

**CCPA Board Meeting
March 20, 2014
Teleconference
19:00-20:00 (ET)**

Present: Blythe Shepard (Chair), Kiraz Johannsen, Kim Landine, Verdiane Bukumi, Sarah Holland, Michel Turcotte, Miriam Duff, Trish McCracken, Margie Cain, Beth Robinson, Natasha Caverley, Serge Hall, Tracy Duffy, Barbara MacCallum (Secretary)

Regrets: Gisèle Lalonde, Lorna Martin

Welcome

- Blythe welcomed everyone and thanked them for attending the meeting.
- Blythe indicated that she was looking forward to connecting with everyone in May at the Conference and Board meetings.

Agenda

1. Approval of Agenda
2. Acceptance of the February 20, 2014 Minutes
3. Conflict of Interest
4. Information Items
5. Membership Cards and Letters in Good Standing
6. Advocacy and Outreach to EAPs
7. New Business
8. Reminders
9. Next Meeting
10. Adjournment

1. Approval of the Agenda

Motion: To approve the agenda as presented.

**Moved by Kim Landine. Seconded by Verdiane Bukumi.
CARRIED.**

2. Acceptance of Minutes

Motion: To accept the minutes of the February 20, 2014 meeting as accurately reflecting the discussions and decisions of the Board.

**Moved by Margie Cain. Seconded by Miriam Duff.
CARRIED.**

3. Conflict of Interest

- All attendees confirmed that they did not have a conflict of interest with regard to any of the agenda
- A declaration of conflict may be made at any time during the meeting.

4. Information Items

BC/Yukon Director

- Ashley Phillips is the new BC/Yukon Director.

- Blythe Shepard and Barb MacCallum have been in touch with Ashley and Natasha Caverley (current BC/YK Director) will be connecting with her to provide information about her role and transitioning into the Director role.
- Ashley will officially join the Board in May 2014.

FACT – BC

- Blythe Shepard attended the inaugural meeting of FACT-BC (Federation of Associations of Counselling Therapists of BC) on March 7, 2014.
- This group has replaced the BC Task Force.
- FACT-BC is incorporated as a Society in BC and will provide a more formal presence to lobby the government for regulation.
- CCPA is a founding member along with several other BC associations.

Cognica Survey

- Comments have been received and are being collated.
- Further discussion will occur at the May 2014 board meeting.

Regional Development Fund

- Comments have been received and are being collated.
- Further discussion will occur at the May 2014 board meeting.

CCPA External Communications Report

- Blythe reminded the Board that this report will be distributed quarterly.

5. Membership Cards and Letters of Good Standing

- Nicole Maurice (CCPA Office Manager) produced a report which indicates that CCPA spends over \$25,000 each year distributing membership cards and letters in good standing.
- The impending increase in postage was the impetus to conduct the research.
- It is anticipated that approximately \$12,000 could be saved by discontinuing this process.
- Rather members will be able to print their card and letters in good standing from their record in the members' only area.
- The cost to allow members to print their own cards and letters from the CCPA website is \$1,400.
- The Executive has considered this request and agreed to bring the request to the Board.
- The Executive supports this request.
- It was noted that the receipt of a letter in the mail does provide visibility to the Association.
- It was also noted that many members lose or discard their card and letter of good standing and request a second one from the National Office when needed.
- The Board requested that an email be sent to members explaining the change and the rationale so members clearly understand why this change is being made.
- Members will always be able to request that a card or letter be sent to them by regular mail should they not be able to print these items from the members' only area.

Motion: To approve the discontinuation of the distribution of membership cards and letters of good standing through Canada Post. Future distribution to be replaced with web-based downloading.

**Moved by Miriam Duff. Seconded by Trish McCracken.
CARRIED**

6. Advocacy and Outreach to EAPs

- Natasha Caverley and Barb MacCallum had the opportunity to speak with Tom Foster (Regional Director, Western Canada EFAP Client Services—Homewood Human Solutions) on February 13, 2014.
- During the conversation with Tom, it was apparent that there is interest within Homewood Human Solutions in knowing more about our national counselling and psychotherapy association—particularly, as it pertains to certification, the CCC directory, recruitment of our certified members for EAP service delivery and our extensive knowledge of the state of counsellor regulation in Canada.
- Based on this teleconference call, Natasha and Barb reflected on the possibility for the CCPA to carry out a centralized initiative to engage EAP providers in Canada as a means of promoting our Association and the competencies of our certified members.
- In 2011, CCPA conducted a survey of EAP providers in Canada to determine specific employment qualifications across Canada.
- The 2011 survey has another benefit in that it heightened the awareness of CCPA among the EAP providers.
- Barb and Natasha have identified some of the following areas for consideration as it pertains to the centralized engagement of EAP providers in Canada by the CCPA:
 - Conducting the research study again, as it raised awareness of CCPA and its members.
 - Strategic advertising of certified members/CCC designation to EAP providers;
 - Strategic dialogue sessions with national EAP providers;
 - Career or employment-based webinars featuring EAP providers hosted by CCPA;
 - Display booths and advertising at CCPA events, via our CCPA website and related CCPA communication media; and
 - Creation of an EAP Request for Proposal (RFP) listing similar to the Members' Only Job Posting page.
 - The above ideas are not intended to be an exhaustive list of opportunities.
 - Rather, the list is intended to identify the potential for engagement with EAP providers and creating forums in which CCPA can facilitate employment, networking and related engagement between our certified members and said employers.
 - The Executive fully supports this initiative.
- The 2011 survey will be repeated.
- The Board of Directors would like to review the survey questions prior to the start of the survey.
- Issues related to the limiting of sessions, lack of supervision, and referrals were raised.
- It was agreed that these topics will be woven into the survey to determine the current practice among EAPs.

7. **New Business**

- It was noted that on March 19, 2014 the College of Registered Psychotherapists of Ontario announced that pre-registration will be begin on April 1, 2014 with an anticipated proclamation date of June 1, 2014.

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8. **Reminders**

- The next meeting will be at 1300 ET.
- Board and Committee reports are due on April 4, 2014.

9. **Next Meeting**

- The next meeting will be held on April 17, 2014 at 13:00 pm (ET).

10. **Adjournment**

Motion: To adjourn the meeting.

**Moved by Trish McCracken. Seconded by Serge Hall
CARRIED**

President

Date

SUMMARY OF MOTIONS

Motion: To approve the agenda as presented.

**Moved by Kim Landine. Seconded by Verdiane Bukumi.
CARRIED.**

Motion: To accept the minutes of the February 20, 2014 meeting as accurately reflecting the discussions and decisions of the Board.

**Moved by Margie Cain. Seconded by Miriam Duff.
CARRIED.**

Motion: To approve the discontinuation of the distribution of membership cards and letters of good standing through Canada Post. Future distribution to be replaced with web-based downloading.

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Motion: To adjourn the meeting.

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