Counseling Compact Communications Committee Meeting Minutes

October 7, 2026, 3:00 pm. ET

Committee Members Present

- Courtney Bennett, Chair
- Dr. Lisa Connors, Vice Chair

Committee Members Absent

- Laura Shaughnessy

Ex Officio Members Present

- Kim Speakman

Legal Counsel Present

- Nahale Kalfas

CCC Staff Present

- Greg Searls, Executive Director

Guest Present

- Amanda Perry, OT Compact Commission

Welcome & Call to Order

The meeting was called to order by Chair Bennett at 3:02 p.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

- Chair Bennett reviewed the agenda and called for a motion to approve it.
- **Motion:** Chair Bennett made a motion to adopt the agenda as presented. Dr. Connors (Vice Chair) seconded the motion. The motion carried unanimously.

Review and Adoption of the Minutes

- Chair Bennett asked if there were any changes or corrections to the minutes. Hearing none, a motion was made.

- **Motion:** Chair Bennett made a motion to adopt the minutes as presented. Dr. Connors (Vice Chair) seconded the motion. The motion carried unanimously.

Guest Presentation: Amanda Perry, OT Compact Commission

PR Committee Process

- A. Perry gave an overview of how the PR Committee operates within the OT Compact Commission.
- The PR Committee sets the vision, and staff creates the content.

Newsletter

- The PR Committee helps contribute topics for the newsletter.
- The newsletter has approximately 3,700 subscribers and is sent through Constant Contact, which integrates with Canva.

LinkedIn

- LinkedIn is the only social media platform the OT Compact Commission uses. It has approximately 500 followers.
- LinkedIn was chosen because it typically has the best-behaved professional commenters. Commenting is allowed on posts, but the Commission does not reply to comments.
- The Commission receives direct messages but does not respond to them, so that people reach out through the contact information on its website.

Content Creation and Approval

- Chair Bennett suggested the Committee discuss a process for approving content between meetings, including what the Committee should review as a whole at meetings and what can be handled in between.
- Director Searls clarified that it is up to the Committee to determine its policies on content approval.
- Chair Bennett recommended creating a brand kit as a starting point to help ensure consistency.
- The Committee discussed establishing a LinkedIn account.
- **Motion:** Chair Bennett made a motion to create a LinkedIn account. Dr. Connors (Vice Chair) seconded the motion. The motion carried unanimously.

Committee Priorities

- The committee discussed and outlined the following Committee priorities:
    1. Brand kit
        - The Committee requested Director Searls follow up with NBCC regarding a possible logo update.
    2. Establish a social media presence (Linkedin)

3. Gather materials and maintain a directory to connect previous delegates with new delegates (specifically charged to staff)

Recurring Meeting Time Discussion

- Meetings are usually held on the first Thursday of the month; the next meeting will be held Thursday, November 12 at 12:00 p.m. ET.

Questions and Comments

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

Adjournment

- With no further business, Chair Bennett adjourned the meeting at 4:00 p.m. ET.