

**CCPA Board Meeting
May 10-11, 2014
Victoria, BC
8:30-17:00**

Present: Blythe Shepard (Chair), Lorna Martin, Kiraz Johannsen, Kim Landine, Verdiane Bukumi, Sarah Holland, Michel Turcotte, Miriam Duff, Margie Cain, Beth Robinson, Serge Hall, Natasha Caverley, Gisèle Lalonde, Tracy Duffy, Ashley Phillips, Bill Thomas, Barbara MacCallum (Secretary)

Regrets: Trish McCracken

Welcome

- Blythe welcomed everyone and thanked them for attending the meeting.
- Blythe also welcomed new Board members, Michel Turcotte, Bill Thomas and Ashley Phillips and asked them to briefly introduce themselves.

Agenda

1. Approval of Agenda
2. Acceptance of the April 17, 2014 Minutes
3. Conflict of Interest
4. Information Items
5. Director's Reports including Chapter Liaison Reports
6. Update on Strategic Planning and Revised Vision Statement
7. Committee Reports and Committee Motions
8. School Counsellor Chapter Request
9. Career Counsellor Chapter Request
10. COGNICA
11. Regional Development Fund
12. 50th Anniversary Budget
13. Exhibitor Policy
14. CACEP Processes
15. Review of Day 1
16. Committee Reports
17. Chief Executive Officer Evaluation
18. Review of CCPA Services
19. Director Self-Evaluation Director Checklist and Planning the Year Ahead
20. Summary and Feedback
21. Next Meeting
22. Adjournment

May 10, 2014

1. Approval of the Agenda

The following items were added:

- School Counsellor Chapter Request
- Career Counsellor Chapter Request
- Exhibitor Policy
- CACEP processes

Motion: To approve the agenda as amended.

Moved by Natasha Caverley. Seconded by Beth Robinson.

CARRIED.

2. Acceptance of Minutes

The following correction to the minutes was noted:

- Serge Hall's name was incorrectly spelled in the minutes.

Motion: To accept the minutes of the April 17, 2014 meeting as amended as accurately reflecting the discussions and decisions of the Board.

Moved by Kiraz Johannsen. Seconded by Tracy Duffy.

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.
- A declaration of conflict may be made at any time during the meeting.

4. Information Items

Supervision Course (University of Ottawa)

- The second cohort has completed the course.
- Students found the course informative, interesting and relevant to their work as supervisors.
- However, there was a consistent message that there was too much work (readings, discussion boards, assignments) for a one semester course.
- Participants felt overloaded, often unable to get to all the readings and lacking the opportunity to integrate the material (too compressed).
- The online chats (via text only) proved to be a challenge for many.
- Some participants mistakenly thought the course was a professional development course not a Masters level course.
- It was difficult to follow discussion threads and this approach is a disadvantage to introverted/reflective thinkers, slow typers and those who have English as a second language.
- The following suggestions were made:
 - The course revert to a two-semester system; one semester dedicated to theory, the other to practical application.
 - The development of a pre-supervision theoretical course for those individuals who are novice supervisors.

- The inclusion of more chat sessions to allow students to network with fellow students or discuss course assignments and such.
- Also Blythe suggested a different textbook that would be easier to read and understand.
- A French version of the course is under development.
- Laurent Matte (OCCOQ President) and Louis Cournoyer (Professor at UQAM) have been in discussion with Lorna Martin about the details of the French course.
- A meeting will be held in June at the IAEVG (International Association for Educational and Vocational Guidance) Conference between interested parties to further the discussion.
- There is hope that the course can be launched in French this academic year.

American Counselling Association (ACA) Conference

- Blythe Shepard was unable to attend the ACA Conference so she requested that Lorna Martin represent CCPA since Lorna was already attending the conference as a presenter.
- Lorna Martin met with the following people/groups:
 - Richard Yep, David Kaplan, Cirecie West-Olatunji (and assistant), Robert Smith.
 - Executive of North Atlantic Region of ACA, Presidents of District of Columbia, Europe, Puerto Rico, (Virgin Islands absent), Connecticut, Delaware, Maine, Massachusetts.
- Responded to queries regarding impression of ACA Conference as an international member: number of sessions, level of sessions, social events.
- Provided a summary of current status of CCPA's 50th anniversary conference in Niagara Falls, Ontario.
- USB of contact persons and print advertisement for Niagara Falls Conference was given to Richard Yep for the use of ACA.
- Negotiated advertising for the event in ACA publications gratis – Barb MacCallum to contact Richard Yep when advertising is requested.
- Relayed request by President Reiner of ACA North Atlantic Region to partner with ACA in Montreal.
- Discussion of Montreal Conference, including timelines required for translation of all components of the conference.
- Discussion of US difficulties currently being encountered regarding cross-state licensure.
- Sharing of Canadian information related to Agreement on Internal Trade – document transmitted to David Kaplan as requested by Richard Yep and David Kaplan.
- Discussion of impact of DSM-5 on counselling profession and political implications.
- Discussion of US federal policies affecting the counselling profession and advocacy role of ACA, particularly the importance of enshrining diagnosis into law for counsellors.
- Discussion of current federal landscape of mental health, particularly veterans and elderly as likely key areas of focus for counselling profession in US and Canada – MHCC research document transmitted to David Kaplan as requested by Richard Yep and David Kaplan.
- Discussion of addictions and work of addictions counsellors and problematic licensure of same in US.

- Discussion of leadership and volunteerism at ACA, including processes for training and eligibility. Discussion of differences with CCPA, BACP, IAC, COSCA, IACP and others.
- Met with Summer Reiner prior to AGM:
 - Received a request from President Reiner to partner with CCPA in Montreal since that Conference would have been hosted by her region.
 - President Reiner was redirected to Richard Yep to partner with ACA.
 - USB of contact persons and print advertisement for Niagara Falls Conference left with President Reiner for the use of states in North Atlantic Region.
 - Presentation of overview of CCPA, date and size of 50th anniversary Conference in Niagara Falls, Ontario – invitation to attend.
 - Great interest in advertising and attending from New York, Michigan, Vermont and New Jersey.
- Natasha Caverley congratulated Lorna Martin for the thoroughness of her briefing notes.

CACEP and CCC Task Forces

- Meetings have been held.
- The most recent meeting of the CACEP Task Force was April 3, 2014.
- The most recent meeting of the CCC Task Force was on April 15, 2014.
- These two task groups are intricately connected.
- It is difficult to resolve issues with the Certification program without addressing the CACEP issues.
- It has been suggested that a group meet face-to-face for two days to discuss the future of the CACEP program and alignments with the Certification program.
- Barb MacCallum will review the costs and logistics for the meeting.

EAP (Employee Assistance Program) Survey

- The contractor has been secured.
- The logistics are currently being worked out.
- The survey questions were sent to the Board prior to the start of the project.
- Thank you to everyone for your comments.
- The National Office will let the Private Practitioners know that this survey is being conducted.

Code of Ethics

- The Code of Ethics will be reviewed this summer and updated as appropriate.
- Currently it appears that the Code of Ethics is solid, but that the Standards of Practice will require additional breadth and depth.
- Changes to Codes of Ethics from other like-minded organizations are being reviewed.
- The Code of Ethics and Standards of Practice must pay attention to diversity, in particular cultural diversity.
- Blythe Shepard has reviewed the Code of Ethics from New Zealand as they have parallel but not identical cultural diversity.
- Ron Lehr, Lorna Martin and Blythe Shepard will conduct the first review and then use the authors of the Ethics Case Book for the first round of feedback.

- Changes will be reviewed to ensure that the Canadian Code of Human Rights is respected.
- Once the review has been completed, the adjustments will follow the same approval process as for all other matters.
- The penultimate draft must come to the Board of Directors for final approval.
- Michel Turcotte indicated that he was interested in the matrix of Codes that was prepared and asked that it be sent to him.

Ethics Casebook

- The editing for this book will be finished in May.
- As noted above, over the summer of 2014 the Code of Ethics and Standards of Practice will be reviewed.

Supervision Textbook

- 8 of the 22 chapters have been received.
- It is strongly recommended that this be the textbook for the supervision course.
- Michel Turcotte has asked if he could review the contents at some point.
- Michel has indicated that he would like to ask some professors in Quebec to contribute one or two chapters in French.
- Blythe Shepard agreed to send Michel Turcotte the table of contents.

Supervision Competency Project

- Blythe noted that she has been doing background research for this project.

5. Director's Reports including Chapter Liaison Reports

British Columbia/Yukon – Natasha Caverley

- This year was focused on advocacy and outreach.
- Awareness was built with various agencies and also explanations provided about the difference between the RCC and CCC designations.
- The BC Task Group has transformed into FACT-BC:
 - FACT-BC provides a united force for regulation in BC.
 - The BC Chapter representative on FACT-BC is Cathleen Dwyer.
 - Blythe Shepard has observer status.
- Newsletters have been distributed and they have been useful to gain constituent input.
- Natasha has been in discussion with Mark Kelly regarding the Yukon.
- Natasha has also acted as the BC Chapter liaison, worked with Miriam Duff on the Northern Initiative and acted as the Indigenous Chapter liaison along with Margie Cain.

Alberta/NWT – Sara Holland

- Sara has been working with the Alberta/NWT Chapter as their liaison.
- The Chapter is exploring the regulation process and determining a plan to take this forward.
- The Chapter AGM is being planned and will take place in Edmonton.
- Sara has also been working as Chair of the Awards Committee.

- Further discussion of the Awards Committee's recommendations will be held during the Committee meetings tomorrow.
- The student representative at the University of Calgary is graduating so there will be a requirement to find a new student.
- Research has determined that there are some new programs in Alberta and Sara working on obtaining student representatives for these programs.

Saskatchewan – Gisèle Lalonde

- Gisèle has been networking with small groups to determine if there is interest in regulation.
- She has distributed an electronic survey to members to determine the level of interest.
- It is hoped that a Chapter can be formed.
- The University of Saskatchewan has a student representative.
- Gisèle will be working on obtaining one student representative for the University of Regina.
- The School Counsellors Chapter, for which Gisèle is the liaison, has been very active this year.
- The Chapter launched the first Canadian National School Counsellors week this year.

Manitoba/Nunavut – Miriam Duff

- There has been a great deal of growth in the Manitoba membership.
- The Nunavut membership fluctuates and is showing little growth.
- Miriam has been the liaison to the Manitoba Chapter and the Creative Arts Chapter as well as having the role of CCPA Treasurer and continuing to lead the Northern Initiative work to its completion, in collaboration with Natasha Caverley.
- The Creative Arts Chapter had a trading card activity at the conference and the art materials that were left over were donated to a local child and family based organization.
- The Manitoba Chapter has tripled in size in the past year.
- At its recent AGM, the Manitoba Chapter voted to strike a committee to investigate regulation of the profession in Manitoba.
- There is a student representative at the University of Manitoba and Miriam is presenting to the University of Winnipeg Ethics class next week.
- Miriam will continue to seek student representatives for the University of Winnipeg and Brandon University.
- At present, the College of the North does not have a counselling program for which to recruit.

Ontario Francophone – Verdiane Bukumi

- Verdiane conducted a presentation at the University of Ottawa and was assisted by Karina Albert from the National Office.
- Verdiane has met with several professors to determine why students are not becoming members of CCPA.
- Verdiane been very active with regard to the NCR Chapter.
- Verdiane has invited Beth to conduct a Supervision Workshop in French.

Ontario Anglophone – Barb MacCallum on behalf of Trish McCracken

- There is a great deal of activity in Ontario related to regulation.
- Trish has sent out numerous emails with advice and coaching materials to assist members.
- Trish has also received many telephone calls and emails from members asking for assistance.

- Trish has also created a number of tools that have proven useful to Ontario members as they complete their applications.
- Barb MacCallum has conducted 14 workshops and 5 webinars to assist Ontario members in understanding how to complete their applications to the College of Registered Psychotherapists of Ontario.
- Attendance at the workshops and webinars has totaled over 400 members.

Quebec Anglophone – Kiraz Johannsen

- Kiraz has conducted three small group workshops for her constituents to assist them in applying for their Psychotherapy Permit.
- June 21, 2014 is the end of the grandparenting period.
- After June 21, 2014, to obtain a Psychotherapy Permit a practitioner must be a member of one of the Quebec Orders related to mental health.
- The Quebec Orders have indicated that their members must carry the insurance provided by the Order.
- Therefore, CCPA may lose a number of members who are CCC and obtain their insurance through CCPA.
- The cost to obtain a Psychotherapy permit is quite high.
- Kiraz has also been acting as the QCA liaison and the Social Justice Chapter liaison.
- The Social Justice Chapter raised \$2,800 for the Men's Trauma Centre in Victoria through the silent auction held at the 2014 CCPA Conference.

New Brunswick Anglophone - Kim Landine

- Kim presented to students at the University of New Brunswick in March 2013.
- New Brunswick continues to work on regulation and has hired legal counsel.
- Kim has been working as part of the Awards Committee.
- Kim has also been the liaison with the Career Counsellors Chapter.
- The Chapter has been conducting a survey related to the career development programs and courses available in Canada.

New Brunswick Francophone - Serge Hall

- Serge continues to be involved in the regulation process in New Brunswick.
- The legal counsel for the Federation is now speaking with the policy advisor within the provincial government.
- AFCONB (a CCPA affiliate) membership has declined and there is currently an attempt to revitalize this association.
- Serge requested that it be made more obvious to members that they can become a member of AFCONB when they renew their membership.
- Serge will be reconnecting with students in the Fall.
- Serge has been the liaison for the Animal Assisted Therapy Chapter.

Nova Scotia – Beth Robinson

- Beth is an ex-officio director of the CCPA Nova Scotia Chapter, NSCCT (Nova Scotia College of Counselling Therapists) and NSSCA (Nova Scotia School Counsellors Association).
- Eric Ross will be the new Chapter President for the NS Chapter.

- He is known for his high energy and enthusiasm and most likely will provide positive momentum to the Chapter.
- Beth will be speaking to new counselling students in July 2014 at their orientation.
- Beth noted the opportunity which occurred in March 2014 to speak to senior officials within the Nova Scotia Department of Health and Department of Education.
- Belinda Josephson and Kim Hollihan also attended the meeting.
- Beth continues to promote the value of CCPA membership in addition to membership in NSCCT.

Prince Edward Island – Margie Cain

- Umbrella health legislation became law on December 20, 2013.
- PEICA is currently working with legal counsel to draft a letter to the PEI Ministry of Health to indicate the desire of counsellors to be regulated under the new act.
- Margie has also been working as a liaison to the Indigenous Circle and has worked on the Awards Committee.
- The Indigenous Circle has created two awards for Indigenous students.
- Margie also participated with Blythe in reviewing the data from the Cognica survey.

Newfoundland and Labrador – Tracy Duffy

- Tracy has been building liaisons with other associations in NL particularly NLCPA (Newfoundland and Labrador Counsellors' and Psychologists' Association).
- In addition to NLCPA she has reached out to the Pastoral/Spiritual Care Counsellors, Career Practitioners and the NL Social Work Association (NLASW).
- A committee was formed in NL on March 1, 2014 to work on regulation.
- Tracy has also connected with the Private Practitioners Chapter as their liaison.
- Concerns around eligibility for CCPA certification for MUN students arose in the Fall of 2013.
- Considerable progress has been made towards resolving the issue.
- Plans are underway to hold a question and answer sessions for students.

6. Update on Strategic Planning and Revised Vision Statement

- The CCPA Executive Committee met in April 2014 in Calgary to review strategic direction for the next 3 to 5 years and to monitor the progress that has been made on several projects.
- A revised mission and vision statement was proposed.
- The Board reviewed the wording of the proposed statement and following is the final wording agreed upon.

The Canadian Counselling and Psychotherapy Association (CCPA) is a national and bilingual organization dedicated to the enhancement of the counselling/psychotherapy profession in Canada.

In fulfilling its mandate the Association promotes research, education, policies, and appropriate standards of practice for the provision of accessible, competent and accountable counselling services throughout the human lifespan in a manner sensitive to and inclusive of the pluralistic nature of society.

The Association endorses therapeutic approaches across the continuum of care that have sound theoretical underpinnings consistent with current established knowledge in the field, that withstand scholarly review and demonstrate efficacy, safety, and benefit to the client.

The Association strives to understand the needs of the diverse community of counsellors and psychotherapists and their clients in Canada and is committed to providing a strong voice for the promotion and advancement of counselling and psychotherapy.

- The new text will be translated and then distributed to Directors for one final review to ensure that all nuances are reflected in both languages.
- The communications strategy was discussed:
 - It has been wonderful to see the profile of CCPA being raised as a result of the concerted communications efforts of Impact Public Affairs and the number of press releases that have been distributed.
 - However it has been a challenge to ensure that there are subject matter experts available in the event that an interview with the media is requested.
 - Not everyone on the Board is comfortable doing an interview.
 - Speaking notes would be very helpful.
 - Suggestions were made to provide more in-depth training.
 - It was noted that usually the main goal of the Association is to ensure that its key messages are articulated.
 - This means that as long as the spokesperson has the press release and the key messages he/she do not have to conduct additional research to prepare for the interview.
 - Need to make sure that our messaging is consistent.
 - A suggestion was made that we expand our list of potential spokespeople (include Directors, Chapter Presidents, members with significant specific expertise).
 - However, it would be expensive to train this many people and difficult to manage the availability list.
 - Another option is to have a select group of 5 or 6 who receive more in-depth training.
 - Media requests are often quite specific.
 - Should be able to telephone someone or find an expert who can speak to the topic.
 - The issue is that it is not always possible to reach the experts in the timeframe allocated prior to the interview. Some requests provide only a few hours of notice.
 - May want to put out a call for spokespersons in Cognica or on the list-serv.
 - If there are too many people involved training could be expensive or the message may become inconsistent.
 - We could have a spokesperson at National Office.
 - The National Office will consult with Impact to determine how other organizations handle media interviews.

7. Committee Reports and Committee Motions

- Blythe reviewed the purpose of each Committee and invited the Chairs to provide an update on their committee's activities.
- Blythe also noted that Board members may wish to change committees at this point.

Governance Committee – Lorna Martin

- The committee completed the following work:
 - Ensuring all by-laws are in alignment with the new Not-For-Profit Corporations Act.
 - Electronic vote on by-laws.
 - Creation of six new policies to address gaps identified by the Board in May 2013.
 - Approval of the Continuance motion at the AGM.
 - Recruitment calls for British Columbia, Quebec Francophone and Indigenous Directors and President-Elect.
 - Clarification to the wording on the application form for Directors.
 - Ensuring the Board self-assessment was completed.
 - Ensuring that the CEO evaluation was completed.
- Blythe thanked Lorna Martin and Natasha Caverley for their work on this committee.

Risk Management – Lorna Martin

- The President Elect is usually the Chair of this committee.
- When David Smith stepped down as President Elect, Lorna Martin became the Acting Chair.
- Natasha Caverley will take over as Chair moving forward.
- Lorna Martin ensured that the Risk Management Report was up-to-date for Natasha.
- Lorna Martin also provided a brief explanation of the structure and contents of the Risk Management Report to the Board of Directors.

Quality Assurance – Beth Robinson

- This is the first full year of operation for this Committee.
- Beth Robinson indicated that her Committee had developed a list of all CCPA processes and created a chart and timeline for the review of these processes.
- A draft version of the chart was sent to the Executive for review.
- A revised version has been developed based on input from the Executive.
- The revised chart will be reviewed by the Quality Assurance Committee.
- Blythe thanked Beth Robinson, Gisèle Lalonde and Verdiane Bukumi for their work on this committee.

Regulation and Policy – Kiraz Johannsen on behalf of Trish McCracken

- Kiraz Johannsen indicated that based on the material presented at the Cross Country Check-up session at the conference this Committee may want to direct attention to the Agreement on Internal Trade (AIT).
- Kiraz also indicated that it is becoming expensive for Quebec members to obtain CECs in Quebec because of the rules imposed by the Order of Psychologists in Quebec.
- Kiraz indicated that the MHA courses are a wonderful solution as they are low cost and eligible.
- Kiraz also requested that the National Office determine the cost of registering the 2016 National Conference to be held in Montreal with the Order so that it would be eligible for CECs.
- Kiraz also mentioned the request from the Regulation and Policy Committee that the term “Pan-Canadian” be used instead of “National” in CCPA documents.

- Blythe indicated that this request may be the result of a passing comment made during the face-to-face board discussion in November regarding updating the policies.
- Prior to the Board meeting, Blythe requested information from the Governance Committee related to the background of the use of the term “national” and their opinion on the use of “pan-Canadian” in lieu of “national”.
- The Governance Committee indicated to Blythe on February 24, 2014 that:
 - The Board recognizes the sensitivity of the word “national” in Quebec (“national” is used to refer to their government assembly etc., and the passing comment to the Board in November was that when speaking to officials in Quebec [and only Quebec] it is helpful to avoid using the term “national” to avoid confusion or angst).
 - “Pan-Canadian” means something quite different than national in the rest of the world (as mentioned at the Board meeting – our international colleagues are searching for the single national body, not a collective of individual regional bodies from across the country [i.e., pan-Canadian]).
 - For the purpose of Google searches and “e-hits” as well as credibility in the broader, global landscape it is important to retain “national”.
 - It is when we go into Quebec that we orally state “pan-Canadian”.
 - The suggestion offered to begin to address the issue was to ask CCPA’s translator to consider the translation/interpretation of “national” in French and to provide an opinion to us on direction.
 - CCPA’s branding is as “the national voice of counselling”.
 - The voice is unified – pan-Canadian would suggest a variety of voices.
 - CCPA has worked hard with communication experts to get its branding correct.
 - CCPA also has a national scope of practice, a national definition for the profession and a nationally validated competency profile.
 - In a time of provincial regulation, it is critical that we retain our national stance.
 - Since “national” is not broken as a term, the Governance Committee suggests that CCPA does not try to fix it.
 - Additionally, the Committee would suggest that there is no ambiguity in the term “national”.
 - “National” pertains to an organized whole or independent unit; it refers to something peculiar or common to the whole people of a country.
 - Pan-Canadian refers to groups across Canada – it does not imply unity.

Awards – Sara Holland

- Sara indicated that her Committee spent the majority of its time on recruiting Committee chairs for the various awards.
- The Committee was also successful in establishing an Indigenous Practice Award which was presented for the first time at the 2014 Conference.
- The Committee is currently looking at ways to increase the number of applications for the awards.
- Also, there has been work done on increasing the number of awards for the 50th Anniversary conference.
- The National Office was asked to investigate publicizing the award winners.

Northern Initiative – Miriam Duff

- This work package has come to a conclusion.
- The committee has completed its work and has left a legacy which could inform and support individuals who may wish to form a Northern Chapter.
- The CCPA National Office will institutionalize the request for Northern and remote region focused webinars into the annual webinar schedule.
- There was a Northern Initiative meeting at the 2014 National Conference in Victoria.
- The meeting was not well-attended.
- At that time there was not one person or group of individuals interested in forming a Northern Chapter.
- The information gleaned from this initiative will remain available in the event that individuals may wish to form a Chapter in the future, and will inform the organization as a whole in providing services that help to address Northern and remote related issues and concerns (example: Supervision training program, networking through Forum and Cognica, etc).
- One of the legacy items is a list of email addresses of participants from the North.
- Barb MacCallum noted that on July 1, 2014 when the new anti-spam legislation comes into effect, the list cannot be used unless all individuals on the list have given their explicit, written permission to be on the list.
- Many thanks to Miriam Duff for her work on this initiative and to the directors who contributed their time and effort.

8. School Counsellors Chapter Request

- The School Counsellor Chapter has requested a letter of support from CCPA indicating that counsellor to student ratios should be 1: 250.
- The Executive Committee discussed this request and it was decided that Lorna Martin would present the Executive's recommendations for an alternative statement to the Board of Directors.
- The counsellor-student ratio of 1:250 is based on a 1997 US decision that is underpinned by an American Federal Government funding model.
- The role and function of school counsellors using the Gysbers and Gysbers model in the US is not aligned to that of most school counsellors in Canada due to the specific requirements cited in a variety of Public Schools Acts and Education Administration Acts across the various provinces and territories.
- There is no evidence-based data available that supports this ratio as an effective level that produces positive results for children and youth.
- In fact, a static ratio such as 1:250 may have the deleterious effect of removing important mental health supports in schools with an enrolment of fewer than 250 students
- It may also remove the important role of educational leaders in placing higher levels of support in schools with students and families with higher than average needs for mental health and academic supports.
- Therefore, particularly with social justice and evidence-based practice in mind, CCPA cannot support the ratio-based proposal for school counselling.
- Research certainly strongly supports the CCPA commitment that every child and youth is entitled to timely access to a qualified school counsellor.

- Data from multiple research bases confirm that a ratio of 1:250 would not be appropriate, given the psycho-educational, guidance, counselling, advocacy, and administrative roles that are part of a developmental and comprehensive guidance and counselling program (as utilized in provinces such as Nova Scotia, Prince Edward Island, Manitoba, and British Columbia), particularly given the variable school populations across the nation.
- The statistical incidence of mental health needs does not necessarily correlate to a statistically-derived ratio of 1:250.
- In fact, it is data related to frequency, intensity, and duration of mental health needs within a specific population that is most informative in determining adequate supports that, of course, vary over time with contexts and specific individuals and families.
- Research indicates that at any given time, approximately one in seven (15 percent) of Canadian children and youth under the age of 19 are likely to have a serious mental disorder that impacts their development and ability to participate in common adolescent activities.”
- A ratio of 1:250 is insufficient to reflect the contextual needs of some communities that will require a much smaller ratio and to reflect the counselling needs of students being educated in schools with populations of less than 250 students.
- The Canadian Counselling and Psychotherapy Association would like to assist schools across the country in ensuring that all children and youth have access to trained school counsellors in every school.
- It was agreed that Lorna Martin would draft a letter for the Nova Scotia School Counsellors’ Association proposing recommendations for an alternative statement.

9. Career Counsellors Chapter Request

- The Career Counsellors Chapter has endeavored to promote career development through its support with the development and revision of the Standards and Guidelines for career development practitioners.
- In addition, a renewed focus on the Chapter's social media sites has enhanced this amongst their membership.
- This Chapter has been participating in the Canadian Council of Career Development Associations (CCCD) through paid membership.
- There has also been involvement of their Executive members on the CCCD working groups including the most recent one for which this grant application is being submitted.
- The continual growth in activities which communicate the value of career counselling can only assist in educating the public of its value as they experience their own challenges in life's transitions.
- To prepare for this project, the CCCD developed a plan of action resulting in a two-pronged approach.
- The first was to develop a survey/game-like activity called Career Challenge, which was to be launched for Career Week in November 2014.
- The questions for this survey resulted from a collaboration with the Chapter and other parties from the CCCD.
- The next phase was to then develop a web-based version of the Career Challenge.
- In addition, a public affairs company, Impact Public Affairs, was asked to submit a proposal for a communications piece to launch the Career Challenge.

- This project would become the financial responsibility for CCPA/Career Counsellors Chapter.
- The finances requested from the Chapter Support Fund would support the Chapter's contribution to promoting the "Career Challenge."
- The return for the Chapter would be to support its continual efforts to promote CCPA, counselling, and specifically Career Counselling to the general public as well as to alert practitioners to the resources available to them.
- Chapter membership has increased but further to this, has been the continued relationships formed with other career development groups across Canada.
- The funding request is for \$4150 for the communications piece of the project.
- This represents \$5000 for the Impact Public Affairs proposal plus applicable taxes of \$650 (total of \$5650) less a contribution of \$1500 from the Career Counsellors Chapter.
- The Chapter contribution was determined based on an assessment of projected expenditures for the Chapter budget.
- The balance of \$4150 is being sought from the Chapter Support Fund.
- There is a link between this initiative and the School Counsellors Chapter. The School Counsellor's Chapter should be informed.
- The initiative must be bilingual.

Motion: To approve this very important project for Career Counsellors with the proviso that CCPA will have access to reports regarding the progress of the project and that CCPA will receive acknowledgement for its contribution to the project.

**Moved by Natasha Caverley. Seconded by Bill Thomas.
CARRIED**

10. COGNICA

- A chart containing the various recommendations for Cognica was distributed with the board material.
- Each item was reviewed and the following additional comments were made:
 - More international content:
 - A brief synopsis and access instructions for journal articles may be used instead of publishing the complete article.
 - Chapter Articles
 - The Chapter liaisons could assist in obtaining these articles.
 - History of CCPA for the 50th Anniversary
 - Blythe and Lorna have written an article for CJCP.
 - This article will be adapted for Cognica.
 - Content Ideas
 - Include Ethics questions and answers.
 - Questions must be general enough so as to not identify the individuals.
 - Approach Counsellor Educators for articles.
 - Put in the abstract of Director's reports.
 - Offer hardcopy versions in previous hardcopy format on a cost recovery basis
 - Will do a survey before this is done.
 - May want to defer the survey until content component has been increased.
 - Issues per Year

- Publish 6 times per year.
- Will cost additional staff time and require more content.
- Wait until content ideas have been implemented before considering this again.
- CECs for Authorship
 - This should be promoted more.
- Name
 - Do we want to change it?
 - Publicize the derivation of the name.
- Lists
 - Collect lists from members such as “My favourite text books” or “The best profession-related book I have read in the past year”
 - Ask Counsellor Educators to ask their masters and doctorate students to send out the abstract of their thesis for publication on the website.

11. Regional Development Fund

- A discussion about the status of the Regional Development Fund was held.
- The fund currently contains approximately \$22,000 and will grow by approximately \$40,000 each year.
- It was proposed that every two or three years an initiative could come from the Executive with other initiatives being proposed by members, Chapters or the Board of Directors.
- At this time it is not anticipated that there will be a limit to the funding for each province.
- There should be a note on the application form that indicates that funding varies from year to year and what the range of funding may look like.
- There was a strong desire to not limit creativity by establishing fixed limits for funding.
- A discussion was held with regard to limiting proposal applications to twice a year from the current four times a year but a final decision was not reached.

Motion: That the CCPA Board of Directors approve the Leaders of Tomorrow training session as the premier initiative of the Regional Development Fund.

**Moved by Kiraz Johannsen. Seconded by Serge Hall.
CARRIED**

12. 50th Anniversary Budget

- Barb MacCallum presented her recommendations for a budget for the 50th Anniversary celebrations.
- The Board also suggested the following:
 - At the banquet, each table should be given a complimentary bottle of red and white wine.
 - T-shirts in rainbow colours with the slogan “Stay calm and see a counsellor” should be given to all participants or be available for sale with the proceeds going to a local charity.
 - Multiple photographers should be available.
 - Members should be asked to contribute pictures that could be displayed at the conference.

Motion: To approve the budget for \$66,500 plus a 10% overage provision for the 50th Anniversary celebrations.

Moved by Kiraz Johannsen. Seconded by Gisèle Lalonde.

- It should be noted that the additional requests made by the Board were not included in the approved budget and will increase the budget once estimates are determined.

13. Exhibitor Policy

- A policy or guidelines must be developed for the acceptance of exhibitors at CCPA conferences.
- Blythe Shepard indicated that the matter will be sent to the Senate.
- The Senate Committee that develops the policy must have both male and female members.
- Suggestions for the committee were Ron Lehr, David Paterson, Lorne Flavelle, Lynda Younghusband and Cristelle Audet.

14. CACEP Processes

- A brief statement about CACEP accredited institutions and the accreditation process will be prepared by Lorna Martin in the event that there is the requirement to make a public statement.

May 11, 2014

15. Review of Day 1

- The following comments were made:
 - The conversation on day 1 was appreciated.
 - New members were warmly welcomed.
 - The discussion was balanced.
 - Some discussions could have been polarizing but they were not.
- A suggestion was made to provide all of the documents in the board folders electronically one week prior to the meeting.
- It will be up to each Director to print their own copy and bring it to the meeting or bring an electronic copy and use their laptop or notebook during the meeting.
- Additional power outlets and a projector and screen should always be available.
- The National Office will have two printed copies on hand in the event that someone could not bring their own copy.
- Instead of having Directors provide an update, Directors could just ask each other questions about their reports.
- This would be a better use of time.
- A suggestion to purchase iPads for each Director was made.
- National Office will investigate the costs.

Motion: To move to a mixed method of electronic and paper documents for the November 2014 Board of Directors meeting.

**Moved by Miriam Duff. Seconded by Bill Thomas.
CARRIED**

16. Committee Reports

Governance Committee – Natasha reported on behalf of Lorna Martin

- The terms of reference for a public affairs standing committee will be developed.
- The nomination process for the 2015-2017 Board will be part of this Committee's work this year.
- Chapter leadership and possible educational pieces, resources and supports will be reviewed.

Risk Management – Natasha Caverley

- As President Elect Natasha will assume the Chair of this Committee.
- The impact of the Northern Initiative Project, Certification/CACEP Task Group activities will be monitored.
- The impact of regulation on membership will also continue to be monitored.

Quality Assurance – Beth Robinson

- This Committee will continue to receive documents from other committees for review.
- The Committee will review the QA chart and timelines and communicate its priorities at the November 2014 Board of Directors Meeting.
- Two to three priorities will be selected.
- A two week turnaround time will be the goal for this Committee for any requests they receive, recognizing that some documents are longer than others and require time for translation.
- All documents going to the QA Committee should also be copied to the CEO.

Awards Committee – Sara Holland

- The Committee discussed changing the due date for applications for the awards to October 31.
- This decision must be made soon as the National Office will start promoting the awards in September.
- It was also suggested that the Chapter award dates be aligned with the National Awards.
- This can be discussed with the Chapters once a date has been selected for the National Awards.
- It is not possible to change the Early Bird registration deadline for conference registration as this has implications for the hotel room pickup quota.
- The Committee would like to do a survey of members to determine why there are so few applications for awards.
- The National Office will develop a survey and send it to the Awards Committee for approval.
- The Committee will be looking at wordsmithing some of the descriptions of the awards.
- There was also a discussion of changing the monetary value of the awards, keeping in mind the income tax implications for any award of \$500 or more.
- One option to consider is changing the awards to include a free conference registration plus a monetary award of \$450 or complimentary hotel registration and \$450.
- The Committee is also considering recommending that the Masters and Doctorate thesis awards be offered each year.
- A poster geared to students to advertise the awards will be developed by National Office and sent to the Committee for approval.

17. Chief Executive Officer Evaluation

- Barb MacCallum was asked to leave the meeting for this agenda item.
- The Board was provided with a brief summary of the Chief Executive Officer evaluation.
- This evaluation was provided to the Chief Executive Officer on May 5, 2014.

Motion: The CCPA Board of Directors acknowledges the substantial positive contribution to the Association of Barbara MacCallum over her time as CEO of CCPA particularly with the challenges and opportunities she continues to skillfully guide CCPA through.

**Moved by Miriam Duff. Seconded by Beth Robinson.
CARRIED**

18. Review of CCPA Services

- Blythe presented an overview of the various services offered by CCPA and the various sections of the website.

19. Director Self-Evaluation Checklist and Planning the Year Ahead

Director Self-Evaluation

- The Board reviewed and discussed the summarized results of the Self-Evaluation conducted in April 2014.
- The areas of concern were as follows:
 - I actively voice agreement I have with Board decisions or direction in a constructive manner within the Board as decisions are being made.
 - There are some directors who feel that they may not contribute in a constructive manner.
 - On the teleconferences there is too much listening.
 - I submit paperwork in a timely manner (e.g., reports, expense claims)
 - Reminders from National Office help with issue.
 - I communicate regularly with my student representative(s).
 - It was suggested that students may have access to university list-servs which could help with communications to students who are not CCPA members.
 - I maintain a work/life balance to the best of my ability.
 - Should a Board self-care plan be developed?
 - I celebrate my successes with Board members, a member of the Executive or the Chief Executive Officer (e.g., talk to, telephone or e-mail during or between meetings).
 - A message will be sent twice monthly to the Board of Directors to provide highlights of Association activity and the activities of the Board.
 - Directors can assist with this message by sending information about their activities to Barb MacCallum.

Other Comments

- There is a huge learning curve when you become a member of the Board.
- There are many aspects of the Association of which Directors are not aware.
- Directors should give permission to themselves to be on a learning curve.
- Directors are not expected to know everything about the Association from day 1.

- Don't be afraid to ask questions.
- The National Office is there to support the Board.
- There is appreciation for the approachable style and that there is no enforcement of hierarchy within the leadership.
- A visit to the National Office in November 2014 as part of the Board meeting would be appreciated.

Planning the Year Ahead

- The Board formed groups of three and completed the chart given to them to help organize their activities for the coming year.
- The Board members indicated that they found the chart useful as it helped them to develop concrete action items.

20. Summary and Feedback

- The Board thanked Blythe for her leadership.

21. Next Meeting

- The next meeting will be held on June 19, 2014 at 19:00 ET via teleconference.

22. Adjournment

Motion: To adjourn the meeting.

Moved by Serge Hall. Seconded by Bill Thomas.

CARRIED

President

Date

SUMMARY OF MOTIONS

Motion: To approve the agenda as amended.

**Moved by Natasha Caverley. Seconded by Beth Robinson.
CARRIED.**

Motion: To accept the minutes of the April 17, 2014 meeting as amended as accurately reflecting the discussions and decisions of the Board.

**Moved by Kiraz Johannsen. Seconded by Tracy Duffy.
CARRIED.**

Motion: To approve this very important project for Career Counsellors with the proviso that CCPA will have access to reports regarding the progress of the project and that CCPA will receive acknowledgement for its contribution to the project.

**Moved by Natasha Caverley. Seconded by Bill Thomas.
CARRIED**

Motion: That the CCPA Board of Directors approve the Leaders of Tomorrow training session as the premier initiative of the Regional Development Fund.

**Moved by Kiraz Johannsen. Seconded by Serge Hall.
CARRIED**

Motion: To approve the budget for \$66,500 plus a 10% overage provision for the 50th Anniversary celebrations.

**Moved by Kiraz Johannsen. Seconded by Gisèle Lalonde.
CARRIED**

Motion: To move to a mixed method of electronic and paper documents for the November 2014 Board of Directors meeting.

**Moved by Miriam Duff. Seconded by Bill Thomas.
CARRIED**

Motion: The CCPA Board of Directors acknowledges the substantial positive contribution to the Association of Barbara MacCallum over her time as CEO of CCPA particularly with the challenges and opportunities she continues to skillfully guide CCPA through.

**Moved by Miriam Duff. Seconded by Beth Robinson.
CARRIED**

Motion: To adjourn the meeting.

**Moved by Serge Hall. Seconded by Bill Thomas.
CARRIED**

Summary of Action Items

| Task Number | Minute Reference | Task | Date | Responsibility |
|-------------|------------------|---|------------|---------------------------------|
| 1 | 4 | Determine logistics and costs for the CACEP – CCC Meeting | ASAP | Barb MacCallum |
| 2 | 4 | Inform the Private Practitioners Chapter that the EAP Survey is being conducted. | ASAP | National Office |
| 3 | 4 | Send Michel Turcotte the matrix of Codes that has been prepared | ASAP | Lorna Martin/Blythe Shepard |
| 4 | 4 | Send Michel the Table of Contents for the Supervision Text Book | ASAP | Blythe Shepard |
| 5 | 4 | Consult with Quebec professors to determine if any of them would like to contribute to this textbook. | ASAP | Michel Turcotte |
| 6 | 5 | Make the option to join AFCONB for NB members more obvious. | ASAP | National Office |
| 7 | 6 | Distribute to the Board the revised Mission and Vision statement once it has been translated | ASAP | Barb MacCallum |
| 8 | 6 | Consult with Impact to determine how other organizations handle media interviews. | ASAP | National Office |
| 9 | 7 | Determine the cost of registering the 2016 National Conference to be held in Montreal with the Order so that it would be eligible for CECs. | April 2015 | National Office |
| 10 | 7 | Investigate publicizing the award winners. | ASAP | National Office |
| 11 | 7 | Institutionalize the request for webinars related to Northern issues into the annual webinar schedule. | July 2014 | National Office |
| 12 | 8 | Draft a letter to NSSCA proposing recommendations for an alternative statement | ASAP | Lorna Martin |
| 13 | 10 | Adapt article on history of CCPA written for CJCP for use in COGNICA | ASAP | Lorna Martin and Blythe Shepard |
| 14 | 10 | Promote CECs for authorship of articles for COGNICA | ASAP | National Office |

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|----|----|--|-------------|-----------------|
| | | more aggressively. | | |
| 15 | 10 | Establish a set of lists as resources eg. List of profession-related books. | ASAP | National Office |
| 16 | 11 | Update Regional Development Fund application to indicate potential funding limits. | ASAP | National Office |
| 17 | 13 | Contact Senate and ask them to recommend a policy for Exhibitors | ASAP | Blythe Shepard |
| 18 | 14 | Prepare a brief statement on the CACEP accreditation process. | if required | Lorna Martin |
| 19 | 15 | Investigate the cost of supplying each Director with an iPad | ASAP | National Office |
| 20 | 16 | Develop a survey and send to the Awards Committee for approval | ASAP | National Office |
| 21 | 16 | Develop a poster to advertise awards | ASAP | National Office |
| 22 | 19 | Send information to National Office to be included in message sent twice a month | Each month | Board members |