



2010 Summer Executive Council Meeting
June 18-20, 2010
Atlanta, Georgia

Present at meeting: **Deryl Bailey**, President; **Gerard Lawson**, President-Elect; **Thomas Scofield**, Past President; **Robin Wilbourn Lee**, Secretary; **Brian Dew**, Treasurer; **Dave Zimpfer**, Business Advisor; **Craig Cashwell**, Governing Council Representative; **Stuart Chen-Hayes**, North Atlantic ACES President; **Victoria Palmisano**, North Atlantic ACES President-Elect; **Danica Hays**, Southern ACES President; **Jennifer Jordan**, Southern ACES President-Elect; **Nicole Hill**, Rocky Mountain; **Chris Wood**, Western ACES President; **Kerry Sebera**, North Central ACES President-Elect; **Diana Ortiz**, Graduate Student Representative; **Sejal Mehta**, Graduate Student Representative Designee

1. Deryl Bailey welcomed everyone. Joanna White, Dean of the College of Education at Georgia State University, welcomed all to GSU.
2. Introductions followed.
3. Deryl presented the agenda. Stuart Chen-Hayes added several agenda items, which included revising the mission statement of ACES, state of employment of counselor educators and how ACES is helping, and focusing on public relations efforts of ACES, helping others understand our profession.
4. Stuart asked for clarification of voting responsibilities. It was determined that president-elects would be voting as if they had already taken office as of July 1, 2010 since the meeting is taking place a few weeks before.

5. 2011 Conference

Deryl requested we begin with discussions about the 2011 Conference in Nashville, TN. The conference is scheduled for October 26-30, 2011. Stuart asked to clarify the status of the conference, providing some history of previous conferences. Deryl reported that the conference has been the primary revenue source for ACES for the past few years. Deryl asked that one issue be addressed immediately regarding the use of ACA for conference services. He asked Robin and the conference committee to make a recommendation for the Council about the use of ACA, specifically spending the funds to pay ACA for those services vs. the committee doing that work.

Brian Dew reported on the amounts that ACES profited from the 2007 conference in the approximate amount of \$70,000 and from the 2009 San Diego conference in the amount of \$125,000.

Robin Lee reported on the current status of the planning process. A full committee has been established and has had two conference calls thus far. The first task of the committee was to make a recommendation to the Council per Deryl's request. The committee feels strongly that registration is the key element for the conference, wanting to

make sure that registration is successful with an easy process for members while still making sure ACES collects the revenue needed. As part of the recommendation, the committee would like to see ACES examine the ACA contract, asking that ACA only perform certain aspects of the contract. With this recommendation, Robin asked Dave Zimpfer to contact Richard Yep at ACA prior to the meeting to determine their willingness to perform the responsibilities requested by the committee. Per Richard's response, ACA declined to only offer some services and not others. Therefore, there is no clear recommendation from the committee. The committee is willing to handle all the duties. However, if the Council decides not to use ACA for the full contract, Robin would like to recognize the amount of work that is being asked by volunteers. Robin also reported that SACES has used Regonline for conference registration services, which is a very effective system but needs to be managed daily. Shannon Ray has agreed to serve as registration coordinator, but this is a huge task. Robin referred to a proposal that Kelly Wester previously submitted requesting funds for GAs to help her with the conference proposals. The committee is willing to support that proposal. Robin made the request that if funds are made available for Kelly to have GA assistance, she would like funds to be available for Shannon as well to handle registration. Deryl reported that a main concern for ACES has been the amount for the current ACA contract, which is \$57,000 as opposed to \$36,000 for the 2007 contracts. Gerard raised concerns about having to pay ACA upfront and taking the money out of this current budget. Dave reported that ACES would be able to recoup these expenses. In addition, he would feel comfortable taking funds out of the investment portfolio to pay the upfront costs. Gerard mentioned the fact that we will also receive funds from the exhibitors. Robin reported that the committee did not plan to use ACA for exhibitor recruitment. Robin would like to increase the number of exhibitors. Brian would prefer not to use ACA but would like to make sure that volunteers are capable and even consider paying those who are working on the planning. Robin mentioned the fact that ACA was brought in during the final stages of the planning process for ACES 2005 in Pittsburgh to handle things that were not going well. This was a rescue situation. In addition, she also mentioned that ACA has made it clear that they will not rescue ACES again. So if the decision is made not to use ACA, ACES will be solely responsible for the success of the conference.

Brian Dew made a motion that the 2011 ACES conference planning be conducted by volunteers. Kerry Sebera seconded the motion. Jennifer Jordan asked that a friendly amendment be added to the motion that these volunteers be supported with funding for GAs. Discussion occurred. Gerard suggested that we pay for registration for the GAs that work on the conference. Jennifer suggested that we not rely on the various universities to determine what the costs for GAs would be but that we decide on an amount the Council is comfortable with. Stuart suggested this be dealt with later. Motion passed as amended.

Gerard shared the conference theme with the Council: Leading the Leaders, Helping the helpers, Shaping the Future.

Robin presented the idea of increasing the exhibitors at the conference. She would like to include commercial exhibitors, which has not been done at previous conferences. This will go beyond the traditional professional exhibitors. Universities may want to have a booth to advertise their programs possibility at a reduce rate. The Council approved this idea.

Gerard discussed the proposal from CACREP to sponsor the key-note address. He would like to consider Rep. John Lewis, who was a graduate of Fisk University, and Nikki Giovanni, a poet at VA Tech, who is also a Fisk alum. Other ideas included Tipper Gore.

6. Executive Director:

Deryl distributed the job description for the executive director (ED) developed by the ACES committee. Deryl reported that the ED will be part-time. The Council now has 2 tasks: 1. Making the final decision to hire an executive director 2. Defining the specific responsibilities. Discussion occurred regarding the specific responsibilities. Dave Zimpfer presented the report that was developed. Deryl asked that we review the role description for the ED.

Brian Dew provided history regarding this process. A task force was developed and determined what the responsibilities of the ED would be. He reported on the Executive Director Task Force's desire to describe the person as a "big picture" person, and not handling the functions of the committee chairs. The ED would handle marketing and fund-raising efforts, and some administrative issues. Deryl suggested that the ED would not be an administrative assistant.

Gerard made a motion that we accept the proposed job description, Stuart seconded the motion. The vote was unanimous.

Discussion moved to salary and funding. \$25,000 was the original figure proposed. Office space, equipment, benefits, etc., need to be considered. Dave expects that we will get closer to \$40,000 to pay for all expenses. This does not include pension, medical benefits, etc. Stuart suggested that one way to save money would be to hold meetings via video conferencing as they have done in Constant Contact. Danica asked about this being a line item or looking for a way to pay for this person through savings.

Dave reported on savings that he had determined and profits redistributed. Stuart suggested that these aspects could be included in any job description, ex. must have home office, etc. Dave discussed this matter with the new finance officer at ACA, Deb Barnes. She discussed with him the advantages and disadvantages of hiring an independent contractor or an employee. She suggested that an independent contractor may be effective. Dave discussed this may alert IRS, etc. If we hire a person as an employee, we would eliminate our risk.

Discussion occurred regarding where savings could be identified. Brian discussed the fact that 50% of revenue from the conferences goes to the region. We may need to reconsider this, particularly with regard to the host region. Nicole Hill discussed the situation from Rocky Mountain region's lack of funds that come from their conference. This is being revisited due to the fact that this distribution schedule was developed when ACES held a conference every three years.

Stuart wanted to discuss looking at the funding sources based on the make-up of the regions. Dave discussed the rebate to the regions is based on the numbers of members within that region. Dave suggested that the conference rebates could be based on this type of formula. Chris Wood suggested this might be a good idea, based on what WACES received from the 2009 conference, while still using ACA.

Gerard asked about if any membership rate formula change would be a by-laws change. Dave answered that it is not a by-laws issue and therefore would not need a vote.

Gerard suggested that each region receive 5% from the conference, while the host region would receive 10%. This would allow ACES to keep 70%. Brian also suggested that there be a ceiling amount. In addition, rebates will be based on if the conference is profitable.

Nicole Hill made a motion that the conference funds be distributed based on 30% to the regions, with 10% going to the host region and 5% going to other regions (of net profits) effective for the 2011 Conference. ACES would receive 70% of the net profits. Gerard seconded. Motion passed unanimously.

Deryl asked us to revisit where the funds will be coming from to pay for the executive director. Brian said that conference profit is typically not included in the revenue. Based on this being income we will use to pay for the ED, when would we be able to hire? Gerard suggested that we be able to announce this person at the 2011 conference.

Tom Scofield suggested we pay for this person through our reserves. It was suggested that we draw from this fund one time to pay for this person, with the plan for this person to bring in funds in the future. Dave reported that our policy manual allows us to take funds from our portfolio to pay for special projects, which could be to hire an ED.

Brian stated that unless we include the conference revenue, we will operate in the red. He also stated that we have done well with our investments. This would allow us to spend off the top rather than spending from the principal. Brian said this would not be a line-item in this year's budget.

Jennifer Jordan asked who we envisioned this person to be. Discussion continued regarding the fact that this person may retired counselor educator or independent contractor, etc. Stuart suggested we look both within the profession and outside as well for the ED.

Brian suggested that he is comfortable with the decision to hire an executive director due to any savings we have made as well as changes in the rebate structure to the regions from the conference.

Brian suggested that a motion be made to move forward with advertising, etc. Brian officially made the motion that ACES accepts that we will hire an executive director by July 1, 2011 and begin the process of advertising, searching for position, etc. Stuart seconded the motion. 11 voted, 9 for, 2 abstentions. Motion passed.

Discussion continued regarding budget items. He shared that we are only approving the budget items for the search. Next year, the vote will be to determine where the salary will come from. Nicole suggested that we will still have discussions although there will be no line item. Gerard suggested that people seem concerned about making sure we only dip once into the reserves.

What is the ball-park for searching costs? Jennifer asked about advertizing expenses and suggested that we do some research and determine what it will costs for advertising.

Salary suggested by Brian would be \$30,000 to \$35,000 base salary, which does not include the other expenses such as benefits, travel, etc.

Stuart was concerned about a specific dollar amount. He suggested a range. Dave suggested that we do want a more specific dollar amount. He reiterated Gerard's suggestion that this person be an employee rather than an independent contractor.

Deryl asked for clarification about salary. Gerard suggested that we be careful about the fact that this is a part-time position. He shared that VA's executive director was paid \$26,000.

Discussion regarding comparisons with ASCA and ACA occurred. Gerard mentioned that we need to consider salary based on our member numbers (2300 members).

With a base salary of \$35,000, we are probably looking about \$45,000 - \$50,000. With this range of salary, Dave suggested that we would have to make money at the conference. Based on this, Gerard suggested that the conference would need to make at minimum \$100,000. Brian also mentioned that we operate in the red. Dave also mentioned that we have not taken funds from the reserves in 7 or so years, even though this has been budgeted. We have typically used money made from the conference to subsidized the budget deficit, and even put the conference earnings back into the portfolio.

Stuart moved that we create the job description and the hiring process of the ED with a maximum of \$35,000 salary plus \$15,000 travel expenses, etc. Gerard seconded. A friendly amendment was included regarding this salary being for a 3 year term. 9 voted to approve, 3 abstentions. Motion passed.

Dave asked for clarification regarding hiring the person as an employee.

Brian suggested that we make sure we are advertising this with the members to help them understand why we are doing this. Put this in Spectrum, discussions at regional conferences, etc.

Deryl suggested that one of the responsibilities of the ED search committee would be to help ACES members understand this process of hiring a director and reasons for making this decision.

Saturday, June 19, 2010

1. Brian moved to approve the ACES business meeting minutes. Nicole seconded. Passed unanimously.
2. Deryl asked Brian to review the aspects of the budget that will allow ACES to be able to pay for the executive director. Brian suggested that in order to pay for the ED, we will need to include a line item in the budget to include monies made at conference as part of the association's revenue. Brian stated that making approximately \$120,000 at the conference would put us in good shape to pay for the ED and operate in the black.
3. Kerri expressed concerns that the North Central region was upset by the fact that the regions were not paid on time. Brian mentioned that after 2007, ACES was not able to pay the regions until a year after the conference. Dave mentioned that upfront costs for the 2009 conference were an issue. One helpful aspect of the 2011 conference is that we will not have the previous upfront costs – the hotel is not requiring a down-payment and no upfront costs for ACA. Kerri reiterated how important the letter that Deryl crafts to the membership about our rationale for hiring the ED, given that ACES was having “financial issues” even one year ago with the cash flow issues.
4. Deryl asked the council to review the proposal for the executive director that Dave developed. Dave discussed the difference between the MSA and the ASA that ACES currently has with ACA.
 - ✓ Stuart would like to add to #2 that this be based on a recommendation of the search committee.
 - ✓ #5 – the Council decided to hire the person as an employee so that will change.

- ✓ #6 changed to up to \$35,000.
- ✓ #7 should identify more specifics about what the ED will be evaluated on. Stuart suggested that we examine how other executive directors are evaluated.
- ✓ #8 – raises be tied to income revenue building aspects. Dave questioned this. Gerard suggested maybe a bonus structure.
- ✓ There was some discussion about the ED using his/her personal office vs. having an official office. Dave suggested that the language is there in order to account for if/when we need to have more staff, which would need a physical location.
- ✓ Stuart asked about 800 # and P.O. Box. He would like the executive director take over those responsibilities. Dave reported that our official mailing address is ACA's mailing address. These items are part of the ASA. We have not received a copy of the new ASA yet. Dave is working on getting a copy of the ASA, which is late due to the fact that it is tied to the publication contract. Stuart would like the person hired be able to examine the MSA and ASA contracts and determine which responsibilities he/she would be able to take on. Deryl pointed out that #21 does state this. Gerard expressed that this may depend on who is hired. We may feel more comfortable with someone who is in the field as opposed to someone outside the field. Brian asked Craig as ACA representative about ACA's financial situation. As elect, Craig could not report on this matter at this time.
- ✓ Gerard asked that #14 be changed to add something about termination immediately rather than having to wait 30 days. At the very least, the person would be put on administrative leave until the Council has determined action.
- ✓ #20 – In order to address this, Brian is in favor of making the conference revenue as part of the operating budget in order to show how we will pay for the ED. Brian suggested we remove #20.
- ✓ #21 – ACES ED and president review the ASA to determine appropriateness. Dave mentioned that the MSA is not able to be unbundled. Danica questioned this based on her experience with ACE.
- ✓ #22 – remove numbers re. funding sources.

Stuart would like to know what state we are incorporated in. Is it Washington DC or VA? Brian stated that we are incorporated in VA. Gerard mentioned that VA is a "right to work" state which is beneficial to employers. Stuart asked about incorporation of the regions. None are currently incorporated although several are working toward that. Dave discussed the fact that corporation status mentioned that benefits of incorporating are protection of the regional officers. Dave also clarified that Council members are protected, but regional officers are not protected at their regional levels.

Brian asked for clarification regarding the fact that conference profits will not be required to help pay for the ED. He asked for discussion regarding a potential need to have ACA provide conference services in the future if we determine that volunteers are not able to handle all the responsibilities. Robin suggested that the ED could handle some of the responsibilities of the conference such as registration, communicating with members, etc. ACES will now have paid staff that can help with the conference process. Dave reminded the group that we will be operating on future expenses. Chris discussed that if conferences become unprofitable, the group can reconsider the ED position. If after the first year (which is the plan for evaluating the function), there needs to be more decisions made. Robin expressed concerns about the amount of work that will be required of the ED, which may have peak times where more activity is required. The concern is if the person is unwilling to fulfill responsibilities due to work-overload.

Dave was acknowledged for his hard work on this proposal. The Council was appreciative of the thoroughness of the proposal.

Deryl asked about additional concerns etc. Danica asked about search committee and suggested we take nominations. Potential members would be Stuart, Gerard, Chris, Jennifer, Robin, Ted Remley, Tom Sweeny, Pam Paisley, Courtland Lee, Steve Fiet, David Kliest, Tom Davis, Chris Rosemond (new South Dakota ED). Deryl asked about timeline for search. Ads/job description will be ready by first of Sept. Hiring process will be discussed at regional conferences. Phone interviews with final rounds of interviews at ACA. Deadline for applications for Jan. 14th. Job description will be revisited by search committee. Search committee in place by mid-July.

5. Past-president's report – Tom Scofield

Website: Tom presented the website proposals. Tom received two proposals. One from Cory Smith, who is the current SACES website designer and manager. The Nevels (husband/wife team) also submitted a proposal. One person of the second proposal is a graduate student at UGA. Timeframe for doing the work is about one month to eight weeks to finish the job. Timelines seem to be the same. One bid is significant lower than the other. David Kliest has been acting as web manager, learning from Chris Rosemond who had been doing it. This responsibility will shift to Tom. Stuart expressed concerns about only having two proposals when there are many designers available. Deryl reminded the group that we only have two proposals and need to make a decision based on these proposals. Robin discussed her experience with Cory in designing the SACES website. She reported that Cory is very creative and efficient as well. Stuart stated that going with Cory may be helpful since he is already familiar with designing a regional website. Stuart would like to see more of an integration of the ACES websites and the regional websites, maybe designing an ACES template. Gerard reminded the group that Cory has only submitted a proposal to design and maintain the ACES website, not the regions as well. Stuart would like to see the regions ask Cory for bids on designing and maintaining the regional website. Gerard suggested that Tom go back to Cory and negotiate with him to handle management for all regions. Brian reported that he only budgeted \$5,000 for the website design. Dave suggested that the website design can be considered a "special project" therefore we can take funds from the portfolio to pay for the costs. Dave suggested that we move forward with the one proposal, deferring the regional proposals until later. Jennifer questioned reasons for not considering the lower proposal. Robin expressed concerns about going with a group that did not have an "official" website production company. Brian also reported that he had budgeted for website maintenance for \$5,000 as well. If the maintenance fee is not that much (which it will probably not be), we will be saving money. Cory has proposed the same amount for maintenance for ACES as he did for SACES.

**Stuart made a motion to approve Corey's proposal. Craig seconded. 6 for; 1 opposed; 2 abstentions
Motion passed.**

Stuart suggested that each region can then contract separately with Corey. We would like a timeframe from Corey. 8 weeks to have the website.

Robin reported that ACA had been getting inquiries regarding the 2011 conference, which is not available on the website yet. Dave also mentioned that there are several projects/documents that need to be posted. For example, the new Myers book on counselor training labs is ready to be posted but the current website cannot handle the load. Robin would like to see the conference information posted asap.

Publication: Tom discussed the publication proposal for CES. Brian discussed the budgetary issues related to the switch. Dave also mentioned that the ASA may go away if we do not go with the Wiley/ACA proposal. Chris expressed concerns about the approach that ACA has taken regarding raising costs if we do reduce the services we use with them. Dave suggested this is simply passing off costs that ACA will incur. Danica expressed concerns

about the Sage proposal and some of the customer services issues she has with the company. She would like to see the Wiley proposal. The board is waiting on the Wiley proposal. **Tom will ask for the final version of the Wiley/ACA proposal.** Tom will solicit other proposals. Victoria discussed the Taylor-Francis production and stated that they did a good job presenting a journal she receives. Robin asked if ACA wants this business and for the divisions to stay connected to them by using them to publish the journal. Nicole feels that ACA does want us to stay connected. ACA was having trouble with the publication of journals. Their intention is to address a concern by working on the Wiley/Blackwell proposal. According to Dave, Deb says the proposal will be ready within the month but the proposal will not take effect until January 2012. Nicole suggested we table this until we receive the Wiley proposal. Robin expressed concerns about separating from ACA more than we have already done by not using them for conference services. Dave believes that one of ACA's primary mission is to help the divisions. Stuart suggested it is important to acknowledge these groups.

6. Treasurer 's Report – Brian Dew

Brian presented the treasurer's report. Brian reported that the conference profits and the growth we experienced in our investments were helpful to reverse a negative trend in previous fiscal year. Brian has recently performed the following transactions: \$45,000 moved to a 1 year CD; \$12,500 into a Vanguard account. The money placed in the CD will be used to pay for the hotel deposit next year. He reported we will operate with a \$17,000 loss in this fiscal year.

He also reported that in the past 2 months, membership has dropped. Two-thirds of our budget comes from membership dues. Dave speculated that this was due to those folks who wanted reduced registration for the 2009 conference; their membership has now expired and they are not renewing. Brian discussed the expenses related to the 2010 ACA conference (reception and council meeting). Stuart questioned keeping the "licensure" line item since all 50 states now have licensure. Dave suggested that we keep line items in the budget in order to remind us about items we need to pay.

7. Conference budget – Robin Lee

Robin presented her conference budget. She discussed conference revenue. This would include conference fee, exhibitor fees, and ads. She would like to increase both the number of exhibitors and ads. With the exhibitor's fee, they get one free registration. We need to make sure there is a cap on the number of discounted registrations with the exhibitors. We may also get more sponsors for breaks or research round-tables with a table tent. The Women's Retreat typically breaks-even. We will also try to offer a Men's Retreat. NBCC sponsored the Emerging Leaders Workshop in 2010. Robin presented the food budget. Technology was discussed and decisions will be made about how to or if we will provide projectors. ACES INFORM was discussed as well as the possibility of a pre-conference workshop. Brian suggested that we have a pre-conference on grant-writing. Lunch will not be provided for INFORM, but breakfast and an afternoon break will be provided. The Social Justice Institute was discussed due to the fact that it was the only session at the time – no competing programs were offered. Decisions will be made with Gerard and the conference committee at a later date. Regonline was discussed. It may be in our interest to negotiate a contract with Regonline for all regions to be able to use the system. Victoria mentioned Constant Contact as an alternative to Regonline. CACREP, NBCC, and CSI want to sponsor one of the keynotes.

Gerard moved to approve the budget, Tom seconded. Motion passed.

8. Business advisor report – Dave Zimpfer

Dave presented information about the various accounts that ACES currently maintains. He reported we are pulling our funds out of UBS. As reported earlier, Dave reiterated our profits in our investment accounts. He reported that the Myers and Mobley counselor training book has been edited and is currently ready for publication. Once we have upgraded our website server, it will be posted on the website. It will be free to members. Dave handles royalties paid to authors and any reprints of products. Dave also suggested that we continue to maintain the job responsibilities he has previously done for ACES. Dave has been functioning as the ACES Business Advisor for 12 years.

9. ACA Governing Council report – Craig Cashwell

He referred to the report submitted by Dale Pehrsson. Currently, the Council is being restructured. The next meeting is scheduled during the same time as this year's SACES conference. Adjustments have been made for the overlap.

9. Regional reports

a. NARACES – Stuart Chen-Hayes

Stuart presented the report. We visited the website. The Conference will the last week in September 2010. The conference brochure is available on the website. The conference is at a green hotel. They are also offering discounts for people who come in on trains, buses, or hybrids.

b. NCACES – Kerry Sebera

The report was distributed. Kerry had to return home unexpectedly.

c. SACES – Danica Hayes

The conference is planned for October in Williamsburg, VA. Pre-conference speakers are Gerard, Ted Remley, and Mary Hermann. Kelly has been updating the Regonline system.

d. RMACES – Nicole Hill

The conference proposals are being accepted. The conference is being held at Jackson Lake Lodge at Grand Teton National Park. A preconference is being planned on leadership.

e. WACES – Chris Wood

WACES hosted the successful 2009 conference. 2010 conference will be held in Sacramento. They will be going green based on a member survey. All conference materials will be available online. Membership renewal is now tied to conference. They will also host a post-conference guide to licensure due to new California licensure laws. WACES has a new website- www.waces.org.

10. Graduate Student Report – Diana Ortiz

Diana would like graduate student representatives from regions. Attendance was low at the ACA coffee break at the conference. She is looking for ways to increase attendance. Brian suggested low attendance at ACA is due to too much available in an ACES conference year. We may want to consider partnering with another group. She asked

about a banner. ACES previously had one but it was lost. We have no brochures, not handouts, etc. Stuart would like to charge the graduate students to develop a banner and brochure. Brian asked about any funds associated with this project. We allocated \$200.

11. Standing Committees

Deryl will post all reports in the documents section at the ACES website.

12. 20/20 vision report – Tom Scofield

We revisited Tom's report regarding the 20/20 vision and the proposed definition. He presented the definition. Stuart expressed some concerns regarding the definition due to concerns expressed from school counselors in his region and state. Tom reported that the idea was to provide a concise definition with the idea that the definition will allow groups to add additional language to address their particular populations and special groups. Dave reported that this issue has been discussed many times in the past due to the fact that it is difficult to have consensus.

Danica made a motion to endorse this definition, Gerard seconded. 9 voted to approve, 1 abstention. Motion passed.

13. Budget approval - revenue and expenses reviewed

Brian presented the specifics of all expenses. Brian asked about any conference expenses for this year. This will be expenses from July 1, 2010 to June 30, 2011. Insurance will be an immediate expense. Based on potential expenses, Robin requested \$22,000 (\$20,000 for graduate assistants and \$2000 for advertising, etc.). ACES handbook needs to be revised and published. Jennifer asked if this could be published online. Deryl stated that it is currently available online. We will continue to publish online. This is a job responsibility for the past-president. Dave reported on the book to be published by John West and the faculty at Kent State. They are in the process of finding a publisher. This is a risk because the market for the book is so low. Dave has checked with ACA to see what they would charge for the publication. The reported \$3500 for this cost – soft cover. No pictures, etc. Stuart asked about feedback that had been submitted. Dave stated that that feedback was not accepted due to making the text more generic rather than specific to certain populations. The McAuliffe and Eriksen book is being published by Rutledge in the fall. Dave would like to see ACES publish the West book.

Stuart moved to approve the budget, Craig seconded. Budget was approved unanimously.

Dave requested that ACES dip into reserves if there is a cash flow shortage rather than delaying payment. All agreed.

14. Strategic plan

Deryl would like to see if any of the GC would be willing to serve on the strategic planning committee. Nicole, Chris and Gerard will serve. Victoria will also serve. One of the elects of WACES. Possibly Shannon Ray as SACES strategic planning committee.

15. ACES mission statement

ACES mission statement was reviewed. Stuart suggested adding some language and deleting some. He would like to see us more active at the state level. Brian discussed also being active at the university level. Deryl suggested that a document be created to share with departments, etc. regarding the important of counselor education.

Gerard will be heading up a group to develop initiatives to deal with current issues. Deryl will contact David Kleist regarding previous strategic planning issues.

Brian would like to propose a panel discussion at ACA. Deryl will contact Robin Hayes to see about securing a slot. The board would like to encourage the regional presidents to hold panel discussions regarding the state of counselor education at the regional conferences.

Meeting adjourned at 10:50.

Respectfully submitted,

Robin Lee, Secretary

Electronic Decisions

- New Jersey ACES

Gerard asked that we make a decision on officially recognizing the New Jersey ACES as an active state chapter of ACES in good standing.

Danica Hayes made a motion, Robin Lee seconded the motion. Motion approved unanimously.

- Approval of ACES providing funding to print *Teaching in Counselor Education*

Dave Zimpfer asked the Executive Council to approve funding for printing *Teaching in Counselor Education*.

Funding was approved unanimously.