rate)
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NBCC Report 01/2012

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

**1. Conditions for Effective Psychotherapy: A Meditative Investigation, March 3rd 2012, April 24th 2012, June 9th 2012. (These are three separate trainings).**

*Instructor:* Nelly Kaufer, LPC.

*Summary:* As psychotherapists we hold many views and theories about what the conditions that lead to effective psychotherapy, some known explicitly, and others functioning implicitly in our work with clients, many determined by our clinical orientation. Buddhist psychology teaches that everything in our inner world arises dependent on conditions; nothing arises in isolation. Through meditative reflection and in group discussion, you will examine your beliefs about what conditions lead to positive change in therapy, and how you understand your role in impacting these conditions.

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## **Fall Conference Planning Committee Report** for Board meeting 3/10/12

**Submitted by:** CJ Strauss, on behalf of the committee which also includes: Alexandra Saperstein, Becca Dembosz, Doug Querin, 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 on the River (Jantzen Beach) in Portland.
- our theme: "Appreciating the Diverse Experience"

### **2012 Progress:**

- The committee has been meeting monthly since December - great work everyone! We are trying to find days/times that are amenable to most of our committee members.
- We had our first Skype assisted attendee, allowing a member to participate from Salem.
- Anne Norwood is drafting new artwork for us this year.
- We are in process of reviewing the finances to see if we will alter our rates and budget.
- The Call for Programs was in the 2011 registrant packets, is posted on the website, went out in the beautiful electronic newsletter and an email blast to members.
- The Program Proposal deadline is 4/1/12. Three proposals have been submitted so far.
- We believe our Pre-Conference Workshop will be on Emotion Focused Therapy.
- We also have verbal interest indicated from several potential presenters.

### **2013 Planning:**

- Which weekend? October 31, November 1 & 2, October 24-26, or November 7-9?
- We will soon be looking at potential venues - suggestions welcome.

### **Next Meeting:**

- Thursday, March 29th at 11:00am at 2301 NW Thurman St, Portland, OR 97210

### **Questions/Concerns:**

- We are still searching for presenters...As our theme is related to the diversity of life experience, we want to ensure a diverse array of topics too.

### **Actions Requested of Board Members:**

- Please tap into your networks and help attract presenters whom you'd like to see!
  - Post flyers or share with colleagues, or go to the ORCA website to download them.
  - Continue to send interested volunteers our way.
  - Please nominate someone worthy of an Award this year ☺
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- **ORCA Membership Committee Report**

- 9 March 2012
  - Becca Dembosz
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- Since the last report given since taking this position last summer, here are the latest happenings:

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- Thanks to CJ's extraordinary help, we have now converted our Googledocs Membership Database over to RegOnline, the program we currently use to assist with membership registrations. This will allow for a better flow in membership services, cut down on administration work, lessen clerical mistakes, and free our team up to cast more vision to enhance our Membership department.

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- With that said, our continuing goals are as follows:

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- Since this change just got accomplished, there are still some kinks to be worked out in the system, so CJ, Glenn, and I will be working together to ensure the new database's success over the next few weeks. Once that is accomplished, I will sit down with my team at large to reconfigure committee jobs, as RegOnline will take care of some of that manpower. Some of this will entail outreach strategies, probably drawing inspiration and ideas from other state counseling associations that have large membership bases.

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- Here are our current numbers:

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	<b>July 2011</b>	<b>Jan 2012</b>	<b>Mar 2012</b>
• Professional:	125	142	137
• Associate:	1	2	2
• Retired:	8	6	6
• New Professional:	18	19	57
• Student:	57	89	85
• Life:	55	53	53
• Lapsed Members:	145	58	18
• <b>Total Current Members:</b>	<b>264</b>	<b>311</b>	<b>340</b>

