



**AMERICAN COUNSELING  
ASSOCIATION**  
*counseling.org*

**Governing Council Meeting  
May 13, 2021  
Conference Call**

**Minutes**

The ACA Governing Council conference call meeting was called to order on Thursday, May 13, 2021 at 2:00 pm ET. President Sue Pressman presided. Governing Council members present for all or part of the meeting were as follows:

Sue Pressman, President  
S. Kent Butler, President-elect  
Heather Trepal, Past President  
Mike Walsh, Parliamentarian  
Melanie Drake Wallace, Process Observer  
Richard Yep, CEO, Ex-officio  
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  
Carlos Hipolito-Delgado, Governing Council Representative, AMCD  
Elizabeth O'Brien, Governing Council Representative, ASERVIC  
Christine Suniti Bhat, 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  
Jane Rheineck, Governing Council Representative, SAIGE  
Jason Marotzke, Governing Council Representative, Midwest Region  
Summer Reiner, Governing Council Representative, North Atlantic Region  
Hillary Press, Governing Council Representative, Southern Region  
Elizabeth Forsyth, Governing Council Representative, Western Region  
Laura Pignato, Student Governing Council Representative

Cirecie West-Olatunji, Treasurer; Judy Daniels, Special Advisor to the President; Donna Gibson, Governing Council Representative, AARC; and Paige Nicole Dunlap, Governing Council Representative, ARCA; were not present.

6101 Stevenson Avenue, Suite 600  
Alexandria, Virginia 22304  
**ph** 703-823-9800  
800-347-6647  
**fx** 703-823-0252



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

Anaid Shaver, President's Assistant  
Angela Schubert, ACSSW, Organizational Affiliate  
Danica Hays, Governing Council Representative, AARC (Incoming)  
Ashlei Rabess, Student Governing Council Representative (Incoming)  
Kimberly Frazier, ACA President-elect-elect  
Ryan Carlson, Governing Council Representative, IAMFC (Incoming)  
Harriet Glosoff, Governing Council Representative, ASERVIC (Incoming)  
Catharine Chang, Governing Council Representative, AMCD (Incoming)  
Erik Hines, Treasurer (Incoming)  
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  
Brandi McIntyre, Governance and Executive Office Manager  
Amy Smith, Governance Administrator

### **Welcome and Chair's Remarks**

President Pressman welcomed everyone to the call and called the meeting to order.

### **Approval of Agenda**

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

**MOTION CARRIED**

### **In-Person Governing Council Meeting**

President Pressman announced that the in-person meeting taking place in June is open to all current board members. The requested meeting forms and release form must be submitted by 5:00pm ET tomorrow. Even if you are not planning to attend the meeting in person, we require that you complete the travel form indicating that. Staff will post the forms on the Governing Council Connect site after the meeting. An agenda will be put together with the help of Rich, so any incoming members are welcome to join to observe on any particular agenda item of relevance or interest. The meeting will be both inclusive and accessible. Those who join the meeting virtually will do so over Zoom. Virtual attendees faces will be projected over a large screen in the meeting room, and they will be able to see the in person attendees through a stationary camera. Everyone in the meeting room will have their own microphone. This meeting will allow us to attend to final business of the fiscal year.

### **Financial Report**

Incoming Treasurer, E. Hines, presented the following:

- 9 months into the fiscal year, ACA net income from operations is \$1.4 million ahead of budget. Primary reasons for these results are:
  - Membership dues are \$312,000 ahead of budget.
  - Publication revenues are \$320,000 ahead of budget.
  - ACA has been able to benefit in over \$500,000 in CARES ACT tax credits, which are related to COVID19 employee retention incentives.
  - Expenses are under budget by \$150,000.
- ACA's balance sheet remains strong with about \$2.6 million in cash and \$10.1 million in investments as of March 31, 2021.
- The current full year projection for fiscal year 2021 is a net income from operations of slightly above \$1 million.

### **Overview of the Fiscal Year 2022 Budget Process**

Incoming Treasurer, E. Hines stated that the FAC has been reviewing, discussing and debating the details of the FY2022 budget since March. The committee has had several robust discussions about the best way to allocate resources to align with ACA's priorities per the strategic plan. The expectation is that the FAC will finalize the budget at their May 26<sup>th</sup> meeting. It will then be presented to the Governing Council for consideration at the June meeting.

### **Modifications to the CEO Evaluation Process**


President Pressman mentioned that she said that she wanted to streamline the process at a previous meeting.

She stated that some of you know that 3 years ago the board implemented a new CEO Evaluation process. The process took several months to develop and involved compensation consultants and legal counsel. There were several new elements that were introduced such as a CEO Evaluation Committee that was comprised of a team of ACA presidents. The evaluation had previously been done entirely by the Executive Committee. The new CEO Evaluation Committee took on the task prior to the information being provided to the Executive Committee.

She continued that among the changes that she is recommending is that the evaluation could be completed in the year that is in review. The current process has us starting in the last month of the fiscal year and not completing it until September of the following fiscal year.

The initial CEO Evaluation Committee consisted of the Past Past President, Immediate Past President, President, and President-elect. Because the Past Past President, and the new President-elect might not have had any interactions with the CEO during the year in which is being evaluated, this composition of the team and the timing of the evaluation doesn't seem valid.

She went on that she proposed that we work closely with the Chief of Staff, Angela Thompson, to expedite the process by starting earlier and completing the CEO Evaluation by the end of the fiscal year. Also, that we limit the CEO Evaluation Committee to the Immediate Past President, the President, and the President-elect to doing the evaluation.

- 
- It was moved by H Press and seconded by D Berksteiner to approve the recommended changes to the CEO Evaluation process.
  - It was moved by C Hipolito Delgado and seconded by W Killam to table this discussion until the next meeting when the information can be provided to the full board.

### **MOTION CARRIED**

President Pressman stated that all the board members will be doing an evaluation of the CEO's performance this year. You can expect to get the evaluations sometime today. There will be 10 days to do the evaluation and submit it electronically. Last year we were on a 5-point rating scale, and this year we moved to a 10-point scale.

### **CEO Update**

CEO Yep began his update that the strategic plan drives everything that we do. The strategic plan includes goals and objectives, and some of those goals have been sited as priority goals. This doesn't mean we ignore all the other goals that are part of that plan, the board identified the 3 major ones.

ACA has more than 190 project plans going on at any given time. The task for the year is for us to put these into a work plan, and that work plan is tracked through the ACA scorecard. The scorecard is what the CEO updates on a quarterly basis.

The scorecard supports all of us because it defines our annual organizational priorities, objectives, goals, etc. There is another component to the scorecard, and that is how it ties to the CEO, the staff, and the CEO Evaluation process. This gives you an idea of how everything is tied together, and the board is charged with having that vision for the profession based on all the things that you bring to the table and what you see going on in society. The staff are the ones that help you realize that vision through the different tasks and activities that are monitored through the scorecard.

He continued that as we get to the end of the fiscal year, we review where things are in that plan to measure how the CEO and the staff are carrying out the plan. He stated that he needs to update the Governing Council on where we are relative to what's in the scorecard, and in addition he is to complete the CEO Evaluation that does tie to the things that are in the scorecard.

He went on to say that what the board will be receiving in his next post, is a combination document. It will have an updated scorecard for the third quarter as well as his self-evaluation. The document is going to be relatively long this time and it would be really appreciated if the time is taken to read it through, jot down any questions and he will do his best to respond.


His update included:

- Membership

- When we started the fiscal year on July 1, 2020, we had 51,092 members. Today we have 55,032 members. Our projection for June 30<sup>th</sup> is around 55,000 members. That is an increase of almost 4,000 members this fiscal year.
- Membership renewal rate on July 1, 2020 was 65.79%. The membership renewal rate as of April 30, 2020 is 69.3%. That is an increase of almost 4%.
- Student membership on July 1, 2020 was 23,132 members. Right now it's 26,932. The things that we are doing and implementing are engaging student members and bringing in more student members.
- Virtual Conference – this ran the month of April and is available to registered attendees through the month of May for on-demand. Our goal for registration for the virtual conference is 5,000, we ended up with 6,281 attendees. That is the highest number of attendees that we have ever had.
- Finances – our reserves on July 1, 2020 were at \$9.3 million, as of April 30, 2021 our reserves are at \$10.1 million. This allows the board to use reserves to fund projects such as the Counseling Compact.
- Non-dues revenues – On June 30, 2020 the non-dues revenues were about \$5.8 million. We are projecting this year that non-dues revenues will be at \$6.2 million. This is an increase of \$400,000 in a twelve-month period.
- Social media –
  - Facebook followers at the beginning of July 2020 were about 97,000, now we are at about 102,000. We project another 1,000 before the year is over.
  - Twitter followers at the beginning of July 2020 were at 27,400, now we are at about 29,500.
  - Instagram followers at the beginning of July 2020 were about 15,000, and now we are at about 20,000.
  - LinkedIn followers at the beginning of July 2020 were about 80,000, and we project that by the end of June we will be up to about 103,000.
  - Counseling Today Facebook and Twitter sites have also increased significantly.
- Publication subscriptions, advertising, etc., we did about \$1.6 million last year. This year we are projecting to do about \$1.7 million.
- Volunteers – last year the number of members that put a submission in to volunteer was 61, this year we were hoping for 75 and ended up with 128.
- Government Relations –
  - Counseling Compact – Georgia is the first state to sign the counseling compact into law. We think Maryland will be the second. As a reminder we need a total of 10 states to approve the compact for it to become operational. We believe that in the next year we will get those other 8 states.
  - Virtual Day on the Hill – We are doing a training on Monday, June 7 and then on Tuesday June 8 will be our Volunteer Leadership Virtual Hill Meeting. More information will be sent about this.

### **Nominations and Elections Committee**

Past President Trepal gave some history about why this motion came up. Over the last 2 years, there have been at least 3 otherwise qualified candidates who had nominations submitted to run for ACA President-elect. There are 6 criteria that one has to meet to be nominated for



President-elect. When someone is nominated, each candidate is vetted. Because of the criteria in the policy that says they have to be a member in good standing of the association for a minimum of 10 consecutive years immediately prior to the nomination. The Nominations and Elections Committee gathered a lot of data and had many discussions. The committee is proposing some clarity to that particular criteria around the 10 consecutive years. What the committee is proposing is to be a member in good standing of the association for a minimum of 10 consecutive years immediately prior to nomination with no more than 2 lapses with not more than 3 months for each lapse in that time period.

➤ It was moved by the Nominations and Elections Committee to **amend ACA Policy 407.2, candidates for President-Elect must meet the following criteria:**

- Be a member in good standing of the Association for a minimum of ten (10) consecutive years immediately prior to nomination. **\*With no more than 2 lapses of more than 3 months (for each lapse) within that time period.**
- Have had no ethical violations for the past ten (10) consecutive years immediately prior to nomination.
- Have served in at least two of the following three roles: a) a president of a national division, b) region chair, or c) Governing Council representative.
- Must be a member of the branch located in the jurisdiction in which they reside or work, if one exists.
- Have not previously served as President of the American Counseling Association.
- During the period in which the individual is a candidate for ACA President-Elect, they may not be a candidate for president, president-elect, chair, or chair-elect for any Division, Organizational Affiliate (OA), Region, or chartered Branch of ACA.

**MOTION CARRIES**

**Officer Compensation Task Force**

E. Forsyth, Chair of Office Compensation Task Force asked for the Governing Council to go into Executive Session, asking for all observers and staff to go into a Zoom room for this.

The Governing Counsel went into Executive Session by consensus.

There were no actions taken during Executive Session.



### **Consent Agenda**

- It was moved by C. Hipolito-Delgado and seconded by S. Arrington to accept the consent agenda as presented.

**MOTION CARRIED**

### **Process Observer**

M. Drake Wallace presented observations from the meeting.

### **Adjournment**

- It was moved by K. Butler and seconded by C. Bhatt to adjourn at 4:01 pm ET.

**MOTION CARRIED**