

Iowa School Counselor Association (ISCA)

Board Meeting, April 10, 2010

Airport Holiday Inn
6111 Fleur Drive
Des Moines, IA

Present: Teresa Keefe O'Meara, Steve Irvin, J Ham, Alda Harvey, Debbie Haberkorn, Jill Helm, Tim Lambertsen, Dave Berns, Sue Farran, Erick Danielson, Susan Langan, Pat Staebell, Carol Smith, Karen Woodard

Call to Order

The meeting was called to order by President Teresa Keefe O'Meara at 9:15 a.m.

Approval of Agenda

Susan Langan moved to approve agenda. Pat Staebell seconded.

Minutes of Previous Meeting

The minutes for the Board Meeting on January 16th were approved. Susan moved and J Ham seconded. Motion carried.

Treasurer's Report

Debbie Haberkorn gave the Treasurer's report (See Separate handout).

Reports and Business

Budget and Financial Guidelines

There was discussion of developing policy guidelines for what is covered and what is not covered in terms of reimbursing expenses for professional conferences. Sue Farran made a motion to form a committee to draw up guidelines for expenditure reimbursement by the board. Jill seconded. Motion passed. Tim, Susan and Debbie volunteered to serve on this committee.

Delegate Assembly

The delegate assembly will take place on July 1st and July 2nd in Boston. We are eligible for three delegates this year. The delegates are based on the number of ISCA members that are also ASCA members. This year we are sending Tim, Susan and Teresa to delegate. J will be the alternate. The assembly takes place the two days before the National Conference. Information about the assembly and expenses were shared.

ASCA National Conference

This year the ASCA conference will be held July 3-5th in Boston. Susan and Teresa will be attending.

Approval of Bills

Pat made a motion to approve travel reimbursement to board members for attendance at this meeting. Susan seconded. Motion carried.

Jill made a motion to approve expenses to conduct business at the upcoming Delegate Assembly and the ASCA National Conference (LDI). Sue Farron seconded. Motion carried.

Membership – Karen and Alda

Alda reported that we have 379 members. 126 new members joined our organization between July 1, 2009 and April 1, 2010. As always, there are some members who did not renew but overall our membership is growing. We need to keep working to grow our membership so that we can accomplish our goals. There is more work to do in this area.

We continued our discussion from previous meetings on how to improve our membership base. Discussion centered on developing a summary of what ISCA has accomplished and supported in the past year and what we are planning for the future. This summary would be shared with members and given out to potential members. It was suggested that this summary be in the form of a list with bullets. It was agreed that the more we share about our work, our goals, and the benefits we receive as members to all counselors (both members and nonmembers), the more appealing it will be for others to join. Communication is so important.

There was discussion about how to communicate with all counselors...both members and nonmembers...and the barriers that prevent this from happening. The main challenge is keeping our lists up to date. It is very difficult to keep up with all the changes and turnover that takes place every year. It is also very time consuming. When you take into consideration that the time spent doing this is all volunteer and done by individuals with full time jobs it is even more challenging. We will continue to explore how to keep our list serve and ISCORE group lists up to date.

Elections – Fall Conference 2010-2011

There was discussion of how we can help our membership become more familiar with the candidates running for election. Teresa proposed that we let members know about the upcoming elections at the fall conference. She suggested that we introduce those who are running for election at the conference. Having the candidates speak at the conference is also an option but considering the time constraints of the luncheon this may not be practical. We also do not want to discourage someone from running if they are uncomfortable speaking in front of a large group of people. Another idea is to have a table at the conference where members can meet the candidates.

2010 Board and Bylaw Election (see separate handout given out at the board meeting)

2010 Conference

Potential preconference workshop speakers and topics were discussed. Tim shared possible speakers that could address topics such as Reactive Attachment Disorder (RAD) and Autism. Adolescent Mental Health Needs and potential updates in changes in diagnosis in DSM were also brought up. Teresa shared some potential keynote speakers.

After discussion it was decided that we continue to have our keynote speakers address general issues related to counseling. The keynote address needs to speak to a very broad audience. Pre conference workshops could be more specific but the concern is that if the focus is too narrow that not enough members would attend to cover the presenter fees.

We also discussed the importance of making sure our breakout sessions focus on the topics that the survey said our members wanted addressed. We also need to identify people to lead the

breakout sessions. If possible, we would like to identify presenters practicing within the field because we cannot pay presenter fees for every breakout session.

Erick reported that ICAN would like to sponsor the luncheon again for the 2010 Fall Conference.

There will be no college fair at the 2010 conference. If colleges want to be an exhibitor and pay the exhibitor fee they can continue to do so.

We will use a postcard with an e-mail format as one way to promote the conference.

School Counselor Summit

The second Annual School Counseling Summit will be on June 21 and June 22nd at the Staybridge Suites in West Des Moines. Troyce Fischer will co-facilitate. See separate handout for more details.

Ross Trust

Jill shared about the Ross Trust and upcoming opportunities in the areas of advocacy.

Newsletter

The deadline is April 30th. Please send articles to Jill by this date. This next issue will be sent out electronically only. Members will receive an e-mail with a link to it.

Website

The website continues to be updated. This is an excellent source of information for counselors and new pages continue to be developed. The front page now has the survey article. There are many additions to the resource page with many sources of information and electronic tools complete with links.

Twitter and Face book were also discussed. This will be explored further at a later date. We will table this discussion until the technology position is filled on our board.

Member Survey

Susan reviewed the themes that emerged from the survey responses...conference, networking, membership and benefits, newsletter, and directory. Tim and Susan will work together to come up with some goals relating to the data information gleaned from the survey. The general results of the survey are posted on our website.

Government Relations: APPI and Iowa Day on the Hill

This **Day on the Hill** took place on February 24, 2010. J Ham took two 8th grade students with her and it was a great experience. J was able to meet with a Senator and other elected officials. They were able to observe and see government in action. J was able to inform them of who we are and what we are about.

J has some good information on how to advocate that she is going to put on the ISCA website.

APPI

J also attended an advocacy workshop in Washington D.C. from March 7-9th through APPI (Advocacy and Public Policy Institute). She had the opportunity to speak with people in both

Harkin and Grassley's offices. She was able to talk about counselors in Iowa and the fine work that they do. She also shared the "I have a plan Iowa ." It was a good opportunity to share current issues in counseling at the state and national level. She served as an advocate for all school counselors. A more detailed summary of her discussion and visit will soon be available at the government relations page on the ISCA website.

An article from the Des Moines register was passed around the room that had a negative view of counseling profession from an elected official. Among other things, our profession was viewed as a waste of resources. This article serves as an example of why we need to advocate for our profession. It was also noted that this is another good example of what ISCA does for its members. What organization other than ISCA will advocate for counselors in Iowa? None.

ICAN Webinars

Erich and Tim gave a report on the webinars. 10 and 57 people took part in the two webinars.

Taped webinars are available on the website. Webinars are planning on being continued this next year. This is an important vehicle / tool as more and more counselors are unable to leave their buildings for professional development. Webinars are great for collaborating and sharing information.

ISCA LDI

Susan shared about the upcoming board retreat July 28th and July 29th. In the interest of saving money Susan has looked into having our retreat on the campus of Drake University. After discussion and board member feedback it was decided to have Susan pursue this further. We would start at 1:00 p.m. on the 28th and our retreat will conclude after lunch on the 29th.

ISCA Representative on the ACT Committee

We would like to have an ISCA representative on the Iowa ACT Committee. This is in process. We are also looking having a representative on the Career Technology Board (CTB) as we have in the past.

School Administrators of Iowa - SAI booth

The SAI conference will take place on August 4, 5, and 6th.

SAI sent Steve an invitation to have an exhibit / booth at their conference. There was discussion whether the cost was worth the benefit. The time of the conference is also an issue. We may want to consider the SAI format in promoting our conference to exhibitors. We do want to promote the positive relationship with SAI. After discussion it was decided to not pursue an SAI booth at this time. Another option would be to put together a brochure sharing information about ISCA and promoting the counselor / administrator relationship. Perhaps this could be given out to administrators at this conference. Susan will pursue this possibility.

Statement from ISCA regarding counselor cuts

ISCA is not an organization that has any clout in demanding that a position not be cut. We did discuss some general practices and points to keep in mind.

It was decided to have a subcommittee work on a statement that we can put on our website. Tim, Jill, Pat and Teresa will work on this.

Below is a sampling of some of the comments brought up that the subcommittee may want to consider in putting together a statement.

- It is important to stay positive and to remain professional. Counselors are encouraged to have a positive dialogue with administration and school board about how the program will look without the counselor.
- The use of data is important in presenting to the School board. The counselor should do everything they can to show what kinds of services students won't have because a counselor is not in the building.
- Acknowledge the budget situation but point out that it is still necessary to maintain the standard the state has set so there is someone there to cover and be there in case of emergencies. It is important to still provide the services. The counselor may be able to show what still can be provided even with less numbers or less resources.

ISCA sub group on ASCA Scene

ASCA Scene is a social networking site to network and share information. ISCA will have a sub group page on the ASCA website. Carol moved that Tim will administer the ISCA sub group on the ASCA Scene. Sue seconded. Motion carried.

Next meeting: Wednesday, July 28th and Thursday, July 29th 2010. ISCA LDI / Board Retreat at a location to be announced after details are worked out.

Adjournment

Sue made a motion to adjourn the meeting. Carol seconded. Motion carried. Meeting adjourned at 2:15 p.m.

Respectfully Submitted,

Dave Berns
Secretary