

**CCA Outgoing / Incoming Board Meeting /
Réunion du conseil d'administration sortant / nouveau de l'ACC**

**Sunday , May 22, 2005 – Dimanche le 22 mai 2005
Monday, May 23, 2005 – Lundi le 22 mai 2005**

8:30 a.m. – 4:30 p.m. - 8h.30 à 16h.30

Delta St. John's - St. John's NL

Present / Présent: David Paterson (Chair), Lorne Flavelle, Glenn Sheppard, Maria De Cicco, Robert Baudouin, Réal Leclerc, Wayne Clifford, Janice Tester, Pat Donihee, Maxine MacMillan, Alana Walsh-Giovannini, Lynda Younghusband, Marge Winters, Lorna Martin, Sandra Salesas, Michel Turcotte, Bruce Bailey, Lorelee Warren, Connie Gerwing, Gerry Goodine, Hope Wojcik, Mona Chevalier, Mary Butler, Corrine Hendricken-Eldershaw, Barbara MacCallum, Lyse Laframboise (Secretary).

Absent: Kristine Larson, Marie-Claude Martel, Jack Dobbs.

David and Lorne welcomed everyone.

1. Agenda / Ordre du jour

David reviewed the agenda and highlighted the activities.

2. Orientation

By-Laws
Annual report
Strategic Plan
Executive & Board
CCA Board Committees
Reimbursement Expenses
Membership
Ethics
Member Services
Policy Manual
Financial Affairs

Additional notes provided by David included that the auditors noted that as a not-for-profit organization, CCA should be charging GST. We have adopted a robust way of tracking our finances and healthy business practices.

The exercise this afternoon would be a strategic planning exercise.

Role of a CCA Board Member

David reviewed the duties of the Board members.

He suggested that incoming Board members speak with their outgoing counterparts and other Board members about how they contact members within their region and find out about any other concerns.

David noted that contacting members by mail can be done by the Board members directly or through the national office as an insert in Cognica for their region. Other ways of contacting members is through electronic mail or articles in Cognica.

The Directors are also responsible to contact the student reps in their region.

David encouraged new Board members to sign up to the “new stuff” feature on the website to be informed of new information on the website.

He invited directors to contact the Executive Director if they noted that some updating needs to be done on the website.

ACTION BOARD DIRECTORS

1. Group Work

The assembly broke into small groups for a brainstorming activity.

May 23rd 2005

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Absent: Kristine Larson, Jack Dobbs.

David called the meeting to order.

1. **Policy Governance – Politique de gouvernance**

At this time the small groups reported on their discussions.

Presentation 1

1. Third Party Billing
 - a. defining counselling
 - b. complexity of the issue (briefing paper)
 - c. impact on membership and future of CCA
 - d. profile of counsellors for insurance companies – degrees, age, speciality, skills
2. Eliminate Deficit
 - a. establish cost of membership
 - i. Cognica
 - ii. Journal
 - iii. overhead
 - iv. events
 - b. identify revenue generating activities
3. Certification
 - a. review process to be clear to applicants
 - b. process for mature applicants (policy issue) - PLAR
 - c. collect data from registrar
 - d. staff time vis a vis costs
 - e. review previous documents (Walt)
 - f. does certification dovetail with university preparation
4. Funding Sources
 - a. identify potential projects and funding sources
 - i. government
 - ii. private sector
 - iii. foundations
 - b. create policy/recognition for donations (membership form)
5. Technology
 - a. review impact of moving to “paperless”
 - b. equipment for staff
 - c. corporate sponsor e.g. IBM
 - i. advertise in Cognica
 - ii. logo
 - iii. presence at conference
6. Career Development Specialty
 - a. post-CCC core counselling speciality
 - b. career practitioners as part of CCA
 - c. “home” in Category B
 - d. delineate (carefully) benefits of membership
7. Membership Survey
 - a. who are our members?
 - b. age of members
 - c. cost of members services
 - d. membership retention

- e. demographics
 - f. re-define question asked on membership form
 - g. What do you value about membership in CCA?
 - h. What services do you want from CCA?
8. Counsellor Regulation
- a. briefing paper
 - i. What is done (collect and synthesize)
 - ii. What do we need – where to get it, methodology for briefing paper
 - iii. Why?
 - 1. GST
 - 2. Government
 - 3. Recognition by public
 - iv. outreach – Michael Wilson’s initiative
 - v. Where do we get “content” for briefing paper?
9. Communication
- a. Board (among ourselves/outside)
 - b. Directors to Province to Board to each other
 - c. Committee Chairs to board to all officials
 - d. email - paperless
 - e. website
 - f. disaster planning
 - g. snail mail
 - h. board committees from chair to members to board to members

Presentation 2

1. Financial security for the future – we need to be more transparent and more accessible to all members.
2. Stress the professionalization of counselling
 - a. certification
 - b. we need statutory regulation
 - c. agreement on internal trade
 - d. NAFTA
 - e. online professional development
3. Student Involvement
 - a. student chapter
 - b. student symposium
 - c. student pre-conference workshop
4. Explore the benefits of provincial chapters
5. Third Party Billing
6. Continue to refine ethics and to develop an ethics case archives to better understand procedures and provide continuity board in-service
7. How do we communicate the importance of accredited counselling programmes to potential graduate students?
8. Approach accredited universities to consider part-time students in Counselling.
9. Re-assessing certification and members' charging status e.g. sabbatical, further studies, illness

Presentation 3

1. Communication
 - a. process
 - b. outreach
 - c. networking
 - d. cross-boundaries/openness/public
2. Role Clarification
 - a. values
 - b. inclusiveness
 - c. recognition/awareness
 - d. third party billing
3. Issues Research / Position
 - a. national scope
 - b. proactive
 - c. public positioning on current issues / advocacy
 - d. third party billing
4. Financial Growth
 - a. advocacy
 - b. publications
 - c. speakers' bureau
 - d. standards/ethics
5. Efficiencies
 - a. sustainable planning/ funding (keep focus on counselling while maintaining financial viability)
6. Critical Issues for Sustainability
 - a. funding not overriding CCA purpose
 - b. business practices that are aligned to CCA Ethics
7. Balanced Membership
 - a. attractive to ALL counselling practitioners
 - b. special interest groups balanced overall (categories?)
8. CCC
 - a. protect integrity
 - b. resource for regulation
 - c. supportive clearinghouse
 - d. leadership
 - e. ethical issues / guidelines to assist provincial bodies
9. National Professional Growth (for fee)
 - a. Speaker's bureau
 - b. workshops
 - c. regional/professional symposia
 - d. issues – focused booklets, papers
 - e. research-based information

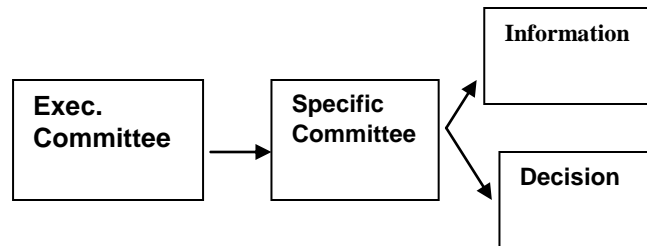
Presentation 4

1. reach out to members
2. higher visibility
3. better website – user-friendly, hip, dynamic
4. Third Party Billing – make it happen
5. Standards and Guidelines – examine a place for career practitioners certification for non-masters level
6. lobby for statutory regulation for counsellors
7. reach out to network within provincial groups that already exist
8. increase the francophone element
9. What do members want from CCA? – Are we on the right track?
10. Do we reflect the needs of our membership today?
11. What can we do to better serve our members?
12. Connecting with members
13. nurture relationships with other associations - national and international.
14. create a leave of absence for our certified members.
15. CCA visibility and relationship building at the provincial/regional level
16. seek alternate sources of revenue – using the expertise of our members on seeking funding
17. setting up a Foundation.
18. mascot
19. adopt a scope of practice and a definition of counselling

Presentation 5

After reviewing the Strategic Plan

1. Restructuration Process
 - a. BOD
 - b. Chapters
 - c. Affiliation
 - d. Specialty
 - e. membership representation e.g., at the BOD, national vs. provincial mandates, orientations, representation at conferences
2. Operationalizing the Strategic Plan
 - a. creating a strategic committee
 - b. operationalizing priorities
 - c. success/impact indicators and outcomes
3. Inclusion go members in committees to increase sense of belonging to CCA
4. Professional Identity
 - a. representation of our bilingual membership at conferences plus in communications.



Robert spoke to the Board regarding a survey which is included in the conference kit and the survey will be on the website by June 15, 2005 for members who did not attend the conference.

ACTION BARBARA

He asked that directors get in contact with members in their regions inviting them to complete the survey to allow CCA to get multiple responses from all regions.

ACTION BOARD DIRECTORS

David reviewed the financial report.

Barbara noted that the auditors have made some recommendations. She started on February 1, 2005 putting the recommendations in place. In regard to the membership, we will not have a completely accurate picture of our revenue and expenses until one year is completed.

David reviewed both the revenue and expenses report for the first quarter and invited comments and questions from the Board members.

Marie-Claude noted that in Val David a motion was put forward that the translation allocation was to be recorded on a separate line and that money not used could be used for translation of special projects. It was noted by Barbara that translation costs for items such as Cognica and CJC are included under those specific items. The line item in the budget for translation is for miscellaneous material not covered under any other item. The requirement noted at Val David was not noted during the budget deliberations of the Board in January 2005.

David noted that given this is the last meeting with both outgoing and incoming Board members, he would again review the orientation binder for incoming Board members.

There was agreement that the strategic plan be painted as a one-page introduction, as to what are the priorities, its objectives, what has been done, and where we are going.

Role of CCA Board Members

David opened the discussion regarding the role of Board members. The Board members noted that the responsibilities are identical across the country but the magnitude may vary in each province.

Glenn noted that CCA has developed a policy regarding the Privacy Act and it is posted on the website.

Board Committees

David noted that Board committees will be constructed at the incoming Board meeting.

Board Expenses

Barbara reviewed the Board expenses for the meetings and the conference.

Membership

David reviewed the membership report. The membership stands at 2,567 and is constantly growing.

Ethics

Glenn and Corrine reported on the process of dealing with ethical complaints.

2. Committee Reports – Rapport des comités

Internal Affairs

Gerry circulated the Internal Affairs committee report.

He reviewed the mandate and noted some recommendations.

Robert suggested that conferences be discussed at all the meetings and he has suggested that a conference committee be set up at the national level to serve as resource material for conferences.

Publication, Communication, and Research (PCR)

Robert circulated the PCR committee report and referred to the strategic plan regarding drawing up policies for the content of the website.

He noted that this past year a lot of time has been put in communication. The committee developed a framework called communication strategy and this needs to be flushed out.

The mapping of communications was presented and there needs to be policies regarding communication to the many contacts, sectors and from the many contacts, sectors.

Research

AON has agreed to give to CCA annually two AON Student Research Bursaries. We need to set up criteria for granting these bursaries.

Robert has requested that the National Office send out the document prepared by the PCR on communication.

ACTION NATIONAL OFFICE

Board Generated Research Policy

Robert noted that this is a budget item awaiting funds to proceed.

Robert noted that PS3.7 in the strategic plan has been partly assigned to the PCR committee. Some work has been done but he recommends a study of how our members use the CEUs.

Robert noted that the media relations protocol has not been set.

Ethics

The report was circulated.

Corrine noted the composition of the committee and its mandate.

She added that the procedures for processing complaints of ethical conduct are a work in progress. She gave an overview of the procedures.

Glenn noted that the Ethics Committee has adopted an alternate dispute resolution approach.

He reviewed the policy of the adjudication panel.

Corrine spoke to the report of the Ethics Committee. She noted the proposed recommendation regarding personnel support for this committee.

Third Party Billing

Gerry Goodine addressed the composition of the committee and noted that they have contracted with Pat Donihee to be a central source of information to respond to e-mails from the members regarding third party billing and to prepare a detailed business plan to move forward on this matter. The report was circulated.

Patricia spoke to the report and noted that there is a possibility of preparing a short invitation in Cognica to members to provide information to assist in preparing the paper.

The committee recommends that Pat Donihee be considered as the person to prepare and compile the information to move this item forward.

Ad Hoc Committee on Affiliation

Robert reported that this committee has finalized the affiliation with l'AFCONB. He listed the committee members and spoke to the report. He also noted that policy was adopted in November, 2003. He reviewed the issues and concerns of the committee.

Finance Committee

David spoke to the composition of the committee and thanked the committee members for their hard work. He gave a brief report.

David announced that Bruce Bailey is assuming the role of Treasurer on the Executive.

2. Directors' Reports / Rapports des directeurs/directrices

The directors' reports were circulated.

The directors gave a verbal overview of their activities over the past year.

President

06/10/05

Tasks List

- Board Directors are to contact the Executive Director if they noted that some updating needs to be done on the website.

ACTION BOARD DIRECTORS

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