

ICA Leadership Development Institute 2010

Trinity Pines, Cascade, Idaho

June 18th – 19th

Day 1 – June 18th

1:30 LDI called to order and opened (Lori Fairgrieve, President)

- All members welcomed
- Incoming president, Diana Pals introduced by Lori. Diana introduced members of ICA board.
- Division Presidents were introduced and they introduced members of their board.

1:50 State of ICA address (Lori Fairgrieve, ICA President)

- Recalculating New Directions for a New Year: Theme of LDI
- 2009/2010 Initiatives & Results of these initiatives:
 - Improve Membership Services
 - Modernizing database software
 - Sue: Met with others throughout the US, it is expensive to do a new database, so idea was to update what we have and make it work. Sue connected with someone and he has made adaptations to current database to allow for numerous renewal dates for ICA & Division memberships. June 1st new program went into effect and statements for renewals now reflect these changes. Membership cards will also show the renewal dates for ICA and each of the divisions.
 - Improve Communication with members and between divisions

Assembling a communications team: Newsletters: 2 editions have been sent out this year. Goal will be four a year. Would like to tweak the newsletter to ensure it meets members' needs: including master calendar, PP&L information, members are provided the information they need to get involved, new ideas are being generated to get more involvement in submission of articles such as offering incentives for conferences etc if you submit an article. It goes on website and is emailed on listserv
 - Improve our ability to take action

Reviewing and updating leadership manual: Having a full board is key. No PP&L person in the position this last year. The PP&L and Media chairs will work together this year to keep ICA informed of actions at legislation. We need to come together and look at how we define ourselves and work with the licensure board and legislation. ICA will

work to notify members of meetings, when letters need written, etc to keep members active in advocating for counselors.

- At ACA, ICA received Best innovative Practice Award for IDAMFC: Greenhouse Project, e-garden.
- Lori recognized committee chairs, division presidents, executive committee for their service

2:40 Division Updates –

- IMHCA Update:
 - Ethics training, Confidentiality training offered: 6 sessions in fall, 5 in spring
 - Call for additional presenters; particularly in the northern part of the state
 - PP&L Update: See IMHCA President Report

IDAMFC Update:

- Greenhouse Table at ICA
- Focused on increasing awareness within ICA and determining interest in this division
- Membership has doubled to 65
- Needs assessment performed
- Initiatives of 2009-10 were to better understand needs of current or perspective members, increase membership, and develop a plan to sustain members

ISCA Update:

- Set up Paypal, worked with the state to be a viable legal identity, advocating for school counseling, professional power point and brochures worked to educate others on school counseling, worked with legislators. Many counselors in the state have taken a \$500 a month pay cut and layoffs happened. More salary cuts and layoffs possible. Jobs of counselors have changed in the schools-having to dispense meds, crossing guard, etc.
- President no longer in charge of conference; frees that person up for working with legislators, membership
- Conference Oct 7-8 in Coeur d'Alene

3:00 Board Meeting –

4:45 Team Building Exercise

5:15 Guidelines and Expectations—Heather Tustison

- Heather has created expectations and guidelines for positions for conference committee members
- Would like to see more in-depth descriptions of ICA Committee positions
- Requests participants of LDI to work on page 54 of manual to complete what they do in their position, to create framework for complete position descriptions
- IMHCA and ISCA have done this and can share with ICA

Lori Fairgrieve passes out quiz needed to complete for tomorrow's presentation

5:30 Dinner

6:00 Division Meetings

Saturday June 19th

9:00 Diana Pals: Presidents Goals

- “Making a Difference” theme
- Think Zebra—you have to make a sharp difference-and stand out. Zebras do not blend in.
- Challenges for Counseling & our Association 2010-2011
 - Dismantling of the state of Idaho mental health system as we know it.

Dean Allen presents-Contracting out mental health services for H&W

- What happens to the chronically ill?
- If a client does not show for an appointment, there is no reimbursement made to the counselor (including their travel time)
- Over 100 clinicians lost their positions with H&W
- Decreasing fees for mental health services from insurance companies and increasing paper work demands
- Economic shortages calling into question school counselor employment
- Failure to gain approval for counselor treatment of Medicare patients

- Failure of our Association to provide the lobbying we say we provide to our members, especially in Idaho politics and policies
- Difficulty recruiting & maintaining volunteer leadership for ICA and divisions
- Research on the brain and how this will affect treatment is at a brink of new discovery-how will new information be disseminated to our experienced professionals?
- Are we meeting the needs of our members?
- Is ICA meeting the needs of our divisions?

9:30 Communication and Serving Members: Sleepyhollow Productions John Lough

- Worked with ACA when ACA was struggling with membership
 - The counseling corner-Newspaper columns explaining to the public who counselors are and what they do
 - They do services such as looking at why members join
- Communication
 - Audience: People have good ideas, but people don't care too much-people are interested in what is in it for them
 - Who are they
 - What do you want to do for them
 - Most importantly, what is it they want?
 - Who is ICA's Audience
 - Legislators
 - School Board Members
 - Fellow Counselors
 - Clients
 - Bureaucrats: Department of H&W
 - Public
 - Insurance companies
 - Other health care professionals
 - University professionals
 - Police for crisis situations
- Website:
 - ICA's website comes up well if you do a search
 - There is nothing on our website for consumers. We need to have information on the page for consumers.
 - What counselors do
- Counselors: 2 Types
 1. Members
 2. Non-Members

- Counselors need to be unified in how we represent ourselves to others
 - We have 375 members of ICA
 - There are 2007 licensed counselors in Idaho, plus school counselors who aren't licensed
 - There is a lot of potential to pull the audience in
 - We need to focus on non-members
- We need to also focus on our current members
 - When we offer services that we don't follow through, we lose credibility with members
 - CEUs are critical-service ICA provides
 - Maybe we need to sell this service more
 - We are still missing 4 out of 5 counselors for members, so is this enough or are we not selling it enough
 - Should we have area where counselors can post questions
- Conference
 - 9 out of 10 counselors in Idaho didn't attend the conference
 - There is an large opportunity for us to gain counselors
- Website needs to be current: add software that changes the date daily or remove dates so it doesn't look like our site isn't updated regularly
- Blog on our website
 - Use the ACA website as a place to blog
 - The site is regulated by an ACA professional
 - You have to send in your bio, photo and information before you blog
 - It gives members and nonmembers a reason to visit your site
 - ICA needs to open up to nonmembers and public
- Have a telephone conference where people can call in and listen to a presenter
 - The cost is inexpensive
 - We could reach people in rural areas
 - In Idaho webinars are acceptable for CEUs
 - Ask ACA for presenters
 - This helps with membership
 - Makes us look more active
 - We can do publicity-gets our names out there
 - Reaches all counselors, not just members
 - Once it gets started in a few months, start offering specials for members
- How do we reach people
 - Website
 - Get people involved
 - Build ICA's image
 - Make the ICA's website still the umbrella site when opening a division's page
 - Have a link for all divisions' newsletter

- Makes it appear more inclusive so that they are more apt to join ICA and divisions
 - Send an update via email when new information is posted to site
- Newsletter
 - Make everybody (all counselors) your audience
 - Electronic surveys are free or inexpensive
 - Don't make the newsletter too long
 - Keep it brief with updates such as: What conferences are coming up?
 - A lot of members might be willing to submit if it is easy
 - Incentives for those who submit articles
- Listserv: Major source of communication for association
 - Audience is our membership
 - Used for Questions and promotion
 - How do members know about it?
- Facebook: ICA has a Facebook page
- Survey results from LDI survey
 - Doing things I can't do for myself-
 - Legislation/Regulation
 - need to be a voice that cannot be ignored
 - Lobbying: break it down into small bits, leave handout
 - Start a letter writing campaign; use Capwiz
- Public Image
 - Newspaper column
 - Radio show
 - Go pitch to stations to have a counselor come in once a week in the morning for a few weeks to educate people about counselors
 - Question and answer column (we could write the questions)
 - This provides information to the public about what counselors do
 - Increase our networking
 - Create a forum to submit questions or ethical situations where other counselors can offer feedback
 - Idea proposed to have one newsletter state-wide that includes all divisions, rather than ICA and divisions all publishing newsletters—creates a more unified voice
 - Idea proposed for one page in newsletter devoted to a topic-example PP&L where each division offers their input
 - Suggestion made for setting up a marketing group to help market ICA
- Survey Rankings on how leaders of ICA(LDI Participants) feel we are performing results:
 - Survey suggests we need to do more to facilitate communication between counselors in Idaho
 - Leadership ranked ICA low on effectively communicating with legislators

- Building public awareness of counselors-need to get information out there for the public-put it on our website
 - Brochures: know who your audience is; look at ACA's brochure create brochures for members to use when they are in public to explain the role of the counselors
 - Another brochure for ICA and describing what services ICA provides
 - ICA could create some standard templates so people could create customizable brochures—as a member only benefit
 - Sell the membership part of our website—include more information to get people to join
- You can find businesses that will offer discounts to groups-and list them on our website as member only benefits
 - Examples: Hertz, Office Depot, Staples, Home Depot, etc.

12:00 Lunch

12:45 Brainstorming w/Diana Pals-9 initiatives

1:05 Business meeting called to order: by Lori Fairgrieve to discuss and vote on bylaws revision (see Board Meeting minutes)

1:15 Lori facilitates activity to understand style of teamwork

2:30 Division Meetings

3:25 Dean Allen discussed suicide rates in Idaho; we've ranked #1 in adolescent rates and 6 or 7 in adult rates

- We lost 327 Idahoans from suicide last year; the equivalent of a 747 airline crashing- imagine what services we'd provide if that happened, yet we have no suicide hotline in Idaho

3:30 Evaluations

2010 LDI adjourned