

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

**QUARTER 2 MEETINGS**

**West-MEC**

**Saturday, January 25, 2014**

**10:00 AM – 12:00 PM**

**AzSCA, Inc. GENERAL BOARD MEETING**

**MINUTES**

*(Taken by Cien Luke)*

**Call to Order** – 10:02 AM

**Roll Call / Establish Quorum**

Present: (Paper passed around for people to sign in.) Jeanette Gallus, Jill Zitt, Jaimie Gosling, Mindy Willard, Cari Burson, Anna Cicero, Speranto Klees, Deb Blume, Meg Hughart, Rick Jackson, Erik Lehmann, Brooke Seifert, Roxanne Taylor, James Taylor, Melissa Beverly, Patricia Young, Cien Luke, Michelle Powers, Candice Alvarex, Julie Cota, Erika Phillips (new intern)

On Go To Meeting: Cairsten Beanland, Sarah Skemp, Mary Cay Funk

**Governance Process Policies:**

What speaks to you?

Listen in Order to Understand.

Treat other with respect.

Be brief.

Focus on what is right not WHO is right.

Help future generations of school counselors.

Advocate for the profession and the association.

Identify and encourage future leaders.

Ensure we don't lose focus on our mission. Support school counselors.

**Approval of Agenda:**

Motion made by Michelle Powers. Seconded by Meg Hughart.

**President's Report – Jeanette Gallus**

**Topic: Review and Discussion of Executive Board and Finance Committee**

April's Meeting: There was a suggestion that at April's meeting, we include stakeholders of everyone generating an income to come meet with the Board. The April meeting will be the State of the Association meeting.

Budget 2015: Jaimie will be putting together a spreadsheet of each committee's budget by category/line item. Each committee will have its own tab. This spreadsheet will include each committee's 2014 budget, as well as 2014 expenditures for each line item. There will be a place for each committee to request a budget allowance for 2015. Any requests for increase to the budget need to be explained. Jaimie will get it out to everyone by February. Responses are due in by the end of April.

Paid Contractor Evaluations / 2015 Contracts: We have 5 paid positions. Conference Director, Technology Coordinator, and Business Manager have all done self-evaluations. They were discussed last night. The Board is pleased with their performance. If they request any changes to their contracts for 2015, they need to discuss them with the Board before the April meeting so that the Board can decide if they want to renew the contracts before next season begins. These requests for changes in contracts are due before the April meeting.

Discussion of Call for Programs: P&P states that the Executive Committee must be a part of the Call for Programs Committee. We will change our procedure for next year so that there will be executive liaisons from Research and Conference Committee on the Call for Programs Committee. The purpose of their involvement will be to discuss what is happening with conference content on the executive level so that we will have better communication. There was also discussion at the Executive Meeting that the President is ex officio of all the committees. We have policy governance, but we can't be purely governance because of the state of our association. It is all-volunteer, and is a state organization. Many pieces go along with begin a state association. Therefore, we can't administrate in a true hierarchy.

**Topic: Discussion of the Foundation:**

David Dietz's name is still listed on all records of the Foundation. Thom Hughart is going to research this. Either freeze it, or do away with it. There has been no movement forward under Angela Robinson. The Foundation is essentially at a stand still. David was quoted as saying that sometimes there must be a standstill in order to engage scholarship money, etc. Concern that without the Foundation, our 501C3 (non profit status) might be at risk. No one has been on the phone with Anna to receive updates. Anna hasn't done anything with it. It might not require much in terms of an action plan, but must have a WIP of some kind of action plan to stay legitimate. It was discussed that David doesn't want to have his name associated with the Foundation anymore. The ability to lobby with a non-profit status is tied to the Foundation. The Foundation also gives us more flexibility with how we spend money.

**Action Item:** Thom will look into this and bring any information back to the Executive Board. Thom will discuss this with David. Melissa may assist for reference, as she sat in some of the meetings. The missing piece is sharing with the board the implications of closing it, and then it needs to be voted on at the board level. Again, mentioned that the Foundation is helpful for scholarships and bringing money in. There hasn't been anyone working on it.

**Topic: Newsletter**

Brooke reported that UTI is technically our newsletter sponsor this year. We built a custom contract for them. They are spending \$2000 this year in Newsletter Sponsorship money. However, this isn't covering our cost. There is no interest so far from any vendors in purchasing that sponsorship for next year, because the price tag is \$4000.

There was discussion about the possibility of moving to an electronic newsletter. We could either keep it an electronic state newsletter, or combined efforts with the ASCA national newsletter. If we adopted the ASCA newsletter, we would far less input than we do now, and no vendor advertisements. So, we wouldn't be able to use it to generate any revenue. The point was made that we can sell a lot of ads in a virtual newsletter.

It was suggested that for voting purposes, we break this up into 2 issues. First: Virtual or printing? Second, How many issues? Cairsten is moving to Maine, so we are looking for another Newsletter Chair.

**Topic: General Board Meeting at Conference**

The board meeting that we have at Conference will be a General Board Meeting, where all counselors who paid \$395 to attend will now be members of our organization. Combined with those who are in attendance who qualified for the member rate, they will participate in the General Board meeting. During that meeting, we will focus on our website presentation instead of just a power point presentation. Each committee chair needs to have a short presentation / message prepared. There was also an idea to have a raffle at the General Board Meeting at conference.

**President Elect's Report – Mindy Willard**

**Topic: CAP / AzSCAN**

Jill will no longer be doing it next year. We are looking for a replacement.

**Topic: ASCA National Conference in Florida 2014**

Mindy and Jeanette will be attending the national conference this year. Though the budget also pays for Jaimie to attend, she will not be going. So, there is an opening for someone additional to go to Nationals. We are instituting an application process for anyone interested in going in the 3<sup>rd</sup> position. P&P says we can send 4, but this year we will not have the budget to do so, because Florida as a destination will make the trip more expensive than usual. So, this year, we will only send 3 people. Anyone who is on the Executive Board, or a Committee Chair, will be qualified to go through the application process for selection. This level of participation will show their commitment to the organization. The intent is that the application process will keep an objective perspective in choosing the "extra" person.

A sample application was handed around the room. The application asks 3 questions:

1. Describe your history with AzSCA.
2. Explain how members of AzSCA, Inc. will benefit from your attendance of this conference.
3. Discuss your future plans with AzSCA.

For this year, however, the Executive Board made the decision last night that if Melissa Beverly's school won't pay for her to go, then we will take her as the 3<sup>rd</sup> person because she is representing our state association as a national finalist. This is another way to keep Arizona on the map. Early bird registration deadline is March 1<sup>st</sup>. Melissa needs to tell us by then if her school will pay her way. If they do, then we will open up the application process by sending the application via email.

As leaders, the President and President Elect go to the Leadership Council to help make some guiding decisions with national implications. This takes place a few days early. The 3 person could come and watch and observe.

If you have any suggestions of other ways to help choose who to take, let Mindy know. From these suggestions, a rubric will be created for measurement to keep everything objective.

Jeanette will be going to the School Counselor of the Year gala in DC in January next week. She is using the President's discretionary funds to go. Speranta is also going in her official capacity as the Professional Recognition Chair.

Melissa thanked the organization for helping her to be the counselor that she is today. That is why she made it this far. A heart felt "Thank You!"

### **Topic: Board Members for 2015**

Mindy asked that everyone let her know if they plan on continuing in their role from this year, next year. Also to let her know if you desire to move into a different role, or to quit. Cairsten does have someone interested in replacing her for the Newsletter Chair, because she will be moving to Maine. Mindy knows that the Communications Committee could definitely use more people!

### **Topic: State of the Association Meeting in April**

We will talk about contracts so that they will be ready to sign and take effect July 1<sup>st</sup>. They will be ready to go by LDI. Contractors need to look at their contracts and suggest revisions, and then submit those to Mindy. Committees need to make their official request as well. Then, a budget will be put together.

We will also be discussing conference costs for Executive members. The April meeting will be all about money. It will involve anyone who has any financial pieces in the organization. It will be a voting meeting. Do we want to do it on Saturday morning, or a different day of the week?

### **Topic: LDI**

We haven't chosen a location yet. But it will be in the Glendale area. Dates are June 6, 7, and 8. Friday will be Executive and Finance. Saturday will be a work day. Sunday will be the General Board Meeting. The old board will be voting contingencies, because they are still officially serving in their capacity. New roles don't start until July 1<sup>st</sup>.

## **President Elect-Elect Report – Jaimie Gosling**

### **Topic: Budget**

You will be getting a pre-budget worksheet from Jaimie. Committee chairs need to fill it out. It is due to her before April. Also, don't forget to update the Board roster. Double check that your information is correct.

## **Past President Report – Jill Zitt**

### **Topic: Elections**

There are 2 executive board positions open, and the President Elect-Elect position is open. At the present time, we have 2 people who have self-nominated for the Executive Board. No one has been nominated for the President Elect-Elect. It would be great to have people who are already on the governing board to move up a notch in their involvement. The form is painless. Nominations will close February 1<sup>st</sup>, so must be done this week. The election will be done electronically sometime in April. Remind the person who is President Elect-Elect that it isn't a ton of work, and there are 3 years of training before becoming the President. Probably one of the best positions to get

involved. Also mentioned that the perk is that you might be able to go to a national conference. The executive board position is a 2 year commitment. President Elect-Elect is a 4 year commitment.

**Topic: CAP Training**

Will be discussed during committee reports

Thanks to Jill for taking on the position of Past President. We know it has been a lot. Thank you!

**Financial Report – Cien Luke / Michelle Powers**

We look good. Registrations for both Spring Conference and Counselor breakfasts are moving along. No signs of anything to be concerned about. Of course, we will know more at the close of Spring Conference. Jill did a great job of getting the Phoenix breakfast started. It is something that has been talked about for years, and thanks to Jill, it was finally launched. She chose a cheaper venue with cheaper food, so though registrations aren't quite as high as we initially anticipated, we will be fine financially speaking. Specific information regarding our income will be addressed by each committee chair when they give their reports.

**Advocacy/Government Relations Committee – Anna Cicero**

Connecting factor is what we do on our own in the groups that we all belong to. We need to try to connect with the people around us. This has been a hard few years for counselors. It is a tough year for educators. As a committee, we've decided to focus on checking our understanding from our peeps. Spend time making AzSCA easy to access for those we serve.

**Topic: Day on the Hill**

Changed their protocol. Electronic calendar now. If we don't have a person who can direct us through the right channels (as with Angela), we have to go through the generic scheduler. We have been denied our requests for a date for Day on the Hill. Looking at resubmitted a date in March or April, and hope for approval. We need to figure out how to continue the momentum. Sue Adams was Angela's contact. Sue can't help us now, because electronic calendar only. Once scheduled, we can go back to Sue and she will promote it, but she can't help us until it is scheduled. Things have changed, so we have a slight delay. The Advocacy Committee will decide if they are going to continue with Day on the Hill or not.

**Topic: April Caucus of 400 Counselors**

For first time ever an assembly is forming within AEA. Cleaning up everything Angela left behind. Delegate Assembly April 24<sup>th</sup>. Az Education Association is a collaborating group. Keeping idea of core values. Meeting with Killgore who is legislative person. No money and lots of expectations.

**Topic: Counselor Appreciation Breakfasts**

Phoenix: 2 state legislators will be in attendance, as well as Huppenthal was invited. He will attend and speak. 61 counselors are registered so far. More legislators may be invited to the Phoenix breakfast. Cost is \$7.50 for a plate of food for them. That is our cost, because we don't charge them for breakfast. Deb Blume is going to invite someone else that is a legislator. (Her neighbor)

Tucson: On its way. It will be smaller this year compared to years past because of all the changes this year. We are at 101 registered, not including a bunch that will be registering next week (such as Amphi). It was moved out of dumpy location to classy hotel (Westin La Paloma.)

**Topic: How do we get our registration fees paid for?**

CTE budget or PSAT budget can pay for counselors to attend different breakfasts and conferences.

**Spring Conference Committee – Kat Pastor** (Report read by Brooke)

Vendors:

3 copper level sponsors (GCU, NAU, U of A)

2 bronze

1 gold

2 platinum

19 exhibitors.

We still need a Welcome reception sponsor for \$3000. Need ideas. Maybe Desert Schools. We are members of ABEC. Table at their conference/symposium this Friday is \$150. Their topics are college and career readiness. We can look at their website and see who their sponsors are. We know their sponsors are education friendly. Maybe we can reach out to their vendors to try to sponsor us.

Conference Overview:

12 nominations for Professional Recognition, but only 4 have completed packets

80 sessions submitted. 9 keynotes. 56 breakout spots. We selected presenters from a spreadsheet prepared by Donna. We selected 47 people, once keynote spots were reserved.

7 applications for high school and graduate scholarships.

Interns will be moderating the sessions for us. They will assist with set up and take down and technology needs. Reminder that price goes up after Feb 1<sup>st</sup>. Goes up to \$395.

Awards Program:

The Awards Program will no longer be done at lunch. It was apparent that the people wanted to socialize. We tried to get them to be quiet, but they wanted to have a break. Not fair to the folks getting awards. We are going to have people elect to come to the program. So, Awards Program has been moved to Monday afternoon, the last thing, right before the reception. Award winners can bring guests. From Awards Program, will move to the Welcome Reception. This will have a celebratory atmosphere, where we can enjoy visiting with each other. For our winners who are students, this timing will be good because it will be after their school hours. Far less costly to us as an organization, but still honoring the award winners in a dignified manner. We would like all the board members to be there. This is not in lieu of a session. It is after all the sessions are over. It will only last 30 minutes.

**Membership Committee – Jim and Roxanne Taylor**

Total of 583 members:

Professional: 467

Affiliate: 47

Student: 32

Retired: 12  
Lifetime: 25

We purchased 1000 stamps before the price goes up.

Mindy sent out an email for board shirts. Wants to order them by Monday. Roxanne will order, and mail to the Phoenix and Tucson breakfast people so that they can wear it to the breakfast.

We need more tablecloths for our conferences. Roxanne can order them for \$180 each. She wants to order 2. But these expenses can't come from membership budget. So, does anyone have money to give out of their budget for this? Also looking at purchasing a banner at \$300.

Deb Blume looking at getting someone to donate them for us.

Roxanne is going to order 100 shirts for under \$3 each. She is going to use the \$500 for branding in the Membership budget to replenish our branding wear. Mindy suggested designing something different so that we can have a cuter slogan "Keep Calm and Carry On, I'm a Counselor." The idea is to get a few made that are different. Might encourage purchases. Mindy and Rox will talk about this.

## **Communications Committee – Meg Hughart / Cairsten Beanland**

Facebook and e-blasts are doing well. We just need members to do it. Not just Meg. Working with Kay. Great communications tool.

## **College Relations Committee—Erik Lehmann**

Events and activities are complete. The Fall Review, Regional Review, and Fall Tour went off very well. The CRC has had recent meeting where they are working on the new stuff. Trying to figure out terminology to show that CRC support AzSCA. Going to change name from Fall Conference to Regional College Preview. Has already decided on the facilities, and they are ready to start going and preparing for the last 4 days in Aug. Also has venues for 4 regional Previews. North Regional will be in Flagstaff, South Regional will be in Tucson. Concern that Spring Conference will probably needs to happen in the Fall semester. Doesn't want to do anything that will jeopardize THE conference (Spring.) Can keep moving forward, but can change to support AzSCA.

Mindy discussed timing conflict of the national conference 2015 with ASCA. They said many states moved their conferences to October or November, and they liked it so much, they left it there.

College Preview is the kick-off event to all college tour events. So, hard to combine them.

Breakfasts will probably stay in Feb because that is School Counselor's week.

"CRC Membership" is going to change to maybe "Fall Tour Fees", etc. More descriptive of what it actually is. They will have details for us by the April meeting. Their WIPS are all updated.

## **Professional Development Committee – Belinda Stevens**

Belinda sent out survey. Initiative to encourage people to write PD.

We are part of ABEC and want to send someone to symposium next Friday. Does anyone want to attend?

## **Research Committee – Pat Young / Melissa Beverly**

### **Topic: Research Journal and Poster Presentations at Conference – Pat Young**

No journal to publish this year because no submissions. Focusing on next year. Looking for a theme to align with the National Conference.

Collaboration: speaking with different universities about our need for poster sessions, etc. There are very few master counselor programs out there. ASU and GCU, have eliminated their programs. Ottawa, NAU, and U of A are the main institutions offering the counseling masters. We are advertising for our literature on our website, but we need to get more creative. We want our counselors to highlight the wonderful things they are doing. They are spread so thin that they aren't publishing or submitting anything for our journal.

Poster session will be set up for conference. But no poster session apps so far. Want to extend the deadline to Feb 10<sup>th</sup> to receive submissions. Will do a blast for that.

They will present a session on group counseling with her students. Excited to be one of the ones chosen by the Call for Programs committee.

Joyce Judy and Tracy went to national research conference in January and came back with fabulous information. Powerpoints are attached to their tab on the website for helping school counselors with conducting research. Publishing budget is \$2000-\$3000. Will have Research Breakfast at 7 AM on Day 2 of Conference. Next meeting is Feb 17<sup>th</sup>.

Everyone please ask your community to submit to the research project.

### **Topic Mindy, Jeanette, Jill, Cari, Melissa attended meeting with Greg Darneider/ Sr. Advisor to Arne Duncan/ Phoenix re:College Access/AzSCAN**

He was very supportive of school counselors. But there needs to authenticity in the work and training the we go through to support that we are experts in the area of College Access. We have partnered with the AzSCAN . They purchased curriculum for career and college planning. AzSCA was invited to the table, and we were charged \$5000 to get trained in this, and now we can charge others when we give this training. We now need a tie in. We need to speak with one voice about this issue. ADE is considering making some of the CAP training a requirement for re-certification. An endorsement, in and of itself, will not give us the creditably we need. So, we need it to be part of our credentials. Also in line with what Huppenthal is doing. In line with trends nationally, statewide, and locally. This is a way for us to be part of the national conversation.

Pat is looking at making the Masters degree increase requirements to 60 hour program versus 48 hours, or whatever the minimal hours requirement is. She encouraged us as an association to work with ADE to require the higher requirements.

Also, Pat mentioned that we need RESEARCH so that we can qualify for national funding.

Melissa asked informally, by a show of hands, who is in favor of making this training a requirement for certification? Almost everyone raised his/her hand. Who thinks it is a bad idea or won't support it? No one raised his/her hand. Melissa will share back with the State that we support this requirement.

## Voting Issues

### **Motion #1: It is moved that we make the AzSCA newsletter virtual instead of print.**

Motion made by: Meg Hughart  
Seconded by: Michelle Powers  
**Passed:** 8 approve / 0 oppose / 1 abstain

### **Motion #2: It is moved that AzSCA continue its own virtual newsletter separate from the ASCA virtual newsletter.**

Motion made by: Jill Zitt  
Seconded by: Michelle Powers

Discussion: The committee will decide how many newsletters. This responsibility to go virtual may go under the Tech Coordinator. Contract will shift appropriately.

**Passed:** 8 approve / 0 opposed / 1 abstain

## **Adjournment at 12:15 PM.**

## **Addendum (placed in Minutes February 5, 2014)**

### **Motion #4: It is moved that Spring Conference registration fees for Jeanette Gallus and Thom Hughart be paid by the Association.**

Motion made by: Jill Zitt  
Seconded by: Jaimie Gosling  
**Passed:** 8 approve / 0 opposed / 1 abstain

### **Motion #5: It is moved that Candice Alvarez's Conference fee we paid because her school district will not pay the registration.**

Motion made by: Jeanette Gallus  
Seconded by: Meg Hughart  
**Passed:** 4 approve / 0 opposed / 5 abstain

### **Motion #6: It hereby moved, that executive board members, Thom Hughart, Jeanette Gallus and Candice Alvarez register for the AzSCA Spring Conference at the presenter rate of \$200 and that those funds, totaling \$600, be charged to the association expense line item of "regional outreach", which has a budget of \$1000.00.**

Motion made by: Jill Zitt  
Seconded by: Mindy Willard

Discussion: This motion is being made with the understanding that at the present time, there are no other anticipated expenditures from that line item this fiscal year. It is also understood that this is a one-time event, being done to rectify an immediate situation that was not provided for in the 2013-14 budget, and is not meant to be precedent setting. These budgetary type issues will be thoroughly reviewed and addressed when policies and procedures as well as the next budget are reviewed prior to 2014 LDI to avoid future controversy. (April's board meeting is focused on budget type issues.)

**Passed:** 9 approve / 0 opposed / 0 abstain

### **MINUTES RATIFIED ONLINE:**

Motion made online to pass minutes as amended on March 3, 2014 by Jill Zitt.

Seconded online by Jaimie Gosling

**Passed:** 8 approved (online voting) / 0 opposed / 1 abstain