

Michigan Counseling Association

"A state branch in the Midwest Region of the American Counseling Association"

Governing Council Meeting

October 7, 2021

8:00PM - 9:00PM

Call to order at 8:02

I. Roll Call of Divisions and Chapters
   a. MACES - Dr. Varinder Kaur – President
   b. WMCA - Diane Schroeder – Past-President & MCA Rep
   c. LPCNM - Susan Stendel
   d. MCA- Ashley VanBemmelen-MCA President
   e. Oakland – Next meeting
   f. Other chapters/divisions
      -Treasurer : Dayna (Zemirah)Weber
      -Secretary: Kayla Thrushman

II. Minutes from last meeting (6.14.21)
   a. Review- Ashley VanBemmelen
   b. Approval
      Motion: Varinder MACES
      Second: Susan LPCNM

III. President's Report (Ashley VanBemmelen-MCA President)

a. Marketing:
    - Plan to redesign the logo and color scheme (more cohesive, updated, and improve rendering to help things flow together better). Currently looking for a graphic designer to update this logo.

b. Executive Board Planning:
    - Ashley, Kayla, Michael, and Zemirah plan to possibly host a retreat to include other chapters and divisions to discuss solid areas of focus for the MCA. Michael has applied for a $1000 grant to assist in expenses of the retreat.

c. Supporting the work of Chapters/Divisions:
    - Discussed OCA involvement and reaffirm the work they are doing (hosting webinars for school counselors and would like to host a conference in the spring).
    - MACES would like to offer CEUs to members but are unaware of the credentialing process. Michael offered support.
    - LPCNM would like support in increasing membership. Their last meeting did not have a large attendance. Decided not to hold their fall conference, but will be offering an implicit bias training on Oct. 16th which is full.

IV. Treasurer

a. Treasurer's Report (Dayna (Zemirah)Weber)
    - $17,654.13 (Majority are membership dues)
    - Expenses $2094.82 (consisting of $886 Liability policy and $600 liability insurance)

    Motion: Susan-LPCNM

    Second: Varinder-MACES

b. Account Holder:
    - Voted to add treasurer and president as account holders at MCA bank account.
    - Kayla (MCA treasurer) will also be added to the account so that there are always two people on the account and have access to MCA finances. Kayla verbally agreed to be added to the account.

V. Public Policy (Michael Joy)

a. Medicare:
    - ACA public policy said not likely going to be passed this year but hopeful to continue reaching out to Stabenow and others in congress.

b. Introducing 2022 mental health package.

c. Trying to find another public policy chair to take over.

d. Interstate Compact:

- Michael met with the governor's office a couple of weeks ago. Unsure of bill outcome.

VI. Professional Development

a. 2022 Conference:
   - Plan to host in May 2022.
   - Ashley is working on the call for proposals so that we can send it out 6 weeks' prior.

b. Webinars:
   - Call for speakers and topics. A few individuals have sent in proposals to speak and are interested in hosting a webinar.
   - MCA plans to host 4-8 per year depending on involvement.

c. Implicit Bias Training:
   - Needed for LPC's to renew licenses and would like to offer to members for free or low cost.
   - Call for speakers who can host the training. Invited other chapters to co host the training (can have up to 500 on platforms).

d. Human Trafficking Training:
   - Would like to host at least once a year at a low cost or free as a benefit to our members.

e. Questions or Suggestions:
   - In order to offer CEUs, individuals must have a professional license or Master's degree and a certification.
   - LPCNM offered to share contact of their implicit bias training host.

VII. Newsletter

a. Chair Resigned – vacant position
   - Looking for someone to manage the newsletter and send out quarterly. Call for help, resources, writers- a few hours a month

b. Suggestions from other chairs/divisions:
   - MACES published their newsletter recently. They hired someone for $90.
   - LPCNM not currently offering a newsletter.

c. Michigan Journal of Counseling:
   - MCA in charge of gathering submissions and working with faculty at Wayne State. MACES would like to contribute.
   - MCA would like to focus more on professional development and public policy.

VIII. Discussion/Questions

a.) No increase in membership: 170 current members

- Plan to use pre programmed emails to communicate with members.

b.) Increasing membership and marketing MCA

- Plan to post to social media and email reminders regarding newsletters and renewing membership.
- Brainstorm topics to post on Facebook.
- Plan to meet to discuss future committees, planning, and marketing. LPCNM is interested in attending.
-

Meeting adjourned: 8:47pm

Motion: Ashley (MCA President)
Second: Michael Joy