

Counseling Compact Communications Committee Meeting Minutes

August 27, 11:00 a.m. ET

Committee Members Present

Courtney Bennett
Dr. Lisa Connors

Committee Members Absent

Ex Officio Members Present

Kim Speakman
Laura Shaughnessy

Legal Counsel Present

Nahale Kalfas

CCC Staff Present

Greg Searls

Welcome & Call to Order

The meeting was called to order by Director Searls at 11:03 a.m. ET.

Roll Call

Director Searls conducted roll call. A quorum was established with 2 of 2 voting members present.

Review and Adoption of the Agenda

- As it is the first meeting, Director Searls reviewed the agenda and noted the start times listed were incorrect due to the previously rescheduled meeting. He called for a motion to approve the agenda with the correct timing.
- **Motion:** Dr. Connors made a motion to adopt the agenda as amended. C. Bennett seconded the motion. The motion carried unanimously.

Introductions and Expectations of the Committee

- The committee introduced themselves.

- Commission Chair Speakman explained that the Communications Committee will play an important role in educating privilege holders, member boards, insurance companies, and other stakeholders about the Compact. The Committee will also support public communications, including press releases.

Chair/Vice Chair Discussion

- The committee discussed the chair and vice chair positions.
- **Motion:** Dr. Connors made the motion to appoint Courtney Bennett as Chair and Dr. Lisa Connors as Vice Chair. C. Bennett seconded the motion. The motion carried unanimously.

Areas of Focus

Website & Social Media

- Director Searls described the current state and management of the website. Compact staff currently design and maintain the website. He noted that the Counseling Compact does not yet have social media accounts, which is an area where the Committee's support is needed.
- The Committee discussed which social media platforms would be a good fit for the Compact and emphasized the importance of monitoring and vetting information shared on social media.
- L. Shaughnessy noted the value of directing people with questions raised on social media to the website for resources.

Newsletter

- Legal Counsel Kalfas shared how Communications Committees in other Compacts are approaching similar work, including introductory videos on the Compact for delegates and newsletters built around frequently asked questions. She noted that two other Compacts currently produce quarterly newsletters.
- The Committee charged Compact staff with researching and pricing Listserv software.

Infographic

- Legal Counsel Kalfas emphasized the importance of infographics, noting particular interest in one explaining that a privilege is the same thing as a license.
- Commission Chair Speakman shared an infographic regarding the ownership of the data set for the website.
- **Motion:** Chair Bennett made a motion to approve the infographic. Dr. Connors (Vice Chair) seconded the motion.

Committee Priorities

- Director Searls suggested the Committee work to define its priorities.
- Dr. Connors (Vice Chair) asked whether she, Chair Bennett, and L. Shaughnessy could meet outside of the meeting to discuss priorities further. Legal Counsel Kalfas suggested that Compact staff be included in those discussions as well.

Mentorship Program

This item was tabled until the next meeting due to time constraints.

Questions and Comments

- No members of the public were present to offer comment.

Adjournment

- With no further business, Director Searls adjourned the meeting at 11:52 a.m.