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**Oregon Counseling Association**

Board Meeting Agenda

Saturday, January 20th, 2018

8:30 am (Breakfast hosted by Sofia Jasani and Susan Zall), 9 am - 12 pm (Meeting)

PSU Fourth Ave. Building (1900 SW 4th Avenue)

1. **Call to Order** (Joel) 9:14am
2. **Present**

**Kara Eads: treasurer**

**Joel Lane: President**

**Sofia Jasani: Secretary**

**Moira Ryan: HR & newsletter**

**Susan Zall: ACEP**

**Collette Feasler: wants to get involved (Joel’s star 3rd year students)**

**Danae Brown: wants to get involved (Joel’s star 3rd year students)**

**Raina Hassan: Past president**

**Larry Conner: COPACT**

**Evan Dumas: Support Coordinator**

**Melissa: COPACT, maybe communications**

**Brenda Hanson: Conference chair**

**Alana Ogilvie: Membership**

**Gianna Russo-Mitma: President Elect**

1. **Approval of Agenda** (Joel)
   1. Alana motion, Raina second, all in favor, motion passes
2. **Approval of Minutes** (Joel)
   1. Evan projected overhead
   2. Doug moved, Sue second
3. **Words of Wisdom** (Gianna and Sofia)
   1. Michelle Obama quote: “You may not always have a comfortable life and you will not always be able to solve all of the world's problems at once but don't ever underestimate the importance you can have because history has shown us that courage can be contagious and hope can take on a life of its own."
   2. Short breathing meditation
4. **Updates/Strategic Topics**
   1. Secretary Appointment
      1. Joel swears Sofia in on DSM-5
      2. Thank you card and gift for Brenda, Joel thanked for effort for 2017 conference
   2. Nominations for President-Elect and Treasurer (Raina)
      1. First step is call for nominations (Evan has started process) announcing in news letter.
      2. Gianna has made contact with potential treasurer candidate, Lori C (ORCA member) tax accountant and counselor, aligned with goals
      3. Someone will need to formally nominate her
      4. Deadline February 28th voting in March
      5. Use last year’s spring newsletter as template, Evan will do
      6. Nominations processed through google form
      7. Same process to collect votes
      8. President elect nominations? Katie P is not interested until next year.
      9. Promoting from within is great, but then we lose a chair
      10. Think about your networks, and people you’d like to see get involved
      11. Candidate should attend at least one meeting
      12. Timing is hard to nominate, come to meeting, before getting elected
      13. Consider extending nomination to March 17th (1 week after March 10th meeting), extend voting until April 15th, can attend May retreat. June 1st start term, swearing in takes place in July.
      14. Post on facebook & listserve, in addition to newsletter (Raina) will coordinate with Gianna & Evan on language
      15. Consider having volunteer posted at door to 4th venue building instead of giving Joel’s cell #

**Treasurer’s Report (Kara)**

US Bank Balances as of January 19, 2018 ORCA: $40,682.10  
OCF: $1,033.02  
OACES: $731.46

**Conference Final Numbers:**

Income: $37,869.38 Expenses: $42,021.70 Loss: $4152.32

**Other info:**

Budget Vs Actual Report is not in the G-Drive because Quickbooks had a hiccup last night

Filed OCF taxes - ePostcard 990

Gave information to accountant for taxes, signed & filed taxes

Paid ACEP annual fee

Filed CT-12 with OR DOJ for OCF

Processed conference invoices & refunds

Called US bank - lost check, updating alerts to current leadership removing former leadership, activating Joel’s debit cards

**Upcoming:**

Paying OACES, OCDA (missed last quarter) approx $100

RegOnline – figuring past charge ($500 for not meeting event registration minimum of 400 participants), in communication with company, continues to be an issue, closing account

Sort through a couple of Wild Apricot/QB bookkeeping issues (monthly report of events & membership, but need to figure out other payments/invoices, will work with Evan to get OACES, OCDA reports as well)

**Support Coordinator’s update (Evan)**

* Moving groups for listserv to google groups, and can check membership lapses in the process. Push to current members to join listserv, built into google app suite, seamless
* Try go-to-webinar for PD&E event, only 7 day trial window. Spoke with Roy Huggins (Person centered ten) recommends Zoom because easier, customer support is better, elegant looking. Year’s subscription
* Email spam from website, people pretending to be the president asking for money, so need to revise on website perhaps contact form with captcha
* Sofia taking over calls so Evan more available for projects
* Joel and Evan considering creating new content to be accredited as webinars, videos, online hosted educational content

**Division/Committee Reports:**

**OCDA: President, Shannon Anciete (Evan)**

PD institute for OCDA (Oregon Career Dev Org, branch of ORCA, Evan likes career counseling) is coming up March 2nd, Friday at Kennedy School, OCDA cross-promoting ORCA events, moving away from group spaces website because of poor customer service. Sofia suggested we promote to CRC grad students at PSU and encourage them to become members.

**OACES: President, Lisa Aasheim (absent)**

**Public Policy & Advocacy: Wendy Curtis (Larry Conner)**

COPACT has been working on a number of issues including:

• Responding to the closing of Family Care along with OPA and concerned clinicians

• Motivating ORCA members to support Measure 101

• Preparing for the short legislative session in February.

• Addressing potential financial changes to COPACT’s support from OAMFT.

• Working to implement SB 860.

• Motivating ORCA members to support Medicare legislation in the US Congress.

New items:

• Creating a strategy that increases the exposure of ORCA through statewide emails.

• Creating a way to expose more attendees at the Fall Conference to Elizabeth Remley, COPACT’s lobbyist.

• Creating a legislative agenda for 2019.

**Membership: Alana Ogilvie**

Completed

• Creating email campaign for membership renewal to decrease membership lapses that will look something like this:

◦ Reminder #1 - *1 month out*, just a gentle reminder that their renewal date is coming up and instructions on how to renew

◦ Reminder #2 - *2 weeks before*, send a more personal message from membership or a member of the board, urging them to renew and reminding them of all the benefits of membership / "it's only through your support that we can continue providing xyz" + instructions

◦ Reminder #3 - *0-2 days before expiration*, really create a sense of urgency "hey it's really going to expire soon!"

◦ Reminder #4 - *2-3 days after expiration*, "your account has lapsed, but don't worry you can go here and renew today to keep getting all the benefits"

-Consider adding PayPal option

-747 people on list, 427 active members, 315 renewal overdue, 299 lapsed members

-Typically 20 new members per month, May-August/September

-Look at how many people in Oregon are ACA members but not ORCA members

-Consider collecting more demographic info from members (location, age, etc)

In Progress:

• Forming a membership committee.

• Creating centralized job descriptions, introductory packets for new board members, etc to increase board member retention with centralized information.

• Reaching out to members that have lapsed before the email campaign rollout (current number of lapsed members is 314)

◦ Working to ensure that benefits provided by ORCA are not unnecessarily being given to lapsed and inactive members. This will incentivize renewal.

**Fall Conference: Brenda Hanson**

Completed

• Embassy Suites Wa Square held for Nov 1-3, 2018

◦ Do we want pre-conference again? Joel: consider making that a revenue-generator

In Progress

• Gathering committee members: post on social media and listserv, get list of interested Bend students from Evan. Consider volunteer position description with clear expectations.

• Mary Closson - do we contract with? 40/60 split for getting sponsors and exhibitors. Hope to attract bigger exhibitors to become lifetime partners.

* Gathering quotes using Conference Tracker (used by ACA), paperless- badges would be scannable, can work with Wild Apricot, feedback, attendance, etc. 300 person rate = approx $6.50 per person. Would be attractive to exhibitors.

-How many conference attendees were members?

Future Steps

• Hotel contract negotiating

• Theme? Collette: Systems theory speakers to attract LMFTs and have social justice component (Bronfenbrenner) Stagger thematic breakout sessions so people don’t have to pick between social justice topics. Larry: Have better clinical trainings to attract older clinicians.

• Speakers?

• Save the date by end of Feb

• Conference Committee call Tuesday January 30th @ 7:30 (once per month, every 2 weeks at the beginning)

**Ethics: Doug Querin**

1. Taking phone calls from members and non-members, responds to emails in 12-24 hours
2. Cautionary disclaimer: not legal advice, can’t speak for licensing board, liability insurance providers have lawyers on staff and can help as a resource
3. Paul Cooney free half hour

**Human Rights: Moira Ryan**

Past Projects:

* Scheduled several social media posts with information on voting yes on Measure 101. Communicated with Kara around boosting three of those. Good response from community – over 20 shares, many likes/comments.
* Created basic template for posting to social media around topical social justice issues (#takeaknee, “ORCA stands with Puerto Rico,” etc).
* Negotiated effective plan toward streamlined executive council approval of politically oriented social media posts.
* Assisted COPACT in designing a one-sheet on the history of COPACT titled “Your Membership Dues at Work,” which they’ve used in attempting to increase awareness of the importance of ORCA membership at November’s conference.

Current Projects:

* Began posting previous newsletter’s social justice-related articles + President’s Letter on ORCA website (under the “News”) tab toward making those searchable, linkable, increasing accessibility of that content, and hopefully increasing ORCA’s SEO as a social justice organization.
* Toward increasing accessibility, gauging interest, and ultimately communicating more effectively with members, researched other organizations’ prior attempts to gain information around how consumers access and use their content, read a couple of studies that have looked into this topic, and created a Formstack. Seeking board input around relevance/usefulness of using this tool, as well as potential edits. (See p. 2 for draft) Also created brief membership survey toward potential directory (see p. 8 for draft).
* In process of finding posts to schedule daily for Black History Month, unless we have a new Communications Committee Chair.
* Continuing to request social justice-oriented themed issues of the newsletter toward increasing opportunities for members to share information on important topics. 2017 issues: Community, Diversity + Inclusion, and Intersectionality. Upcoming 2018 issues: Effective Advocacy Approaches and Grief + End of Life Issues. Continuing to solicit articles from social service agencies toward building alliances while increasing members’ knowledge of local resources.
* Larry commended Moira’s performance, applause, suggested focusing on housing
* Collette suggested community connections (e.g. Brave Space, Central City Concern, etc), and volunteered to help
* Sue suggested changing name of HR to Cultural Diversity because it coincides nicely with professional expectations

Future Projects:

* Would like Membership Committee’s input around potential membership drive to coincide with graduate internship fairs and to be promoted on social media. The hook: what if for every new member who signed up during a given week or month, ORCA donated 10% or $5 or similar to a non-partisan cause (e.g., the ACLU, BLMPDX, or, if adjacent another disaster, the Red Cross)?
* Seeking board input around increasing frequency of social media posts. Thoughts: increasing reposts from like-minded organizations (NAMI, BLMPDX, etc, but especially around upcoming social justice trainings) toward increasing visibility as social justice-oriented organization (and toward increasing potentiality of reposts from those organizations), as well as creating insta-tastic posts around inspirational/counseling/social justice/Portland-is-great quotes and pics. Would like to begin this process summer 2018, unless there is a new Communications Committee Chair.

**Networking: Sue Ujvary**

**President: Joel Lane**

1. Working with COPACT on measure 101 advocacy, thanks again Moira
2. Making progress with ALGBTIC, 40+ people attended meet n greet last week, mission statement draft completed. Psychologists and Social Workers attended, make it multidisciplinary? Forming bylaws committee. Questions: ALGBTIC’s relationship to ORCA, division like OCDA or OACES, without requiring ORCA membership. ALGBTIC Leadership: Joel, Dr. Deana Cor, Dr. Javier CP, Ryan L. National ALGBTIC annual conference is in Portland September 2018
3. Creating a state AMCD (Association of Multicultural Counseling and Development) division, seeking graduate students (Neil)

**President-Elect: Gianna Russo-Mitma**

Completed

* Advertising for Feb PDE Event & many planning meetings with Tever - Decided on webinar for the event with Evan  
  - Wrote 2 articles for the newsletter (Fall & Winter)  
  - Attended ALGBTIC event
* Advertising AND hosting Feb 23, 2018 @ 8-5 @ Mark Spencer Hotel: “Death, Dying, & Grief”   
  interested)

In Progress

* Finding new potentials for Treasurer (Laurie Kerridge VERY interested!
* Finding new potentials for President Elect (Katie Playfair in a couple   
  years? NOT now)
* Planning the ORCA May Retreat (location issue) May 19th
* Changing over listserv (Evan) from Yahoo to Google
* Planning an August 2018 PDE event
* Need to advertise at Feb event for Save the Date
* Joel: suicidal clients/crisis situations?
* Maegan Megginson: Discussing sex with clients? $

- With Tever Nickerson of the PD&E committee  
- Finding new potentials for Communications Chair (Melissa Chernaik)

Future Activities & Plans

- Start conference planning/helping Brenda early  
- Mentor program (interns & licensed ORCA members) - OAMFT.....

**Past President: Raina Hassan**

1. Elections (covered earlier)

**Secretary: Sofia Jasani**

* Completed:

• On-boarding

• Assumed phone and email responsibilities from Evan

• Attended and recorded minutes at January Executive Board Meeting

• Attended ALGBTIC event

* In Progress:

• Gaining familiarity with ORCA’s structure, protocols, events, etc as well as state resources so I can support members who reach out to me

* Future:

• NAMIWalks Northwest Sunday, May 20, 2018 (team captain?)

• Self-care, preventing burnout & compassion fatigue (newsletter?)

• Outreach to graduate students (collaborate with Chi Sigma Iota?)

**ACEP Administrator: Susan Zall**

1. Ethics issue: someone asked for duplicate certificate for CE, but we don’t have their signature. NBCC compliance, can’t appear to be selling CEs, we keep sign-in sheets for 5 years. Exec council will revisit