

18/19

Annual Report

IOWA MENTAL HEALTH COUNSELORS ASSOCIATION

Letter from the President

Kacey Peterson, LMHC
President 2017-2019



Warm greetings to fellow colleagues, members, partners and friends of the Iowa Mental Health Counselors Association! I could not be more proud of the work we accomplished over these last few years. The end of the fiscal year marks IMHCA's 20th year as an Association, and I feel incredibly blessed to have served as an active board member for 10 of these years. We will be celebrating this milestone in various ways throughout the coming months and encourage all of you to join us in those efforts. I have spent many hours in recent months reflecting on my years of service with IMHCA, and I can't help but be humbled by all the ways it has changed my life. Sitting in that board room for the first time ten years ago, a recent grad with little knowledge of how things in the real world worked, was terrifying to say the least. Not only has IMHCA shaped me as a professional and a clinician, it has opened more doors and resulted in more opportunities for both personal and professional growth than I could have ever imagined. Through IMHCA I found my voice, my calling, and my sense of purpose. Over the years strangers became colleagues, and colleagues became friends. I witnessed a struggling association, barely able to break even at the end of the year, grow into one of the premier counseling organizations in the state of Iowa. Together, we helped put our profession on the map not just here in Iowa, but at the federal level too with more than 6 national awards in five years, including an "Outstanding State Chapter" award. During my time with the board, I have witnessed so many milestones. Some of the efforts I am most proud of include: recognition from AMHCA for leading grassroots advocacy efforts for Medicare coverage, substantial growth in our "Day on the Hill" advocacy day, the creation of an advocacy toolkit which has been featured by AMHCA and continues to be a model used by other states, partnerships with statewide advocacy groups, lobbying efforts to gain provisional license reimbursement and leading efforts to fight attempts to deregulate the profession by the Brandstad Administration. During my run as President we underwent a complete overhaul of our policies and procedures, implementing critical compliance policies and adopting checks and balances that are vital to our growth and continued success. We streamlined reporting procedures, drafted job descriptions for all board positions, increased our involvement with community groups, alliances, and key stakeholders, increased student involvement and chartered the first college chapter of IMHCA, held our very first strategic planning session, issued our first official annual report to members, created several new board positions, held the first organizational meeting for the IMHCA Foundation and voted in a Board of Trustees, and among other accomplishments began drafting our first onboarding manual for new members. These achievements alongside all the other amazing things IMHCA has and continues to do are testament to all the hard work and passion that drives this association forward every single day. In my ten years with IMHCA, not a day has gone by without something happening behind the scenes to benefit our profession and those we serve. As a small group of volunteers, we have moved mountains to get where we are, and I have no doubt the best is yet to come. Thank you for allowing me to be your President, for inviting me into your lives, sharing your stories with me, and trusting me and all the other IMHCA board members to act on your behalf. It has truly been the greatest honor of my career.

By the Numbers

The Iowa Mental Health Counselors Association (IMHCA) is a chapter of the American Mental Health Association (AMHCA). IMHCA is the only organization dedicated exclusively to meeting the professional needs of mental health counselors in Iowa. Since we started we have worked to promote quality mental health services for all people, distinguish the identity of the profession, and influence public policy to maintain standards of care and opportunities in line with our professional ethics and values.

28.3%

MEMBERSHIP GROWTH

385 active members FY 18-19

243

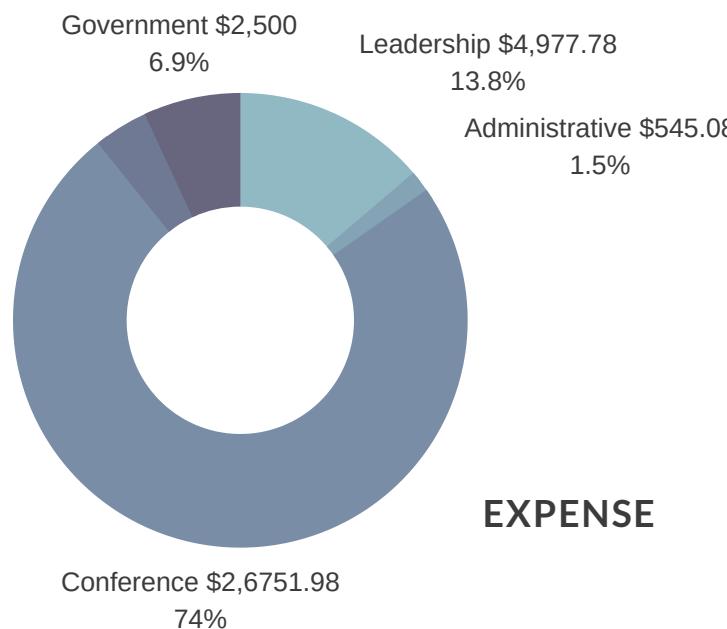
CONFERENCE ATTENDEES

4

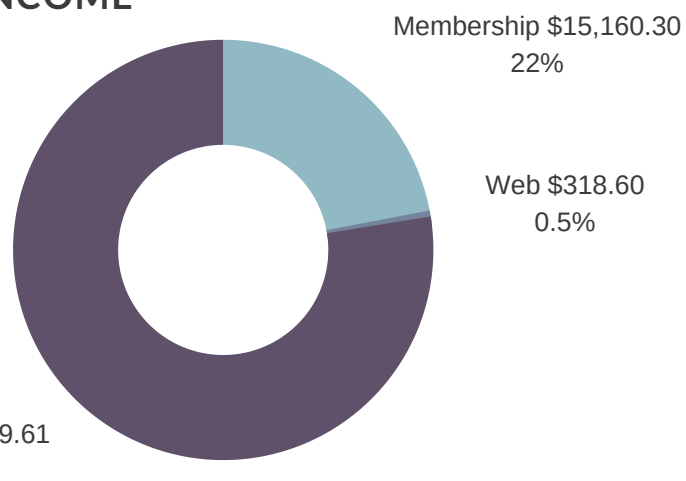
CONFERENCE SPONSORS

24

CONFERENCE EXHIBITORS



INCOME



\$32,763.67

NET PROFIT

Profit to increase savings with primary financial goal of hiring an Association Executive Director

Celebrating Success

PUBLIC POLICY

- Continued advocacy for insurance reimbursement of provisional licensed provider services following member reports of MCO non-compliance
- Record Day on the Hill attendance

EDUCATION

- Addition of Continuing Education Board Chair to oversee IMHCA's Approved Continuing Education Providers (ACEP) status through the National Board for Certified Counselors.

MEMBERSHIP AND NETWORKING

- Held first Networking Event, connecting IMHCA members with Drake IMHCA chapter members
- New partnership with Healthiest State Initiative and "Make It OK" Campaign

IMHCA FOUNDATION

- Creation of an IMHCA Foundation Advisory Board

AWARDS



Courtney Ackerson, President-Elect: American Mental Health Counselors Association's Professional Service and Leadership to a State Chapter Award



Kristy Brown, Past President: Iowa Mental Health Counselors Association Service Award



Peggy Huppert, NAMI-Iowa: Iowa Mental Health Counselors Advocacy Award

Where We Are Going

Courtney Ackerson, LMHC
President Elect, 2018-2019



Our board members are consistently hard at work and I want to recognize their amazing efforts, talents, and dedication to this organization. IMHCA board members all serve in their roles as volunteers for the organization. Their involvement means chairing work towards strategic goals in a 5-year plan, serving on a committee, attending quarterly board meetings, and attending annual events. On average, our board members work 1 to 3 hours per week on IMHCA projects and tasks – more when there are large events such as Day on the Hill and the Annual Conference. We have 15 board positions and six working committees. The committees include: Membership & Networking, Conference Planning, Strategic Planning, Financial, Executive, and Government Relations & Public Policy. We have around 10 active members serving on these committees and always welcome additional interested members to serve in this way. Serving on a committee is a great way to learn more about IMHCA, give back to the community of professionals around you, be social with other members, and sharpen professional skills of all kinds. I have thoroughly enjoyed my involvement in the IMHCA board since 2015. I have served as treasurer and now as your president. In the next two years, I hope to work with the board and all of you to do the following:

1. Grow our membership across the state
2. Increase membership involvement/contribution to the organization through many traditional and new events such as: our committee groups, community partnership events, and networking
3. Continue board development
4. Explore new avenues of professional development and continuing education for the field
5. Keep up the momentum and work toward portability and Medicare recognition of our license
6. Involve our members more with AMHCA in ways that increase membership benefits
7. Hire an Executive Director

We are so grateful for the opportunity to serve Clinical Mental Health Therapists and mental health advocates in the state of Iowa. Thank you for your continued support and membership. We hope this gives you a colorful picture into what you all are a part of with IMHCA. Please stay updated on IMHCA.net under the "NEWS" heading for updates as they occur.

18/19

Iowa Mental Health Counselors Association

BOARD MEMBERS

Kacey Peterson
President

Courtney Ackerson
President-Elect/Treasurer

Donald Gilbert
Past-President

Kenya Rocha
Secretary

Lisa Consentino
Public Policy Chair

Adrienne (Dree) LaToure
Membership Chair

Kyla Loucks
Networking &
Communications Chair

Jason Stark
Website Coordinator

Christy Johnston
Conference Committee Chair

Susan Heitshusen
Continuing Education Chair

Casey Baker
Member-at-Large

Lauren Kern
Student Representative