

CCPA Board Meeting
May 9-10, 2010
Charlottetown, PE
May 9 - 8:30 a.m. - 5:00 p.m.
May 10 - 8:30 a.m. - 5:00 p.m.

Present: Ron Lehr (Chair), Maria De Cicco, Lorna Martin, Linda Wheeldon, Michel Lefebvre, Robin Cameron (May 10 only), Blythe Shepard, Kathy Mueller, Miriam Duff, Heather White, Ardele Gorman, Deborah Wood Salter, Madeleine Lelievre, Lilli Janzen, Serge Hall, Louis Cournoyer, Barbara MacCallum (Secretary)

Welcome

- Ron welcomed everyone and noted that we have two new Board members, Serge Hall and Miriam Duff.

Agenda

1. Approval of Agenda
2. Approval of the April 7, 2010 Minutes
3. Conflict of Interest
4. Audited Financial Statements
5. Provincial Hot Topics
6. Conference Update
7. CCPA Report Card
8. Reflection and Planning
9. Risk Assessment Report
10. Summary of Questions, Concerns, Wishes
11. Next Steps: A Structured Approach
12. Committee Reports
13. Burning Questions, Open Discussion
14. Ethics Report
15. Wrap-Up
16. Next Meeting
17. Adjournment

1. Approval of the Agenda

Motion: To approve the agenda as presented.

**Moved by Serge Hall. Seconded Ardele Gorman.
CARRIED.**

2. Acceptance of Minutes

Motion: To accept the minutes of the April 7, 2010 meeting as accurately reflecting the discussions and decisions of the Board.

**Moved by Linda Wheeldon. Seconded Madeline Lelievre.
CARRIED.**

3. Conflict of Interest

- All attendees confirmed that they did not have a conflict of interest with regard to any of the agenda items with the following exceptions:
 - Lorna Martin – some aspects of the National Assessment discussion.
 - Michel Lefebvre – currently undergoing the CCC certification process. Michel will excuse himself if there are discussions related to the revision of the certification requirements.

4. Audited Financial Statements for the Year Ending January 31, 2010

- Blythe Shepard presented the financial statements for the year ending January 31, 2010.
- The audit was unqualified.
- The loss at the Saskatoon Conference was due to a problem with the external conference coordinator and lower attendance than anticipated.

Motion: To receive the 2009-2010 audited financial statement as presented.

**Moved by Linda Wheeldon. Seconded by Ardele Gorman.
Carried**

5. Provincial Hot Topics

Newfoundland – Heather White

- Emphasis has been placed on professional development opportunities.
- Gabor Mate will be conducting a workshop.
- CCC is not recognized in the health sector.

Nova Scotia – Linda Wheeldon

- Waiting for the Counselling Therapists act to be proclaimed.
- Discussions have been held with regard to the future relationship between NSACT and CCPA.
- Counsellors are hoping that the legislation will gain them access to insurers and health sector jobs.

Prince Edward Island – Deborah Wood Salter

- Movement toward regulation has stalled.
- A large number of School Counsellors will be retiring in the next few years.
- Tri-PD in the province is working well. This is a collaboration between Social Workers, Psychologists, and Counsellors.

New Brunswick Anglophone – Madeleine Lelievre

- Work continues toward regulation.
- There will not be a spring session of the legislature so the earliest opportunity to submit legislation will be the fall of 2010.
- Money is an issue – legal costs are substantial.

New Brunswick Francophone – Serge Hall

- There is a need to highlight the advantages of belonging to a large national organization.

Quebec Anglophone – Lilli Janzen

- QCA Bulletin is available on the CCPA website.
- EAP's are accepting the CCC credential.
- Professional Development – Lilli has been circulating professional development notices so members are more aware of learning opportunities.
- New legislation in Quebec regulates Psychotherapists and this will affect private practitioners.

Quebec Francophone – Louis Cournoyer

- Francophone CCPA members are part of the professional colleges in Quebec.
- We must find a way to entice them to join.
- We must answer the question “What can a national counselling association bring to Quebec Francophone members.

Ontario Francophone – Michel Lefebvre

- The Transitional Council has been appointed in Ontario.
- This Council will determine the regulations for joining the new College of Psychotherapist and Registered Mental Health Therapists.
- Danie Beaulieu will be presenting in French at the 2011 Conference in Ottawa.
- It will be important to find a way to engage the School Counsellors.
- Louis indicated that he could help to provide the names for Francophone presenters.
- Francophone members need to be nurtured and grown.

Manitoba – Miriam Duff

- School Counsellors certification process came into effect in the fall.
- Students are interested in CCC but question the relevance and the cost.
- It costs \$45.00 to be certified with the province.
- Why should they pay the CCC costs?
- Concerned about the people in Nunavut.
- How do we reach out to them?

Saskatchewan – Ardele Gorman

- There is a lack of cohesiveness regardless of workplace.
- No provincial organization except the School Counsellors.
- Counsellor Handbook was released last year.
- Lack of visibility and credentials.
- No standards for School Counsellors.
- Counselling has been subsumed by Special Education.
- Saskatchewan has just posted a huge deficit and there are enormous cutbacks in all areas.

Alberta – Blythe Shepard

- Lack of cohesiveness.
- Master of Counselling Students become Psychologists.
- Blythe sent out an email asking about the need for a professional association in Alberta.

- She has received a large number of positive responses from a wide variety of practitioners.

British Columbia – Kathy Mueller

- Counsellor regulation is the major issue.
- There will be a huge lobby effort this year.

6. Conference Update

2009 - Saskatoon

- The Board was updated on the status of the financial situation with this conference when the financial statements were presented.
- The deficit is approximately \$25,722.

2010 - Charlottetown

- There are 383 registrants as of May 9, 2010.
- Not all of these are full registrations.
- Pre-conference registration has been extremely weak.
- Attendance is below expectations and the conference will post a loss.
- Expenses are being trimmed where possible.

2011 - Ottawa

- Promotional material for Ottawa was distributed.

2012 – Calgary

- Barb and Nicole met in Calgary with Tom Strong and Sharon Robertson who have indicated interest in chairing the conference.
- Tom and Sharon will have further discussions in Charlottetown.

2015 – 50th Anniversary

- The 2015 Conference will be our 50th anniversary.
- We will distribute a poll out to our members to determine where they would like to celebrate.
- Based on the selection for 2015, we will determine the locations for 2013 and 2014.

7. CCPA Report Card

- Lorna Martin provided an overview of current CCPA activities using a PowerPoint presentation.
- The details are provided in the Report Card 2010 document that was distributed at the Board meeting.
- The presentation acknowledged that CCPA has many activities underway and that we need to focus our efforts in certain areas.
- Following items were noted during a discussion of the material presented.
 - Cost analysis of affiliations is required.
 - We will be in a variably regulated environment for a very long time.
 - What is the role of a professional association in a regulated environment?

- What is the role of CCC in a regulated environment?
- What kind of partnership will CCPA have with the Colleges that are being established?
- Role of the association will centre on member benefits, insurance, professional development and advocacy not certification.
- Research is required in each province to determine the status of the Health and Education Acts and to determine:
 - When will they open next?
 - How does one find out if they are being opened?
 - What is the mechanism to lobby for changes to the Acts when they are opened?
- It was noted that the process is different in each province so this research would be important for CCPA planning purposes.

8. Reflection and Planning

- Board members were asked to document one Question, Concern and Wish.
- The input was analyzed by the Executive and presented on Day 2.

9. Risk Management Report

- The report was reviewed by each director.
- The following items were discussed/commented upon based on reviewing the report.
 - EAP
 - EAP services might be beneficial to our staff based on some of the interactions with our members.
 - Legislative Support Fund
 - Consider a special levy or fee increase.
 - Need to be fully aware of how beneficial this fund is.
 - Are there creative fund-raising ideas to be considered?
 - Realistically we are looking at funding this from our bottom-line.
 - It was noted that this fund could be populated from the reserve which is now in excess of \$600,000.
 - Regulated Environment
 - Ensure that we focus on protecting the counsellor in a regulated environment.
 - Look at different services.
 - What do we have to offer members?
 - Consider library trained staff to develop a repository of information regarding counselling and regulation i.e. develop a clearinghouse.
 - Have legal counsel that can consult with members.
 - Legal questions are quite complicated.
 - Would need lawyers who have expertise in each province.
 - Are there government programs to assist provincial groups in achieving regulation? Should we do research to find them?
 - If we have our required reserve for sustainability should we spend the reserve on supporting regulatory efforts?
 - Must ensure that the organization is viable.
 - Affiliates

- Chapters and affiliates issues are urgent.
- Planning
 - We need both a short-term and a long-term plan.
- Certification
 - Consider certification for “Associate Counsellor.”
 - Target School Counsellors and Career Development Practitioners.
- Needs
 - Recognition
 - Competencies
 - Motivation
 - The above items should be a lens through which we view CCPA activities.
- Website
 - Review web pages to align to current CCPA action items (adjust for public/new members, students).
 - Develop a refresh schedule for the website.
 - What would a leading association do?
 - Need sections on:
 - Public Education
 - History
 - Professional (certification, funding)
 - Personal (resources to member)
 - National Perspective
 - Marketing/PR
 - Videos to inform the public
 - Identify a mission statement.
 - Face book
 - Twitter – launch at students
 - How can we involve students more?
 - Is this a way to recruit students?
- Public Relations Person
 - Should we consider a Public Relations Person or a project?
 - We are moving onto the national stage
- Members
 - Members want to work.
 - We are serving our members.

10. Summary of Questions, Concerns and Wishes

- The items documented were summarized and organized into three groups.

SUSTAINABILITY

The Canadian Counselling and Psychotherapy Association

will be recognized as the leading association (organization) for counselling in Canada

IDENTITY/MARKETING (Goal 5)	PRODUCT/SERVICE (Goal)	VALUES AND PROCESSES
<ul style="list-style-type: none"> - Interesting and engaging members - Recognition/acceptance by all - Role and function in a variably regulated environment - Focus areas to remain a leading association - CCPA vision – widening - Protection of counsellors - Raising CCPA public awareness - Function in a variably regulated environment - Access to CCPA activities, resources as part of developing national professional identity - Retaining and maintaining provincial relationships - Interpersonal relationships across country within a national association - Relevance of CCPA in the Cdn landscape - Facilitate government understanding of need for regulation - Loyalty incentives - Incentives for professional understanding of regulation/Cdn landscape <p style="text-align: center;">15</p>	<ul style="list-style-type: none"> - Clearing house of documents: legislation, regulation, resource info (1,2) - Should I be doing more for regulation? (*) - Legislative funding/support (*) - Outreach/dialogue: cost-sharing strategy for regulatory processes (*) - CCPA official events that create dynamic cohesiveness (1) - Website clarification (to help members find us) (5) - Q + A re: EAP and mobility across Canada (*) - Revenue increases in variably regulated environment (2) - Relevance to members (2) - Affordable Pro Dev. (1) - Recruitment , retention of new, existing and student members (2) - Uniting counsellors (4) - Streamline and standardize profile of counsellors (AIT) – committee (5) - Products and services for regulated provinces (2) <p style="text-align: center;">14</p>	<ul style="list-style-type: none"> - Should I be doing more for regulation? – work/life balance - CCPA in 20 years - Vision: reactive and proactive - Focus as an association; choose priorities - Self-care - Serenity during regulatory process - Mind-heart-courage (Wizard of Oz) - Care/support of others <p style="text-align: center;">8</p>

- As a result of the previous discussion and analysis of the current committee structure a decision was made to disband all Ad Hoc Committees and to distribute current issues among board standing committees.
- Not all committees will meet at this board meeting.
- Board members were asked to choose a committee.

11. Next Steps: A Structured Approach

Committees

- The Executive Director is a member of all committees with the exception of the Appeals Committee.

Executive Committee

Purpose:

- Conduct such transactions and business of an emergency nature, subject to the approval of the Board, as may be necessary for the effective continued operation of CCPA between regular Board meetings, reporting such matters to the full Board at the next available opportunity.
- Be informed and aware of the significant events in the general management of CCPA, so as to be able to provide such advice and direction to the Executive Director as may be necessary in the periods between Board meetings.
- Develop and recommend a Strategic Plan and an annual work plan for the Board.

Members: Ron Lehr (Chair), Maria De Cicco, Lorna Martin, Blythe Shepard

Governance Committee

Purpose: Develop, recommend and review by-laws, policies, structures, succession planning, and orientation of Board members, education and needs of Board.

Members: Maria De Cicco (Chair), Lorna Martin, Kathy Mueller, Blythe Shepard.

Items specific to this Board Meeting

- Chapter / Affiliate Template
- Sub-committee to respond to Mobility Project output – Madeleine Lelievre was asked to chair this sub-committee.
- Streamline, standardize profile.

Appeals Committee

Purpose: To deal with appeals of decisions of the Ethics Committee, the Registrar of Certification and other CCPA decisions.

Members: President (Chair), President-Elect, Past President

Ethics Committee

Purpose: To advise the Board of Directors on all matters pertaining to the Code of Ethics, Standards of Practice, the Ethics Casebook, and the complaints and disciplinary procedures and to serve as a complaints and disciplinary committee when an ethical complaint is made against a CCPA member.

Members: Dr. Lynda Younghusband (Chair), Maxine MacMillan, Kathy Ripley, Dr. Beth Robinson, Heather White

CACEP

Purpose: To oversee and manage the CCPA accreditation program, which involves providing professional and arms-length evaluation of counsellor education programs.

The Council is to be composed of a minimum of a Chair, and three additional members, all of whom are recognized counsellor educators and one of whom is proficient in both official languages.

Members: Dr. Bill Borgen (Chair), Dr. Robert Baudouin, Dr. Sharon Robertson, Dr. Karen Wright

Awards Committee

Purpose: Appoints chairs and review panels, adjudication procedures, accept nominations, review awards.

Members: Ardele Gorman (Chair), Blythe Shepard.

Items specific to this Board Meeting

- Review awards and determine if modifications are needed.
- Consider new awards such as research funding.

Certification Committee

Purpose: Advise CCPA Board regarding procedures and eligibility criteria for CCC, review matters pertaining to CCC, consult with staff specifically Registrar.

Members: Blythe Shepard (Chair), Michel Lefebvre (Board member), Bill Borgen (CACEP), Olga Sutherland (CE Chapter), Josee Taillefer (Registrar)

Items Specific to this Board Meeting:

- Alignment of CACEP and CCC.
- Supervisory project.

Risk Management Committee

Purpose: To ensure the development and implementation of a comprehensive Risk Management Program. It is responsible for reviewing financial, human resources and risk management systems to ensure their integrity and for monitoring reports and making recommendations to the Board with respect to these matters. It is responsible for ensuring the development of appropriate standards, authorities and practices in these areas and for ensuring the audit of management compliance with these.

Members: Lorna Martin (Chair), Blythe Shepard, Linda Wheeldon, Madeleine Lelievre, Miriam Duff, Robin Cameron, Kathy Mueller

- The focus of the risk management committee for this board meeting was sustainability and public identity. A subcommittee met to focus on the following items Specific to this Board Meeting:
 - Identity and marketing

- Relevance to members
- Recruitment and retention
- **Sub-Committee Members:** Linda Wheeldon (Chair of Sub-Committee), Madeleine Lelievre, Miriam Duff, Robin Cameron, Kathy Mueller

Quality Assurance and Sustainability

Purpose: To audit and evaluate the effectiveness of the organization in meeting approved program and service objectives and to ensure that program and service delivery is generally provided in a manner consistent with recognized standards for good practice. Annual objectives, benchmarks for progress, audits on programs and services.

Members : Louis Cournoyer (Chair), Michel Lefebvre, Serge Hall

Items Specific to this Board Meeting:

- Outreach and dialogue related to: Regulation, Legislation Support, Revenue
- Uniting Counsellors (francophone, Anglophone, aboriginal, all modalities)
- Products and Services – variably regulated environment

Education and Policy Advocacy Committee

Purpose: To assist the Board in identifying current and emerging issues of importance to the members of the organization (or consumers of its services), develop, for consideration of the Board (and/or the organization's members), policy positions that reflect or promote the interests of the organization's constituents, advise on strategies to advance those interests, and participate in implementation of those strategies.

Members: Heather White (Co-Chair), Ardele Gorman (Co-Chair), Deborah Wood Salter, Lilli Janzen

Issues Specific to this Board Meeting

- Professional Development needs
- EAP
- Clearinghouse

12. Committee Reports

Quality Assurance Committee

- Identified one main objective and 3 sub-objectives
- **Objective:** Create a professional community of belonging.
 - Define needs and challenges for each province:
 - Use the survey that was completed last fall to obtain an overview of members needs.
 - Analyze by province.
 - Identify the specific needs of each group.
 - Define needs and obstacles.
 - Propose an action plan related to those characteristics for each group.

- Continue to develop a bulletin for Francophone members.
- Develop local and regional events.
- Develop a pamphlet describing CCPA offerings.
- Need to receive data survey from National Office.
- Will begin work in August and develop a plan of action for September 2010.

Risk Management Committee

- First initiative is to develop a set of characteristics to be used to invite three firms to respond to an RFP.
- Barb to provide the two proposals already received.
- Goal is to have characteristics completed in early June 2010.

Motion: That the CCPA Board supports the engagement of an external firm to develop a public relations initiative to promote the work of CCPA and the practice of counselling and psychotherapy.

**Moved by Linda Wheeldon. Seconded by Miriam Duff
Carried
2 Absentions**

Education and Policy Advocacy Committee

- Revisit the professional development needs.
- Obtain evaluation forms from conferences.
- Review the clearinghouse idea.
- Follow up on EAP work that has been done.
- Will meet on one Monday each month until November with the exception of July.

Questions/Comments:

- Is Quality Assurance and Sustainability developing a pamphlet?
- If so will there be an overlap with one of the other committees or projects.
- Are they considering a Francophone Chapter?
- How is that different from an Affiliate?
- Look at all francophone members not just those in ON, NB, QU.
- Think of national identify from a Francophone perspective.

13. Burning Questions/Open Discussion

National Assessment Project

- It should be noted that Lorna Martin left the meeting during this discussion.
- For administrative purposes, the role of Project Coordinator requires a temporary term employment contract.
- To ensure that conflict of interest issues are addressed the following Resolution was passed.

Motion: NOW THEREFORE BE IT RESOLVED THAT:

CCPA agrees to enter into an agreement (the “Agreement”) with Lorna Martin (the “President-Elect”) relating to the National Assessment Project on such terms as the Executive Director in consultation with the Executive Committee may agree; and,

The Executive Director in consultation with the Executive Committee is hereby authorized to execute and deliver the Agreement on behalf of the CCPA and the Executive Director in consultation with the Executive Committee is further authorized to execute all such other documents and writings and do such acts and things as may be necessary for fulfilling the CCPA's obligations under the said Agreement.

**Moved by Linda Wheeldon. Seconded by Serge Hall
Carried**

14. Ethics Presentation

- Lynda Younghusband (Chair, Ethics Committee) presented on the work of the Committee.
- Lynda thanked her committee members and Glenn Sheppard the Ethics Amicus for their hard work.
- This is a very intense and time-consuming role and is undertaken as a volunteer.
- Lynda would like to step down as Chair.
- She indicated that Beth Robinson has indicated an interest in the Chair but not until next year.
- The board thanked Lynda for her wonderful work and commitment to this role.
- It was suggested that we have a glossy version of the Standards of Practice, Code of Ethics and How to Make a Complaint available for practitioner waiting areas.
- This material should also be distributed to school principals.

15. Wrap-Up

- A member of the Executive will be calling Committee Chairs each month to review progress toward goals.

16. Next meeting

- Face-to-face meeting, October 23-24, 2010 in Ottawa.
- Teleconference – June 16, 2010 at 3:00 p.m. (EST)

17. Adjournment

Motion: To adjourn the meeting.

**Moved by Linda Wheeldon. Seconded by Serge Hall.
CARRIED**

President

Date

SUMMARY OF MOTIONS

Motion: To approve the agenda as presented.

**Moved by Serge Hall. Seconded Ardele Gorman.
CARRIED.**

Motion: To accept the minutes of the April 7, 2010 meeting as accurately reflecting the discussions and decisions of the Board.

**Moved by Linda Wheeldon. Seconded Madeline Lelievre.
CARRIED.**

Motion: To receive the 2009-2010 audited financial statement as presented.

**Moved by Linda Wheeldon. Seconded by Ardele Gorman.
Carried**

Motion: That the CCPA Board supports the engagement of an external firm to develop a public relations initiative to promote the work of CCPA and the practice of counselling and psychotherapy.

**Moved by Linda Wheeldon. Seconded by Miriam Duff
Carried
2 Absentions**

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**Moved by Linda Wheeldon. Seconded by Serge Hall
Carried**

Motion: To adjourn the meeting.

**Moved by Linda Wheeldon. Seconded by Serge Hall.
CARRIED**

SUMMARY OF TASKS

Task No.	Reference No.	Task	Date	Responsibility
1.	7	Cost analysis	ASAP	Barb MacCallum
2	7	Research on status of Health and Education Act in each province		
3	9	Consideration of a “Associate Certificate”		
4	9	Review website	Ongoing	National Office
5	9	Twitter		National Office
6	9	Facebook		National Office
7	11	Review awards, consider new awards		Awards Committee
8	11	Review alignment of CACEP and CCC		Certification Committee
9	11	Supervisory Project	Late May	Blythe Shepard
10	12	Send data to Quality Assurance Committee	ASAP	Nicole Maurice
11	12	Propose an action plan related to creating a professional community of belonging	Sep 2010	Quality Assurance Committee
12	12	Develop characteristics for an RFP related to public image and marketing	Early June	Risk Management Committee
13	12	Revisit professional development needs		Education and Policy Advocacy Committee
14	12	Obtain evaluation forms from conferences		Education and Policy Advocacy Committee
15	12	Review clearinghouse idea		Education and Policy Advocacy Committee
16	12	Follow-up on EAP work that has been done		Education and Policy Advocacy Committee
17	15	Call Committee Chairs	Monthly	Executive Committee