



Annual Strategic Planning Meeting*

September 10, 2022 - 11:00 – 14:00

Minutes

***Note:** In this meeting any ideas, changes, or organizational determinations will need to be approved in the October 2022 Board Meeting by vote. This meeting is open to all ideas, comments, suggestions, disagreements, and constructive feedback.

UMHCA Current Board Members:

- Anna Lieber, LCMHC; President
- Gray Otis, LCMHC, LP, Ph.D.; Presidential Advisor
- Ellen Behrens, LCMHC, Ph.D.; Vice-President
- Terri Goldstein, LCMHC; Treasurer
- Anne Farley, ACMHC; Secretary & PRMM Chair
- Kristal James, LCMHC, Ph.D.; GSEP Chair
- Jim Macedone, ACMHC; Executive Director

UT MENTAL HEALTH COUNSELORS' ASSOCIATION

MISSION

To enhance the profession of mental health counseling through licensing, advocacy, education, and professional development in the State of Utah.

Guiding Principles

UMHCA is the Utah chapter of the American Mental Health Counselors Association (AMHCA) with members who uphold the professional standards of practice and code of ethics for mental health counselors

We are UMHCA!

The Utah Mental Health Counselor's Association is the local chapter of the American Mental Health Counselor's Association. UMHCA is attempting to unite with all other mental health providers in the State of Utah. Although UMHCA endeavors to bring recognition and acknowledgements to Licensed Clinical Mental Health Counselors, specifically, we also desire to declare our alliance with all other noble professionals within the helping field.

Licensed Clinical Mental Health Counselors have unique and distinguished skills, which UMHCA wishes to have recognized throughout the general populace and professional communities. The Clinical Mental Health Counselor is a viable equivalent, with full parity, to other Mental Health Providers. The Clinical Mental Health Counselor seeks to educate and promote the future of Clinical Mental Health Counselors in the state of Utah, in accordance with its chapter's mandate.

The Utah chapter of AMHCA and the Clinical Mental Health Counselors of Utah recognize and appreciate the unique qualities and perspectives of Licensed Clinical Mental Health Professionals give to the helping profession. UMHCA recognizes our greatest strength is in creating a unified voice in the State of Utah in order to advocate for our clients, our communities, our profession, and our professionals in our State.

UMCHA aspires to help alleviate both our clients and our professionals from abuse, bullying, neglect, misunderstanding and all other impediments to care for client and care of the professional. We hope to accomplish this destination through education, legislature, and all methods legally bestowed upon our non-profit organization. Furthermore, UMHCA wishes to provide support to all mental health professionals to allow professionals to ethically practice, without unnecessary impediments, bullying or threats to licensure.

Whether you are a Licensed Psychologist, Licensed Clinical Social Worker, Licensed Marriage and Family Therapist, a Licensed Clinical Mental Health Counselor, or a graduate student in one of the helping professions we encourage you to JOIN to ADD your voice to ours as we strive to advocate for client care and our profession and professional integrity.

OUR VISION IS TO
REPRESENT LICENSED
MENTAL HEALTH COUNSELORS
PROMOTING CONSISTENT
STANDARDS OF
EDUCATION,
TRAINING,
LICENSING,
PRACTICE,
ADVOCACY
AND ETHICS
FOR THE STATE OF UTAH.



Stability of UMHCA – Anna’s report and suggestion:

I became President on 01/01/2020 and was acting president as the President-Elect in 2019. In that time UMHCA has weathered the global pandemic, a serious mental health workforce shortage, numerous legislative changes, and a significant decline in Board and committee membership. During this time UMHCA has also grown substantially in both revenue and membership. Our accomplishments include:

- the highest conference attendance to date
- hosting national presentation speakers
- the development of UMHCA’s professional partnerships
- an increase in CE applications
- winning AMHCA’s Best of State
- developing on-demand CE content
- creating a promotional video that makes me cry every time I watch it “I see you”
- starting the Brown Bag series
- creating a strong alliance with UAMFT & NASW-UT
- assisting with passage of the Counseling Compact in UT
- development of meaningful legislation to address the workforce shortage by increasing the time to pass examinations for full licensure
- developing relationships with new academic institutions
- hiring an Executive Director.

THANK YOU ALL for accomplishing the near-impossible!! However, I recognize that we cannot continue to grow at this rate or sustain the progress we’ve made without making some changes and increasing Board and committee involvement. As my term as President is scheduled to end on December 31, 2022, I have been reflecting on the future and the stability of UMHCA and how we all can ensure that our profession that we love has the representation to ensure continued growth.

Here are some of my thoughts:

In my opinion the current Board structure is out of alignment with the values and vision of UMHCA. Currently each member of the Executive Team has equal votes with the Committee Chairs.

| Executive Team | Committee Chairs |
|-------------------------------------|------------------|
| President (non-voting unless a tie) | LPPC |
| Presidential Advisor | GSEP |
| President Elect | EACC |
| Past President | PRMM |
| Vice President | PPAC |
| Treasurer | GBAB |
| Secretary | |
| 6 votes | 6 votes |



The Board should have greater voting power than an Executive Team that is nominated by the President with Board approval. The purpose of the Committee Chairs having greater voting power is to ensure that a temporary president cannot disrupt/dismantle the current infrastructure and vision of UMHCA without Board approval. This becomes especially problematic when numerous Committee Chair positions are vacant. The President and the Executive team are meant to serve the Board and UMHCA, while ensuring that UMHCA's values and mission are maintained and at the same time being aware of any potential legal problems. Our current model makes it possible for the Executive team to control the Board.

Another concern is the length of time in the current Presidential cycle. Currently the President serves for 4 years (1-year as President-Elect, 2-years as President, 1-year as Past President). This is a long time and I worry about a single President (including myself) making too many changes that could disrupt the goals/vision of UMHCA. It is also a lot to ask of someone in a volunteer position.

As a result of these concerns and after much thought, I would suggest to the Board a possible solution for discussion here and then, if agreed upon, would come up for a vote in October's Board Meeting:

1. Restructure the Current Board to:

| Executive Team | Committee Chairs |
|------------------------|------------------|
| President (non-voting) | LPPC |
| Presidential Advisor | GSEP |
| President Elect | EACC |
| Past President | PRMM |
| Treasurer | PPAC |
| Secretary | GBAB |
| 5 votes* | 6 votes* |

This would eliminate the VP position, but the President Elect and Past President will be serving in that role. This is how AMHCA is structured, and it would allow the President-Elect to learn the ropes quickly.

** The President does not vote (except in the instance of a tie) per Robert's Rules of Order which UMHCA has adopted.*

** Need some clarification on dual-chair structure and voting. We may want to look at how the language is worded in the June 2019 Board minutes. I am also worried based on those meeting minutes that we have not been following established bylaws for a quorum. However, we can correct this.*

2. I recommend that we change the term of service of the President to a 3-year commitment (1-year as President-Elect, 1-year as President, 1-year as Past President)
3. I recommend that we change the term for President match UMHCA's fiscal year to coincide with UMHCA's operations and the Spring Conference. Term of President would be July 1st to June 30th.

Whether the Board approves or doesn't approve this plan. I would like to make the following proposal. Since we do not have a President Elect and I am concerned about the many things that need to be accomplished over the next 9 months. I am willing, with Board approval, to continue to serve as president until June 30, 2023. It is vital/urgent to have a President Elect identified and nominated before the end of 2022. This will allow for six months of training with the Board and the Executive Team to create a smooth transition. However, I want to be clear that I do not want to serve as president beyond June 30, 2023, as it is not in UMHCA's best interest.



*Attendees of the Strategic Planning Meeting verbalized support of the proposal to:

- I. Restructure the Board of Directors to eliminate the Vice President Position
- II. Change the term of President to 1 year (3-year commitment)
- III. Change the term of President to match the Fiscal year July 1 to June 30
- IV. Agree to a current extension of the current President until June 30
- V. Change the Dual-Chair of committee's position to a Chair and Vice Chair with the Vice Chair not having a vote.

All these changes will need to be approved in the Oct. 8th Board Meeting and bylaws will need to be amended.

| 2021 – 2022 Strategic Plan Progress Update | |
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| Priorities | Progress |
| <p>1. Increase Board & committee membership</p> <ol style="list-style-type: none"> I. Have all Board and committee chairs filled II. Each committee is active with 3-5 active members <p>2. Establish a budget and present Annual Report at the Annual Conference (2022)</p> <p>3. Expanding Professional Partnership & Membership benefits</p> <p>4. Continue to develop UMHCA's diversity, equity, and inclusion stance</p> <p>5. Expand membership benefits & advocate for professional identity</p> | <ol style="list-style-type: none"> 1. Not completed – but some improvement this month. 2. Completed (thank you Terri) 3. Completed (thank you Jim) 4. Partial completion – could improve DEI statement and enhance diversity within UMHCA 5. Completed (thank you everyone) Counseling Compact, legislative changes, job Board, etc. |
| <p>EXEC – Strategic Goals</p> <ol style="list-style-type: none"> 1. Increase diversity & inclusion practices <ul style="list-style-type: none"> o Start introductions with sharing pronouns, 2. Continue active membership drives 3. Board of Director's Manual 4. Expanding Membership Benefits 5. Develop a robust budget/plan including for each committee 6. Recruit more Board members to fill all open chair positions and president-elect <ul style="list-style-type: none"> o Change name of UMHCA Board meeting to | <ol style="list-style-type: none"> 1. Completed 2. Completed – but continues to need growth 3. Completed – but needs some revisions 4. Completed – continue to grow 5. Completed 6. Not completed 7. Changed name to UMHCA Monthly Meeting |
| <p>EACC</p> <ol style="list-style-type: none"> 1. Continue & Expand Brown Bag Series 2. Fall Conference 10/15/2021 3. Spring 2022 Conference 4. Tri-wizard Therapy Summit in May 2023 with UAMFT & NASWUT | <ol style="list-style-type: none"> 1. Completed (thank you Jim) 2. Completed + (thank you Ellen) 3. Completed + (thank you Ellen & Jim) 4. Planned for May 2024 |
| <p>GSEP</p> <ol style="list-style-type: none"> 1. Enhance UMHCA Honors Program 2. Outreach to schools 3. Complete assessment of student needs/wants | <ol style="list-style-type: none"> 1. Need to revisit benefits 2. Completed (thank you Kristal) 3. ? |



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| LPPC 1. Counseling Compact (Utah) 2. Medicare for CMHC's (Federal) 3. DEI statement | 1. Completed (Thank you Gray) 2. In progress 3. Partial completion – needs revisions |
| PPAC 1. Recruit more partnerships 2. Vendors at conferences | 1. Completed (thank you Jim) 2. Completed |
| PRMM 1. Outreach campaign | 1. Completed “I see you video” (thank you Anne) |

What are your goals??? (Your voices are the most important)

Identified Strategic Goals for 2022/2023

- Update all Bylaws
- Update Board of Directors Manual
- Increase collaboration/relationships with the DOPL board and invite a representative to the UMHCA meetings
- Increase CE offerings to include a wider range of topics (child therapy)
- Connect with the Salt Lake VA to encourage hiring of mental health counselors – send a delegation?
- Focus on professional identity development and understanding
- Qualified Clinical Supervisor Certification as part of UT legislative initiatives
- Have a voice in the development of the Counseling Compact
- Expand membership access across the state
- Maintain participation in the Utah Coalition of Mental Health Professionals

Other ideas are noted on the Strategic Planning meeting minutes: [2022 Strategic Planning for the Utah Mental Health Counselors Association.pdf](#)

UMHCA GOALS (mentioned in Board meetings and discussions with Board members) *in no particular order*

- Update Website – get content to Jim.
- Jim – Sample Rolling Master Calendar with Exec focus
- **By-Laws focus** – This must be a priority to be completed this year. There is much confusion in reading through the minutes and current bylaws.
- Committee Board membership development – enhance Board of Directors Manual
- Executive Committee Support Focus – what times do members of the Exec team need to support specific committees – have that spelled out in the Board member Manual
- Continue to improve Budget Process
- Tri-Wizard Summit or the UCOMP: Utah Coalition of Mental Health Professionals
- Increase Board & Committee membership – have all Board chair positions filled with 3-5 active committee members
- Legislative & DOPL involvement
- Leader for the Counseling Compact
- Enhancing the UMHCA Honors Program