

GSCA Executive Board Meeting Minutes - 9.18.2021

Call to order at 10:01

Inspiration – Chon Hester - p. 140 John Gordon the Power of a Positive Team

Review of Parliamentary Procedures – Brent Henderson noted that this document in the EB Toolkit with more detailed information on parliamentary procedure

Approval of the Agenda – Chon asked that Brent walk the EB through the **Jennifer Jones moved that we accept the agenda as presented for the meeting for September 18, 2021.** Laura Ross seconded the motion. **The motion passed.**

Minutes Approval – **Myesha Davis moved that we accept the meeting minutes as presented.** Laura Ross seconded the motion. **The motion passed.**

Review of Bylaws and Organizational Handbook – Brent
Download these items for your convenience. Changes to the Org Handbook can be made by the EB. It does not have to go to the Membership. The Bylaws – membership must vote to make any changes to the Bylaws. Changes to the Bylaws must go to the membership 30 days in advance of the vote and must be voted on at membership assembly. Each meeting we will go through a section of these documents to ensure that the EB has a great understanding of them.

Nominations Committee Updates – Jennifer Jones
We have one nominee for EB elections.

- ✓ President-Elect
- ✓ Treasurer (Term ends June 2024)
- ✓ Middle Director (Term ends June 2024)
- ✓ Counselor Educator Director (Term ends June 2024)
- ✓ Northern Director (Term ends June 2024)
- ✓ Southern Director (Term ends June 2024)
- ✓ Finance Committee (Past President) (Term ends June 2023)
- ✓ Finance Committee (General Member) (Term ends June 2023)

Myesha moved that we extend the timeline for nominations for the EB open positions until October 1, 2021. Laura Spencer seconded it. **The motion passes.**

Review of **2021-2022 Priorities** - Chon

- ✓ **Priority 1 – Professional Development** – still in the process of getting a needs assessment, podcast and webinar presentations are being developed. Non-member fees must be discussed.

- ✓ **Priority 2 – Re-engage and Engage Membership** – Chon will be sending a video to members and non-members to encourage membership. EB is needed to repost all social media posts; add your district leadership to your reposts; still working on the district partnerships
- ✓ **Priority 3 – Improve Financial Stewardship** – Lisa will present the finance report. ASCA sent a list of agencies to contact for sponsorship and have already gotten three sponsorships from it. We do not have to give any of this money to Nardone. Thank you, Katherine, for your work in this area.
- ✓ **Priority 4 – School Counselor and School Leader Partnership** – continue to engage your district leaderships about how they can support their school counselors
- ✓ **Priority 5 – Support Rural County Counselors** – Professional Development webinar was awesome

Conference Updates – Lisa Kraus Gardner

Registrations – we are seven weeks out from Conference – as of September 15th we have 407 registered for conference; comparing to the years before we are only behind the 2015; if you put in a PO you are still eligible for the \$199 rate; if you can commit to the pre-conference session, please do. We will have to cancel those that don't get a minimum number of registrants; We are still trending under revenue about \$40-50k, but we still have time; EB members will have duties for conference; It was suggested that the EB receive a quick tour before the conference starts

Advocacy Updates – Chon

attachment: **Nelson Mullins proposal** – we have Nelson Mullins until the end of September 2021. Our previous vote was for \$5,000 for the year for lobbyists. We are on the brink of getting the Board Rule about School Counseling being recognized as such. These changes are needed to move forward with future changes particularly the state Comprehensive School Model. Jennifer Diaz reached out to Gail (the advocacy encyclopedia). Nelson Mullins represents Cobb in a legal perspective from their education lawyers. So, different departments. They do continually assess for conflicts of interest. It is concerning that a counselor is worried about that, but it is not something we have ever worried about in our relationship with them. Also, Nelson Mullins is a very large organization with offices all over the East and two in the West. :-)

Options:

- 1. Continued Level of Service (non-renewal)**
 - a. \$22,500 (\$2,500/month) for October 1, 2021 – June 30, 2022 or
 - b. \$9,500 (\$3,000/month) for October 1, 2021 – December 31, 2021
- 2. Reporting-Only Service**
 - a. \$11,500 (\$1,250/month) for October 1, 2021 – June 30, 2022

Membership Updates – Lisa

Hardship fund Leadership Team Donations to date Leadership Team Donation Form Hardship Fund Applicants If you would like to make commitments to help, submit your information on the donation form or contact Lisa directly. You will be sent an invoice.

Lapsed Member Outreach list segmentation

Each EB and Leadership member is to contact at least 20 of the 1,100 lapsed members using the spreadsheet located in the tool kit. Update the notes, contact the team member if you have direct contact with someone on another list. We will have talking points.

If you text be sure to include your name on the text. October 22nd deadline to do the calls

Reports – (11:45AM– 12:15PM) – 30min

Financial – Executive Summary – Lisa

Year end was June 30th. The books go out for external review. We anticipated a net loss. Ended with 51K net income \$28k vs budgeted \$38; expenses were 7k under. Membership 23k under overall expenses 20k under.

Going into July financials we are tracking ahead conference 16K; membership 35K vs 28k last year; August financial just came out and have not been circulated – conference 50k vs 4k for virtual last year; membership 50k vs 32k; conference reg 45% of total budget; membership is 78% of total budget; Service Project and Scholarship donations will be sent via email as Lisa cannot get into the spreadsheet

Click on the links in Counselor Connection as we get 30% revenue from simply doing that.

Director Reports:

Area Supervisors

- ✓ **Elementary** – Katrina Wilson – sent out cards right after LDI; Elementary newsletter has been sent out to promote membership, conference, and service project
- ✓ **Middle** – Erin Bundrige – information went out about two weeks ago about conference, membership, etc. Needs assessment is being developed for all levels; professional development is working on their podcast calendar; professional recognition is working on scoring now; goal is to have the survey ready by October
- ✓ **Secondary** – Cedric Cooks – working on needs assessment as well as working closely with liaisons to ensure that all areas are covered.
- ✓ **Counselor Educator** – not present
- ✓ **Administration Liaison** – Toni Dickerson – reached out to DOE and has a list of principals to invite to conference. Working on a script to send out to these principals
- ✓ **Northern** – not present
- ✓ **Metro** – Laura Spencer - spoke with Region 3 Liaison and they are shooting for a pre-conference for October 20th; conducting wellness checks, support service project
- ✓ **Central** – not present
- ✓ **Southern** – new Region 7 Liaison, pushing out info related to membership, conference, and service project

Positive Words – Myesha

Important Links:

1. Link to Executive Toolkit on website <https://www.gaschoolcounselor.org/executive-board-toolkit>
2. 2021-2022 Board Norms document [https://assets.noviams.com/novi-file-uploads/gsca/2021_LDI/2021-2022 Board Norms.pdf](https://assets.noviams.com/novi-file-uploads/gsca/2021_LDI/2021-2022_Board_Norms.pdf)

Noted for record – Beverly left at 11:56 a.m.

Absent: Kathryn Sadowski, Christy Land, Julie Spurling

Adjournment – (12:15PM)

Myesha moved that we adjourn the meeting at 12:09 p.m. Cedric seconded the motion. The motion passed.

Save the Dates for future Executive Board Meetings:

- November 13, 2021
- January 22, 2022
- April 16, 2022