

Oregon Counseling Association (ORCA)



Board Meeting Minutes
March 5, 2016

Board Members Present:

- | | |
|------------------------------------|--------------------------------------|
| X Ryan Melton—President | |
| Marney Hoffman—Past President | Vacant—Graduate Students |
| X Raina Hassan—President Elect | Chad Ernest—Public Policy & Advocacy |
| Iris Haugen—Treasurer | X Emily Kolibaba—Technology |
| X Suzy Elton— Secretary | X Joel Lane—OACES President |
| X Gianna Russo-Mitma—Communication | Adry Clark—OCDA President |
| X Susan Zall— Admin, NBCC | X CJ Straus---Membership Mgmt. |
| Lynne Coon—Professional Dev & Edu | X Catherine Cooney—Networking |
| X Chalaina Connors—Human Rights | X Candice Elliot—Fall Conference |

Non-Board Members Present:

- Caity Morgan—Professional Development and Education
Tony DeCordoba—Technology/Webmaster
Kara Eads—Technology Committee
Larry Conner—Public Policy & Advocacy

- I. Call to Order
 - A. Ryan M. called the meeting to order.
- II. Approval of Agenda
 - A. Chalaina C. moved to approve the agenda. Susan Z. 2nd. No discussion. Passed.
- III. Approval of Minutes
 - A. Minutes will be e-mailed to board members for approval.
- IV. Words of Wisdom
 - A. Chad provided words from Heraclitus: “No man ever steps in the same river twice”.
- V. Updates and Strategic Topics
 - A. Treasurer’s Report (Iris) See Report
 1. Treasurer’s report is located on Google Drive.
 - B. ORCA Services Coordinator Job Description (Executive Council)
 1. Board members read and discussed the proposed ORCA Services Coordinator job description provided by the Executive Council.
 2. This contracted position will be posted as quickly as possible.
 3. Paul Cooney, attorney, will be contacted regarding liability insurance needs.

C. ORCA Policies (Ryan)

1. Board members read and discussed two new policies: Committee Budget and Expenditures Policy and ORCA NBCC Compliance Policy and Checklist.
2. Ryan asked for a motion to approve the Committee Budget and Expenditures Policy.
 - a. Catherine C. moved to approve. Chalaina C. 2nd. Passed.
3. Board members were reminded of the importance of following NBCC guidelines when planning to offer Continuing Education credit for ORCA sponsored events.
 - a. Ryan asked for a motion to approve the NBCC Compliance Policy and Checklist.
 - b. Joel L. moved to approve. Gianna R-M. 2nd. Passed.

D. Removing Google Phone (Ryan)

1. Board members discussed using a physical phone rather than Google Voice after recent difficulties transferring the phone to a new user.
2. After discussion, it was decided to continue with Google Voice using transcript only.
3. Raina maintains the phone currently. Emily will work with Raina regarding using a transcript system rather than voicemail.

VI. Division/Committee Reports

Each report is given 5 mins. or less, otherwise tabled for future discussion. All written reports are now located on Google Drive.

A. Divisions

1. OCDA: President, Adry Clark—see report
2. OACES: President, Joel Lane —see report
 - a. Joel reminded the board that OACES has temporarily taken over responsibility for the Graduate Students' Committee. (GRASS)
 - b. He is reaching out to counseling programs throughout the state and promoting collaboration opportunities with ORCA. He reported that about 1/3 of the programs have responded positively to date.
 - c. Joel recently provided outreach with Lewis and Clark regarding ORCA activities. His efforts were well received.
 - d. Joel also let members know that he will be attending the ACA Conference in Montreal, Canada, the end of March.

B. Committees and Executive Council

1. Public Policy & Advocacy: Chad Ernest—see report
 - a. Larry Conner provided update for Chad.
 - b. Larry reported that the committee paid close attention to pertinent bills discussed by the legislature. A bill regarding maintaining confidentiality of Student Health Records was passed.
 - c. There is ongoing discussion among ORCA, social worker and psychology associations regarding potential changes in the Practice Act, primarily regarding the Educational Exemption for counselors. Committee members are paying close attention to current activity regarding this issue.

- d. Chad and Larry met with the Oregon Insurance Commission regarding a study of insurance reimbursement rates for counselors.
 - a. Larry stated that there is an acute violation of Parity Law with reduction of rates. Counselors are forced to close practices, adding to the concern of “access to care” for clients.
 - b. COPACT is in process of producing a video of services provided for the counseling community.
- 2. Membership: CJ Strauss---see report
 - a. CJ reported that there are currently 437 active ORCA members.
 - b. CJ announced that she will be stepping down from the Chairperson position as of the July 2016 board meeting and is asking for assistance in finding a new chairperson and/or volunteers.
 - c. Board members discussed pricing of registration plus membership “bundles” for the fall conference. Pricing will be discussed again at a later date.
- 3. Fall Conference: Candice Elliot—see report
 - a. To date, the fall conference has one \$1500 sponsor: Eating Recovery Clinic.
 - b. Candice asked board members to continue to talk with friends and colleagues regarding attendance, sponsorship, and/or presenting at the conference.
 - c. Board members discussed and agreed upon the \$50 fee for board members, fall conference committee members, and volunteers
 - d. Ryan discussed actively seeking sponsorship with other agencies.
- 4. Graduate Students: Position vacant (OACES temporary coverage)
- 5. Technology: Emily Kolibaba—see report
 - a. Emily and the technology committee provided a needs assessment summary from the recent survey.
 - b. The committee proposed two applications that will improve efficiency and user capability: Google Apps for Work and Wild Apricot.
 - c. Discussion followed, and board members agreed on the need for both applications.
 - d. The committee will continue to move forwards with implementing program applications.
- 6. Communications: Gianna Russo-Mitma
 - a. Gianna announced the distribution of the Winter 2016 Newsletter.
 - b. Since Natasha has stepped down as editor of the newsletter, Sasha Palacek has offered to do a “trial” edition for May.
 - c. Multiple committee positions were posted in the Winter edition.
 - d. Gianna proposed a newsletter time line change from a 15 day to a one month window between the deadline for articles and the circulation date Board members agreed.
 - e. Deadline for articles for the May edition will be April 1.
- 7. PD & E: Lynne Coon

- a. Caity Morgan represented Lynne at the meeting.
 - b. Caity announced the Spring Workshop to be held on April 9 from 8:30-4:30 pm at Lewis and Clark. Topic is Internet Marketing Bootcamp. Deadline for registration is March 10.
 - c. PD & E committee has received sponsorship for this event from Lewis and Clark (providing the workshop site free of charge). They have also received approximately \$1250 from different levels of sponsorship
8. NBCC Program Admin: Susan Zall—see report
- a. Susan provided the NBCC program policy guidelines and checklist to be used when planning a CE event.
9. Human Rights (Chalaina Connors)--See report
- a. Chalaina discussed group registration for the NAMI 5 K Walk to be held on May 15 at noon on the Waterfront. Multiple board members plan to participate.
 - b. Chalaina proposed having shirts made for members who attend the event. She will follow up with Marney regarding shirt purchase.
 - c. Committee members will continue planning for the walk.
10. Networking: Catherine Cooney--See report
- a. Catherine announced that she will be stepping down from the position of Chairperson in July. Sue Ujvary has agreed to take the position.
 - b. The next networking meeting will be held on March 18 at the La Carreta Restaurant from 6:30-8:30. Gianna will speak about Co-Parenting with Divorced and Separated Families.
 - c. Catherine asked for a board member to attend and to update those attending on ORCA activities. Gianna agreed to assist.
 - d. Catherine requested offers to speak for the Summer Networking event.
11. President: Ryan Melton—see report
- a. Ryan announced that he will not be attending the ACA Conference in Montreal as he has family obligations at that time. He has asked Suzy Elton, Secretary, to attend in his place.
12. President Elect: Raina Hassan—see report
- a. Raina continues to focus on ORCA rebranding effort. She is planning an activity for the May Retreat that involves board members to participate in the rebranding process.
13. Past President: Marney Hoffman—see report
14. Secretary: Suzy Elton—see report
- a. Suzy has continued to receive daily e-mails to ORCA/board, research and respond, as well as forward e-mails to board members as appropriate.
 - b. January minutes will be e-mailed to all board members following this meeting. Revisions and or/approvals will be accepted until the close of business on Monday, March 7, 2016. Minutes will be posted on Google Drive and on the ORCA website.

- c. Suzy will attend the ACA Conference in Montreal from March 31-April 3.

VII. Old Business

A. Elections (Marney)

1. The election process is moving forwards. The 2016 ORCA Elections Timeline is in place and can be found in the Winter Newsletter.
2. Two positions are open for candidates: President Elect and Treasurer.
3. Kara Eads, a member of the Technology Committee, has agreed to run for the Treasurer position.
4. Joel Lane, OACES Representative, is running for President Elect.
5. Newly elected members will attend the Board Retreat at Lewis and Clark on May 21, 2016.

B. Relationship with Portland Therapy Center (PTC) (Ryan)

1. Relationship with PTC will be discussed in a later meeting.

C. Vacant Committee Chair Positions

1. There are multiple Committee Chair Positions currently available.
2. These include Membership Chair, Graduate Students' Chair, and Networking Chair. Positions have been advertised in The Counseling Newsletter.

VIII. New Business

A. The next board meeting will be by the May Retreat at Lewis and Clark on May 21.

B. Board minutes can be located on the ORCA Website. Suzy will e-mail the approved minutes to the webmaster.

C. Ryan discussed Executive Council Members attending OBLPCT meetings. He attended the last meeting.

1. Discussion followed regarding a need to communicate with OBLPCT regarding phone calls forwarded to ORCA.

IX. Appreciation and Acknowledgements

A. Larry acknowledged the entire board for ongoing efforts,

B. Catherine appreciated board members who provided the food for the last meeting in her absence.

C. Emily acknowledged Tony and Kara for their work in completing the Technology Needs Survey/Assessment.

X. Adjourn

A. Chalaina C. moved to adjourn the meeting. Gianna R-M. 2nd. Passed. Meeting adjourned.

Minutes respectively submitted by Suzy Elton, ORCA Secretary.

Treasurer's Report

- Reconcile checking accounts
 - ORCA \$50,175.02
 - OCF \$1,053.02
 - OACES \$2,333.66

- Issued the following checks :

○ Southern Oregon University	\$7,572.76	2015 Fall Conference Catering
○ Crown Plaza Convention Center	\$5,000.00	2016 Fall Conference Deposit
○ Vista Print	\$2,770.24	2016 Fall Conference Postcards & Mailing
○ COPACT	\$1,735.00	
○ Ryan Melton	\$192.97	Travel to Jan Board Mtg
○ Chalaina Conors	\$14.95	Coffee for Jan Board Mtg
○ Emily Kolibaba	\$24.83	Fall PD&E Event (Meal)

- Provided Budget vs Actual Reports for each committee

- I am putting together reports for ORCA's Dual Memberships with OACES and OCDA and hoping to have a member list to provide each committee chair before (or by) the board retreat.

OACES Report for ORCA Board

Joel Lane, OACES President

March, 2016

Updates

- OACES assuming some GRASS responsibilities for time being
- Initiated campaign to reach out to Oregon Counseling programs in December
 - Thanks to everyone who volunteered to help with that!
 - Contacted Oregon Counseling programs in January to connect and make 3 requests:
 - Could an ORCA representative come to campus to speak to one of your classes about professional association membership
 - Would a faculty member be willing to disseminate ORCA information to students
 - Would a faculty member be willing to give ORCA updates at faculty meetings
 - Spoke at Lewis & Clark in early February
- Representing OACES and ORCA at upcoming ACA conference in Montreal

Report for ORCA Board Meeting March 5, 2016

Membership Committee: Kara Eads, CJ Strauss

Membership data from RegOnline:

Type Breakdown	9/3/5/16	1/30/16	9/23/15	7/16/15	5/15/15	2/26/15	1/16/15	11/14/14
Licensed Professional (\$96)	179	181	235	232	189	177	204	236
Pre-Licensure Intern (\$72)	63	62	58	54	28	33	45	62
Associate (non-LPC) (\$96)	15	13	14	14	13	10	14	19
New Graduate Professional (\$35)	0	0	0	0	0	0	0	4
Retired (\$48)	5	5	10	10	6	5	7	8
Student (\$48)	115	111	133	139	96	74	114	123
Lifetime (Honorary)	60	60	60	60	60	60	60	60
TOTAL "CONFIRMED" MEMBERS*	437*	432*	510	509	392*	359*	444*	512

*These numbers reflect the manual subtraction of "Confirmed Members" who have not paid dues.

Updates:

- Kara and CJ have connected by email. Continuing to help members with inquiries.
- Ongoing issue of auto-renewals who end up not actually paying (half of the people), how to collect from them? Hopefully the incoming admin can help.
- Co-promoting / bundling Memberships with events or other groups (i.e. Fall Conference, Professional Development and Education, Portland Therapy Center, Oregon Career Development Association) - aside from logistics, would like Exec Board policy on pricing.
- We really need volunteers! A big ad went out in the newsletter :)
- CJ is resigning as chairperson. Will attend retreat and help train successor.
- RegOnline - Is there anyone who would like to meet with the new RegOnline representative? Or attend any of their free trainings?
- ORCA's account is presently under CJ's name. To remove it, we would need to create a corporate account. Can someone from the Exec Board be the new contact person?

Fall Conference Report for ORCA Board

March 2016

Submitted by: Candice Elliott, on behalf of the committee which also includes: Liz Scott, Sarah Lebo, Brenda Hanson, Judy Rintoul, Jodie, Sarah Halstead, Andrea Sukrow, Jessica Larsen, Lisa Sloanstrom, Jennifer Doorn

Completed since Jan 2016 Board meeting:

- Postcard (thanks to Sarah, Iris, Susan, and Ryan)
- Contacted numerous potential sponsors
- Worked with Ryan on a tentative budget for a potential sponsor
- Secured venue with deposit (thank you Iris)
- \$1500 sponsor from Eating Recovery Clinic

Needs:

- Continue talking to friends/coworkers/companies/agencies for sponsors, presenters, and attendees
- Poster session proposals
- Flyer for grad schools
- Visit grad schools
- Work on postcard for summer/flyer
- Presenter proposals (please consider presenting or asking your co-workers)
- Register for conference or book hotel if you are staying in the hotel - code of board members is 2016volunteer - reduced rate of \$50 for board members

ORCA Technology Report

Emily Kolibaba

03/05/2016

Completed

- Needs assessment – Official proposal this meeting

Current Projects

- Ongoing assistance with technical questions
- Ongoing assistance with Google Phone/Google Voice account
- Organize Google Drive
 - FAQ for this

Future Projects

- Continue above projects
- Implement proposed ideas
- Work with PD&E and Conference committee to talk about organizing Webinars for next year's conference
- Deputize a Co-Chair
- Research alternatives to Google Voice
 - It's just not entirely doing what we want it to do, it's clunky, and the voicemail doesn't work like we want it to.

Communications Report for ORCA Board

Gianna Russo-Mitma, Communications Committee Chair

Updates for board meeting on 3/5/16

COMPLETED (Updated since January 2016 board meeting)

- Continued upkeep of Yahoo listserv, Facebook, Twitter, and LinkedIn; increasing number of followers on listserv and Facebook
- Continued to field and sift through job postings for the website; updating or deleting outdated job postings
- Winter 2016 February newsletter
- Communications committee meeting 3/4/16 - Gianna, Mauri, Melissa, Tony (Sasha unavailable but on committee) - looked over Survey Results
- Posted to listserv about “reply = reply all” on Yahoo groups, so members can start emailing to one person instead (people may not have known this before)

IN PROGRESS

- Working on ORCA rebranding campaign with Raina, Melissa, and Jenny
- Changing newsletter over to Gianna & “trial run” editor, Sasha; includes Natasha switching over Editor email to Gianna, articles & ads come to Editor email, Gianna sifts through, committee members edit articles (Melissa “on call” for this also), Sasha does graphic design for it (Google Drive)
- Posted “call for help” for many committees/open positions in Winter 2016 newsletter
- Continuing to post on social media to increase membership and participation
- Mauri, liaison between Communication & Conference, posting to ALL social media for monthly blasts from Candice’s doc
- Therapy Sites (Denise) - decision about advertising on our website is pending (vote?)
- Tony and Kara are doing A LOT for ORCA on multiple committees - thank you!

FUTURE ACTIVITIES & PLANS

- Per Survey results:
 - Find therapists in agencies to become members/what they would like from ORCA
 - Add to website: resources and links to articles ?
 - 40% reading newsletter, YAY! TO DO: add more articles in general & more about legislation (see below)
 - Proposal for newsletter changes:
 - Timeline: 1 week to put together, 3 days for Board edits, 1 week to fix and send out to everyone. Try 1 month deadline before newsletter comes out, instead of 15 days (vote?)
 - Thoughts on increasing ad prices
 - Photos from members for newsletter - easy way for members who are not active to feel involved (300 DPI, 900x900 pixels)
 - COPACT corner (Melissa or someone else from COPACT): “What’s Salem Got To Do With It?”: 1 bill per issue (so 4 per year), put a bill into layman’s terms and how it affects therapists and counselors in OR
 - Sponsor Spotlight for Conference sponsors - any yet?
 - Board members write an article once per year, who wants to write for Spring?
 - Have a hashtag (#) for all ORCA events so it gets people talking and on our social media and makes it exciting! Board suggestions for a creative Hashtag via email.....
 - Procedures and Policies Manual for Communications Committee requests (i.e. format, size, font, color, deadline/time frame); creating a form with check boxes; boundaries for no last minute/urgent requests (there has to be a time frame of 1 week, for example)
 - Manage OBLPCT list with Roy/Marney
 - Possibly have the person who did the prospectus (Jen), do our ORCA brochures also
- *NOTE: PDE = Professional Development & Education ?? Different in various places

ORCA Board Meeting

March 5, 2016

Report of the Professional Development & Education Committee

4/9/16 workshop:

- we have been marketing the workshop since Feb. 10th and sent out another blast of marketing emails this past week.
- the speaker, Joe Bavonese and Lewis & Clark are sending it out to their email lists.
- if we don't get any or enough registrations by March 10th we'll cancel the workshop

Sponsorship:

We have been reaching out to clinicians and companies about sponsorship for our upcoming workshop. We currently have sponsors at our top four levels signed up for the event, for a total of \$1250 in sponsorship in money and the location was provided to us cost free (a savings of \$1500).

Human Rights Committee Report

No meeting took place since last board meeting.

NAMI Walk is on Sunday, May 15th. It's a 5K walk, and taking place at the Eastbank Esplanade. Check-in at noon, walk starts at 1pm.

I will register the group for the walk, but I need to know a fundraising goal. I would like the board to help me determine an appropriate goal to try to raise some money for the event. When people register with our group, they can donate money at that time. NAMI is having a \$250,000 goal.

I need to follow up with Marney about having t-shirts made for ORCA for the walk, if possible.

ORCA Networking Committee Report

March 5, 2016

Submitted by: Catherine Cooney, Chair

Completed:

- Committee member Kelsey Domann-Scholz had to resign her position due to moving out of state. Committee is seeking 1-2 new members. Committee members have reached out to colleagues and may have additional member at next Networking event.
- Next Networking event planned for March 18th in SE Portland.
- Catherine will be stepping down from Chair position when the Board turns over in July. She will remain on committee. Committee members have been queried as to whether they want to take the Chair position.

Needs:

- New membership brochures to distribute at events. Current brochures are printed with "2012-2013."

- Board member to give Board Update at March 18th event.

Committee Members:

Catherine Cooney

Janie Cuddy

Sue Ujvary

President's Report March 2016

I will be unable to attend the 2016 ACA Conference. I worked with the western region to send our Secretary Suzy Elton in my place. She will vote as my proxy. I edited our two new policies (CE and committee expenditures) based on board feedback. The final vote will occur at our next board meeting. I have written the ORCA Services Coordinator position following approval from the Board to add this paid position to our association. I attended the last OBLPCT meeting and will establish as an ongoing process with Executive council members.

ORCA President-Elect Raina Hassan
Board Report for March 2016 Meeting

Completed since January meeting:

- Began planning May board retreat, solicited feedback/requests from board members
- Took over phone duty

Works in progress/to-do:

- Create budget for branding campaign, share plan and request with Executive Council
- Next branding meeting scheduled for March 10th

ORCA Secretary Report 03/15/2016

Submitted by Suzy Elton

- Attended Jan 2016 Board Meeting
- E-mailed Jan 2016 ORCA Board Meeting Minutes and the invitation; made changes per requests
- Attended July 2016 Executive Council Conference Call
- Daily checking and responding to e-mails in secretary inbox
- Planning for attendance at ACA conference in Montreal