

“School Counselors ‘Weaving’ Personal Social, Academic, and Career Outcomes for Student Achievement and Well Being”

QUARTER 1 MEETINGS

Go To Meeting

Saturday, October 26, 2013

AzSCA, Inc. GENERAL BOARD MEETING

SATURDAY, OCTOBER 26, 2013

8:00 AM – 10:00 AM

MINUTES

(Taken by Cien Luke)

Call to Order – 8:05 AM

Roll Call / Establish Quorum

Present: Jill Zitt, Jeanette Gallus, Cairsten Beanland, Candice Alvarez, Cien Luke, Jaimie Gosling, Jim Taylor, Kat Pastor, Mary Kay Funk, Mary Cay Keller, Meg Hughart, Michelle Powers, Mindy Willard, Pat Young, Roxanne Taylor, Sarah ??, Rick Jackson, Cari Burson, Deb Blume

Governance Process Policies:

Discussion on ground rules, including focusing on end policies, listening in order to understand, and respecting others.

President’s Report – Jeanette Gallus

Topic: Putting together an AzSCA brochure.

Discussion: We need to produce this so that we have some kind of artifact that we can give to people that will summarize what AzSCA is. This should be something that is professionally printed, and not just run off on yellow paper. Most information would come off our website. The benefit and sole purpose of this is to increase membership. We have had a brochure in the past, but have not had one in several years. Jim will send the old brochure to Mindy or Jeanette, and they will review.

Action item: Is there someone who is technically savvy willing to take on the project of producing a professional quality AzSCA brochure?

Topic: Putting scholarship information on the “Members Only” section on the website.

Discussion: Success in this area is a matter of getting counselors to contribute to it. Troy will be the one who will have to continually clean it up. Executive membership will continually look at it and monitor it to

make sure that things outdated are removed from the section on the website. Each executive member needs to take time looking through the whole website periodically to make sure that things are relevant and timely. Scholarships posted on the site will be for high school students; scholarships will be posted for the purpose of counselors sharing with their students.

Topic: Releasing membership emails for research.

Discussion: Would it be beneficial to release our membership emails to research groups who are conducting studies? Decided that research committee should include a link for studies on a tab on the research portion of the website so that if members wanted to be part of that research, they could go to the link and click on it. It is important that we make these studies available as they come up because that is how we learn. This would be in the members only section.

Topic: Job Postings.

We need to have a section on job postings. Someone needs to monitor this section and delete them from the website once they are filled.

Topic: “Members Only” section in general.

We need to let our membership know that all of these things are on our members only website. Otherwise, if they don't know, having this publicity on our website is pointless. Cairsten will put a blurb in the newsletter to advertise the members only section on the website, and Meg will include this information in an eblast. You will have to be logged in as a member in order to get into that section of the website.

Topic: Assignment of PO processing fee charged to each PO

The Executive Board decided to give the \$10 per PO for processing to Cien for the extra work created in invoicing and collecting on POs.

Topic: Awards Winners for Spring Conference

School Counselor of the Year Finalist for AzSCA – Melissa is a finalist.

Discussion about expanding the judging panel who adjudicates the applications for the AzSCA Awards. Suggested that we extend to principals, directors of counselors, and people from other organizations to help to review. This would bring additional perspective and give advocacy to show what we do in our schools. Executive will make this decision and approve who will be on the approval panel. Further discussion about whether or not this should be the decision of the committee itself. Judging the applications will not require a face to face meeting. The panel member will just receive the application, then score it, and then send it back to the committee chair to total the scores. As of now, there are 11 people who sent in their nominations. They have until December to send in all parts of the application. No one will be reviewing until December, so there is time to expand the committee.

Topic: Badges and Shirts

Jeanette talked to badge people yesterday. If you want a badge, you will order a badge directly. Currently the badge shown is red as modeled. But we can do any color everyone wants. Further discussion decided producing the badges in blue.

Is anyone ordering the shirts for the new members? Roxanne Taylor says that is being taken care of.

BadgeMan Arizona. We will do them in blue. Everyone will email Badgeman. The cost is \$13 with taxes and \$3.75 for shipping. It will be shipped directly to the counselor who ordered the badge. (The breakdown of expenses is badge is \$9.50. + tax.) Everyone has to email info@badgeman, and then you give them your email address, and your name, and any suffix to your name. Title will be Board member, and nothing else specific. Jeanette will send you all the info. Badgeman will send you an invoice, and then you will pay. Jeanette will send out this weekend.

Topic: Candidates for Board for 2014-15 Season

Jill Zitt is the past-president designee. She has requested that everyone talk to two people and recruit them to run for the board and offices next year.

President Elect Report – Mindy Willard

LDI 2014: Mindy would like to schedule it for sometime in June. She wants to schedule it early, so that everything is voted on and decided before July 1st. Contracts for staff are signed and begin on July 1st. **Date is tentatively scheduled for the 1st weekend in June, 6th -8th.** Executive would be on June 6th. Everyone else would come in Saturday and Sunday. Shouldn't affect your workday if you are still in school unless you are on Executive Committee. Feedback that dates are fine. Budget was set for \$5000 max.

Discussion about having it at a more central location. Cien and Mindy will make some calls and see what we can find pricewise. Thought that Phoenix is central, but Flagstaff is cooler.

Thought expressed that perhaps we won't need an April meeting, if we are going to do LDI in June.

President Elect – Elect Report – Jaimie Gosling

We have 3 paid positions. In Executive, presidents are going to have an evaluation ready for midway through the year, and then again at the end of the year. This is so that we can all know if we are doing what we are supposed to be doing and to identify any overlap. If we have any suggestions of what would be good questions to add to the evaluation, submit to Jeanette, as she is putting them together.

Past President Report – Jill Zitt

She has spoken with Melissa and got the materials used last year for elections. Starting to connect with Troy. Changing and updating paperwork. Discussion about the time deadlines?

We are looking for people to self-nominate. We want people to join the board.

Kat is going to share with Jill how they get the word out to registrants, so that Jill can get her word out about elections the same way.

We need to get an eblast out about this so that we can get this to every counselor in the state and not just only our association. Jill will work with Kay Schreiber on this as well.

Does an officer have to be a school counselor? Because this would prevent anyone from the CRC from running for the board. So this excludes social workers, career center people, etc. It shows in Policies and

Procedure that a person must be a school counselor to be on the Executive Board. Going to relook at this policy closely, as there is quite a bit of history involved. We can look at Bylaws and P&P depending on the need. Erik Lehmann was recruited, but declined as he isn't a practicing school counselor. Too late to change for this year, but will look at this for next year.

ASCA changed their P&P to say that you must be a practicing school counselor to be on the national board.

Jill – will speak to CAT

Committee is looking at the first of the 4 components of the training. There is a meeting this week. Adapting to fit more closely with Arizona School Counseling. The goal of the state group is to have the 1st component available to possibly start using it no earlier than this summer. They are also talking about preparing a proposal to show what this is going to look like by the March conference, but there is going to be quite a bit of time before curriculum is available.

NO more money needed for AzSCA. We paid them the \$5000 that is all that is needed. Perhaps the \$1500 extra in the budget was for maintenance? Unknown. We will see.

Financial Report – Cien Luke

The Quarter 1 End Reports provided to the Financial Committee earlier in the week are still accurate, with one exception. In the Spring Conference column, the \$9000 deposit paid to Fort McDowell was moved into the Facility Fees / Food line item.

American Express card – we are hoping that it is closed. It is impossible to get any information on this card, because Angela is the only signer on the account. We do not have access to the points earned on this card. Legally, the points are in Angela's name, because her name and social security number were on the card. If the account is closed, then theoretically, we can't use the points anyway. It was decided that we are just letting it go.

American Express deposits that show up on statements have nothing to do with credit card. The American Express deposits are associated with online transactions where our "customers" are using an American Express card to pay for our services, and thus shows up as money IN to our Chase bank account.

Advocacy – Anna (not present)

Has anyone heard something about Advocacy? This was Angela's role to be the liaison. Jill will get with Anna and find out her role. Jill needs to talk with Kat and Cien about negotiation of contracts for Spring Conference. But this has been taken care of.

Spring Conference – Kat

Submissions are as follows:

- 27 high school and 2 graduate scholarship applications have been received.
- 11 counselor of the year nominations – self nominated – have been received by Speranta

- There have been 16 Call for Programs
- 25 people have registered as of this morning
- Brooke has received 3 vendors / sponsors so far: CPSA will sponsor \$4000 and is a Platinum sponsor this year, DeVry will sponsor \$2500 and is Bronze, and the ASC Navy ROTC will pay \$500 for advertising in the newsletter.

We are moving along. Registrations are going slow right now but that is expected. Everything is up on website. All keynote and featured speakers are confirmed. We are hoping to get more sessions submitted. Please, Board, submit a call of programs application! 1st deadline is in November. Committee will go through apps and contact anyone who needs to make changes in order to be selected. We will extend deadline to December 15th for new submissions and anyone who might need to revamp.

We need about 65 sessions. If the committee reaches out and actually ask someone to submit, they will definitely be selected.

Julia Taylor is a keynote but she is willing to also present. She will be here for the day.

Mindy mentioned that Katrina and Julia and Mindy want to do a joint presentation with Jaimie, Felipe, and Troy. Is it possible for them all to do a session together? Is there a way their travel overlaps for a Tech Smackdown presentation together?

Kat is nervous about the number of session that have been submitted. Everyone always submits last minute. So we will be fine.

Another yoga group is coming.

Report on Western States Meeting – Jaimie / Kat

It was an interesting meeting. There is concern in most states on how to increase membership. There was discussion about what we can offer our members that they can't get elsewhere. They also discussed what the other states are doing for their spring conference.

The next meeting will be in Phoenix in 2014. So possibly, we can send more people than just 2. Hope to get people from each committee there. UTI hosts the meeting.

Matthew McClain from Colorado said he would be willing to host it, even though it will be in Arizona. No one else offered to organize, so Michael said he would do it again. Might be made into a mini-academy / mini-conference. Large and involved planning process. Michael was willing to take it on.

Colorado and Washington have a political activist that they pay a salary of \$18,000 per year. They are kind of like a lobbyist. They monitor any bills that affects school counselors and keep their state chapters updated. This is the only paid position in the states that have this activist. Colorado pays \$18,000 and Washington pays \$20,000. The activist keeps them up to date on what is going on with legislation affecting school counselors.

Spoke about how some states are moving away from live meetings to online meetings. Another option is to have HUB meetings, to have meetings in specific areas, like a north, central, south meeting so still face to face, scattered throughout the state, and then come together once or twice a year. This way you aren't missing out meeting people and mingling.

Membership – Jim Taylor

Sent out a membership report to the Board on Wed. Currently we have 574 members.

Sent email to all current members. Starting on Sept 4th, all who have had their membership expire within the last 2 years were advised of the membership increase to \$50. We immediately started getting renewals. We had 78 new or renewed memberships in September. Most were probably in response to the email.

Since new rates have been in effect, we have had 6 renewals or new people joining, which is probably about what we normally see. It is too soon to know what effects the higher rates are having on membership. Chart shows our membership numbers and projected what would happen by Jan 2015 if no one else renews between now and then. If that continued, we would drop down to 25 lifetime members, and then "that would be that." Discussion about the chart. Reference Jim's email to the Board containing the chart.

After the 2013 Conference, we achieved our largest membership. After the 2012 Conference, we added roughly 200 members, and then added another 150 after the 2013 Conference. But half of the people who got membership in 2012 did not renew.

Communications – Meg and Cairsten

We have a potential member (Amy Allen) who might be willing to help us with Social Media. Cairsten is going to talk to her.

Still doing blasts as they come. Coordinating with Kay Shreiber to work on eblasts.

Next newsletter (Winter) will go out early. Everyone had submissions turned in on time. Really good product this year! Proof will be sent out shortly.

This next issue should be out mid-November.

Mindy wants extras for a meeting that she and Jill are presenting to the Arizona School Boards Association. She will let Cairsten know what she needs, and Cairsten will get them to her.

Discussion on whether we will continue newsletter publishing or not. There were two schools of thought. It was suggested that we discuss the necessity of continuing on with publishing our own newsletter. Yet, an alternative thought was expressed that the newsletter has become amazing. It might be a mistake to narrow it down, and eliminate our ability to directly reach our own members. This would happen if we ever decided to combine with the national ASCA newsletter. Cairsten has done an unbelievable job in

streamlining. Cairsten is willing to continue, so we are moving forward with it on the schedule as is. This is a great marketing tool and member benefit.

College Relations – Jeanette Gallus

Erik sent out an update.

Professional Development – Michelle Powers

Suggestion that RAMP counselors receive a free membership. If it comes out of their budget, it will not be a voting item. If it doesn't come out of their budget, then it is a voting item because the group must vote to allocate funds to that end.

Topic of Speranta putting her professional development on the website. Who gets to advertise their professional development on our site? If it is for a non-profit organization, we will advertise for free. If for-profit, or packaged programs, or a workshop, etc., then we will charge them \$50 to advertise on our website. West-MEC is giving us meeting space this year for free, so we are going to waive their fee to advertise on our website. There is a form for for-profits to fill out and submit. No for-profits have wanted to pay for the service. If it is a really great professional development opportunity, we can override this policy.

We might need to revamp this form, and get a copy of this form. Mindy uploaded, but Professional Development doesn't have a copy of it. April created the form, but no one seems to have a copy of it. It is on the website. We will probably need to recreate the form.

Discussion of sending out a survey to see if anyone needs RAMP assistance. Belinda is working on this to offer mentoring for the RAMP process.

Research Committee – Pat Young

They are publishing of the journal. Decided to move the deadline up to January in hopes that this will maybe increase the number of submissions. Going to be a little tight. But last year only had 1 completed, so will move forward to spring publication.

Also taking a look at increasing professional practice articles. Hoping to spread the word to increase number of submissions.

Goal is to have a minimum of 6 presentations regarding best practices currently in the schools, looking at any research that is going on. Hopefully this will provide an opportunity to have our presenters available to offer any answers to questions about this program. There will be a poster presentation at spring conference.

There is a national evidence based conference at Northern Kentucky University. Sending 2 reps: Judy Bowers and someone else.

Wants to encourage research in the school setting.

Call of poster sessions, manuscript, and research grant applications. Pat will get this information to Troy to put on website.

Kat will need to move up the date for when poster info needs to be submitted. February is too late to get their bio and info into the conference program. Kat will send Pat an email with needed deadlines.

Advocacy Breakfast Committee: Candice Alvarez and Jill Zitt

PHOENIX – Jill

Scheduled for Tues Feb 11th, working on brochure and flyer. Hopefully will get out this week.

TUCSON – Candace

Will have a face to face meeting on Wednesday to solidify the location. Needed location change from last year. This is the first year that AzSCA is completely in charge of it, but it is still run by only a few individuals. Mary Kay has been a huge help. Still trying to piece it together.

We are not doing professional development following the breakfast. No POs. Will be a buffet. Speaker will speak during breakfast. We need to talk up Conference, and Jeanette and Mindy will speak. There will be a phone call at 4:30 PM on Wed with Candice and Mary Kay Funk and Cien to discuss ability to use a jot form for registration for counselor breakfasts.

If Adalberto prepares the jot form, the funds to cover labor will need to come from the counselor breakfast line item because this is an unplanned expense, and not budgeted for in the “temporary labor” line item.

There was discussion of different prices for the counselor breakfasts – member and non-member pricing. For Phoenix there will be 2 different prices. Tucson is still undecided. In Phoenix, both the member AND that person’s administrator gets the reduced price.

Whoever is in charge of the breakfast will be responsible for vetting member registrations. They will also be in charge of contacting the person who registered under the wrong category to either get them to purchase a membership, or increase their registration fee.

Checks will come to Cien.

Motion #1: It is moved to accept the strategic plan as presented

Motion made by: Jill Zitt

Seconded by: Michelle Powers

Passed: 8 approved / 0 oppose / 2 abstain

Motion #2: It is moved to accept the finalized budget.

Motion made by: Michelle Powers

Seconded by: Jaimie Gosling

Passed: 7 approved / 0 opposed / 2 abstain (Thom and Julie)

For the Good of the Group

Good format for the meeting.

Mary Cay Funk has a job as a Marana School Counselor. Taking over 2 days a week of a grant position. Coming out of retirement.

Vangela is coming back to Arizona. She was interviewed yesterday. She is a national RAMP reviewer. She is looking to get back involved with AzSCA.

Motion #3: It is moved to adjourn at 10:08 AM.

Motion made by: Kat Pastor

Seconded by: Jaimie Gossling

Passed: 7 approved / 0 opposed / 2 abstain

The next Board Meeting January 24th and 25th at West – MEC

Adjournment at 10:08 AM.

Addendum (November 12, 2013)

Motion #4: It is moved to approve the expenditure of \$575 to Timberlake to unlink SAGE and link Authorize.net as our credit card processor.

Motion made by: Jeanette Gallus

Seconded by: Julie Cota

Passed: 8 approved / 0 opposed / 1 abstain

MINUTES RATIFIED ONLINE:

Motion made online to pass minutes on November 24, 2013 by Jeanette Gallus.

Seconded online on November 24, 2013 by Jaimie Gossling.

Passed: 9 approved (online voting) / 0 opposed / 0 abstain