

university & college counselors directors

Proceedings 28th Annual Conference

Host: Iowa State University

**October 7-11, 1979
Gateway Center Hotel
Ames, Iowa**

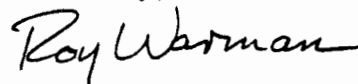
Dear Colleagues:

The Proceedings of the 1980 Conference of University and College Counseling Center Directors follow the format established in previous years. Minutes from the meetings of the Steering Committee and the Directors Business Meetings are grouped together at the front of the proceedings. I recommend that you review these, especially if you were not at the conference, since a number of important decisions were made this year. Also, there is an extended report from the Accountability Task Force, providing details that were not available at the conference. I'm sorry that a record or tape of Ric Masten's presentation at the banquet is not available; there is no way to summarize his inspiring and entertaining poetry and song!

Consultation from the Steering Committee and, especially the 1978 Conference Host, Saul Toobert, was very helpful in planning for this year's conference, and is gratefully acknowledged. The actual running of the conference received help from everyone on my staff. Whether it was cooking chicken wings, tending bar, organizing the jogging event, chauffeuring, staffing the courtesy shop, conducting tours or what have you, everyone pitched in to help you have a pleasant and profitable meeting. Actually, everyone had a pleasant time helping host you; we were proud to have you visit us. I do want to single out our office secretary, Bev Simpson, and my administrative assistant for the meeting, Suzanne Mulder, each of whom attended to many details before and during the conference. We regret those details that didn't work out as some of you wished and we have appreciated the many positive comments received from many of you. The names of all the staff are on the last page of these proceedings.

I'm looking forward to seeing you at Cape Cod!

Sincerely,



Roy Warman
1979 Conference Host

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university & college counseling center directors

28th Annual Conference

Host: Iowa State University

October 7-11, 1979
Gateway Center Hotel
Ames, Iowa

Registration and Information: Lobby
1:00 p.m.-9:00 p.m. Sunday
8:00 a.m.-10:00 a.m. Monday

Courtesy Shop: Lobby
Leave orders: 1:00-1:30 Monday, Tuesday, and
Wednesday | Pick up orders: 5:00-5:30 same day

Hospitality Suite: Presidential Suite, Room 821
Open—4:00 p.m.-12:00 p.m. Sunday
9:00 p.m.-12:00 a.m. Monday
4:00 p.m.-6:00 p.m. Tuesday
8:00 p.m.-12:00 a.m. Tuesday
4:00 p.m.-6:00 p.m. Wednesday
10:00 p.m.-12:00 a.m. Wednesday
Brochure Display: South Ballroom
Monday-Wednesday

Program

Sunday, October 7

3:00-10:00 p.m.
Accountability Task Force Meeting—Lounge Annex
Thomas Magoon, chairperson

7:00-10:00 p.m.
Board of Accreditation, University and College
Counseling Centers, IACS—Newstand
Kenneth Garni, chairperson

7:00-10:00 p.m.
Steering Committee, Counseling Center Directors—
Room 210
Peter Cimboric, chairperson

Monday, October 8

8:30-10:00 a.m.
A. New Directors Workshop I: Orientation to Task Forces,
Data Bank, Clearing House, Other Support
Services—Ballroom South
Peter Cimboric, chairperson
North Texas State University

B. Teaching and Counseling in the Area of Death and
Loss—Lounge Annex

Saul Toobert
University of Oregon

Robert Wrenn
University of Arizona

C. Facing Confidentiality Issues—Ballroom North

Michael Weissberg
University of Georgia

Larry Teitsma
Calvin College

Jack Scott
Texas Christian University

10:00-10:30 a.m.
Coffee break

10:30-12:00 noon
A. Marketing Our Services: For Sure or No Way—
Ballroom North

Richard Slimak, chairperson
U.S. Coast Guard Academy

Richard Grosz
University of Colorado

James Irvin
University of Missouri

Nancy Carlson
University of Rhode Island

B. Concerns of Women Directors—Lounge Annex

Jane D. Moorman
University of California—Berkeley

Harriett Rose
University of Kentucky

C. Small Counseling Centers Interest Group—
Session I—Ballroom South

Robert Easton
Washington University, St. Louis

Beverly Prosser-Gelwick
Stephens College

D. IACS Accreditation Board Meeting—Newstand

12:00-1:30 p.m.

No-host lunch

1:30-3:00 p.m.

Business Meeting I—Ballroom

Peter Cimbolic
North Texas State University
chairperson, Steering Committee

3:00-3:30 p.m.

Break

3:30-5:00 p.m.

APA Accreditation: Past-Present-Future—Ballroom

Meredith Crawford
Administrative Officer for Accreditation
American Psychological Association

5:30-6:30 p.m.

No-host cocktail hour—Ballroom South

6:30-9:30 p.m.

Banquet (included in registration fee)—Ballroom North

Tuesday, October 9

8:30-10:30 a.m.

A. Welcome, New Directors, to Problems—and Possible Solutions—Ballroom South

Harriett Rose, chairperson
University of Kentucky

James Brandt
Austin Peay State University

Milton Foreman
University of Cincinnati

Donna McKinley
Colorado State University

B. Strategies for Suicide Intervention—Ballroom North

Peter Cimbolic
North Texas State University

Richard Slimak
U.S. Coast Guard Academy

C. Stress Awareness Week—A Comprehensive Attempt to Organize Counseling Services Around a Concept—Lounge Annex

David Drum
University of Texas

10:00-10:30 a.m.

Break

10:30-12:00 noon

A. Counseling Women: The Impact of Recent Statements of Feminine Therapists—Ballroom North

Ursula Delworth
University of Iowa

Donna McKinley
Colorado State University

B. Counseling the Gay Student—Lounge Annex

Carolyn Thomas, chairperson
Alabama State University

Thomas Dubois
University of New Hampshire

John Westefeld
Iowa State University

C. Small Counseling Centers Interest Group—Session II—Ballroom South

12:00-1:15 p.m.

No-host lunch

1:30 p.m.

Open Schedule

Optional excursion to Living History Farms (bus leaves Gateway at 1:15 p.m.)

1:30-3:00 p.m.

Open house at ISU Student Counseling Service and walking tour of campus. Rides to campus available from lobby entrance.

Wednesday, October 10

8:30-10:00 a.m.

A. Workshop (three hours): On Being Male—an Exploration of the Burdens of Masculinity—Lounge Annex

Robert Morgan
Carnegie-Mellon University

B. Structured Groups: Growth Pains and Maturity Issues—Ballroom North

Robert Nejedlo, chairperson
Northern Illinois University

Nancy Carlson
University of Rhode Island

David Drum
University of Texas

Matt Toth
College of the Holy Cross

C. Issues and Trends in Counseling Accreditation—Ballroom South

Kenneth Garni, chairperson
Suffolk University

David Mills
University of Maryland

Phillip Wierson
Georgia State University

10:00-10:30 a.m.

Break

10:30-12:00 noon

A. Continuation of Workshop: On Being Male—Lounge Annex

B. Models for Career Services Programs in Colleges and Universities—Ballroom North

Howard Figler, chairperson
Dickinson College

C. Two Approaches to Brief Therapy: Cognitive-Behavioral and Psychodynamic—Ballroom South

Edward Podolnick
SUNY at Stony Brook

Dolores Reagin
Antioch College

12:00-1:30 p.m.

No-host lunch

1:30-3:00 p.m.

The Accountability Task Force Gives an Account of Itself—Ballroom North

Thomas Magoon, chairperson
University of Maryland

3:00-3:30 p.m.

Break

3:30-5:00 p.m.

A. Counseling Men—Lounge Annex

Nancy Carlson, chairperson
University of Rhode Island

Richard Slimak
U.S. Coast Guard Academy

Matthew Toth
College of the Holy Cross

Marvalene Styles
San Diego State

B. Open house at ISU
Student Counseling Service and walking tour of campus.
Rides to campus available from lobby entrance.

8:00 p.m.

Sharing of Talent and Near Talent, Interests and Things
Unitarian Fellowship, 1015 N. Hyland

Thursday, October 11

8:00-8:15 a.m.

Breakfast (included in registration)—Ballroom

9:15-10:15 a.m.

Business Meeting II—Ballroom

Steering Committee

10:45 a.m.

Bus departure for Des Moines Airport

Association of University and College Counseling Center Directors
Minutes of Steering Committee - 10/7/79

1. Minutes of the Previous Meeting

1.1 Corrections:

Add Delaware to the state listing of the Eastern Region on the NCAA listing;

1.2 "Understanding of Minutes"

The NCAA "plan" includes districting and site areas according to dates noted.

Action: With the corrections and understandings the minutes were approved.

2. Point of Order-- Committee agreed to limit discussions on any item to 20 minutes, requiring further agreement for extension.
3. The Committee recognized its oversight and error in neglecting the Canadian constituency; Roy Warman asked for the privilege of bringing this point before the membership at the annual meeting.
4. Pete Cimboric, Steering Committee Chairman, announced that he was (is) no longer a director of a counseling center, therefore he tendered his resignation as chairperson and as an ex-officio member for the 1979-80 year. The committee deferred action on Pete Cimboric's resignation until agenda completion. In later consideration the committee moved, seconded, passed unanimously; that Pete Cimboric remain on the steering committee to complete his commitment to the organization through the 1979-80 year.
5. Site Selections-- The understanding of the Steering Committee is that information about sites and invitations from host Centers is to be brought before directors at the first business meeting of the annual meeting with decision to be made at the second business meeting.

The Steering Committee strongly urges Centers (single or as a group) in different areas to come forward with site invitations.

(See minutes of previous (mid-year) meeting on regional plans to be acted upon at business meeting.)

6. Status of Association of Counseling Center Training Agencies in Relation to Counseling Center Directors Organization.

The Steering Committee in the past has taken the position that training programs are the prerogative of the directors of Counseling Centers; some Center directors have felt that two meetings, demanding two trips of a director are too much.

On behalf of the Training Agencies, Pete Sherrord made a presentation to the Steering Committee. The Steering Committee made no decision regarding the relationship, but agreed to recommend to the membership that a task force to study the question be formed with a mandate to report findings and recommendations to the membership at the next annual meeting (1980).

Minutes of Steering Committee, 10/8/79 continued --

7. Pete Sherrard, no longer a Center Director, tendered to the Committee his resignation as liaison with:

Council of Counseling Psych. Training Programs; Association of Psychology Internships; Commission VII; and Association of Counseling Center Training Agencies.

The Committee agreed to accept his resignation and to ask that those members belonging to the organizations or associations noted, make their affiliations known so that other liaisons may be considered.

8. Speciality Standards in Clinical, Counseling, School and Industrial Psychology.

Fred Borgen and Pete Sherrard presented a summary of the development of specialty definitions and standards to the Committee and requested support from OCCD for slowing or halting the movement toward specialty designations on several bases:

- 1) licensure limits and requirements
- 2) counseling staffing problems
- 3) internship problems
- 4) training problems
- 5) others?

A draft of a statement was prepared for presentation at the business meeting:

While applauding the efforts of the Committee on Standards for Providers of Psychological Services toward developing speciality standards which provide guidelines for practice and preparation with the major applied specialties, (Counseling, Clinical, Industrial and School Psychology) the Association of University and College Counseling Center Directors doubts that the benefits of such standards are sufficient to outweigh their dangers in restricting the competent practice of psychologists. The Association believes that additional standards are not needed; rather, their competent professional practice can continue to be evaluated through self and peer review, according to current ethical practice.

9. Organizational Dues - Roy Warman

Proposed: \$20 annually to cover general expenses, proceedings, and data bank costs. The Committee increased the total sum to \$25 under the expectation that basic costs will increase and passed that unanimously to appear on the agenda for the business meeting.

10. Mailing List Proposal - Roy Warman

Proposed: That membership should be by institution, simplifying problems of currency and improving communications with current directors. The committee endorsed the concept and placed it on the agenda for the business meeting.

11. Membership Criteria - Roy Warman

Extension of the membership to include other than directors was raised. The Committee referred to the Task Force recommendation of 1977 and rejected the proposal for inclusion in the organization of other than directors.

12. The Committee unanimously voted thanks to out-going Steering Committee members Jim Bandt and Bob Najedlo.

Minutes
Association of
University and College Counseling Center Directors
Steering Committee Meeting
October 8, 1979
Ames, Iowa

1. John Bishop was chosen to chair the Steering Committee for the coming year. It was also decided that Peter Cimboric would continue as an ex-officio member of the Steering Committee, even though he is no longer a counseling center director. It was felt that the experiences of the past chairperson were important to the Steering Committee and that such expertise could not be replaced if Dr. Cimboric were to be asked to step down from the committee.
2. The Steering Committee discussed the idea of appointing liaisons to several professional groups. For the past several years, Peter Sherrard has represented the interests of the Association of University and College Counseling Center Directors (AUCCCD) in a number of other professional groups. Since Dr. Sherrard is no longer a counseling center director, it was necessary to consider other arrangements for having this important function continued. It was decided that other members of AUCCCD would be asked to serve as liaisons to such groups. The Steering Committee expects that the liaisons will assume an active role in contacting the designated professional group, and will attempt to attend appropriate meetings and/or be informed about issues so that they can report such information back to the AUCCCD at the annual meeting. It was also determined that a letter from the chairperson of the Steering Committee would be sent to each organization, explaining what the AUCCCD represents and asking them to extend courtesies to our liaisons.
3. Peter Sherrard reported that Meredith Crawford, of the APA Central Office, indicated that he would mail the proposed speciality standards for counseling and clinical psychologists to all members of the AUCCCD.
4. The Steering Committee had been asked to make a determination of how the treasury of the association will be handled. It was decided that the host of each year's conference will also hold the funds. It is also expected that such an individual will make an accounting to the Steering Committee at the mid-year meeting at ACPA of the income and expenditures incurred. Invitations to the conference will explain what the dues are used for and will also indicate the membership criteria for attending the conference. Data Bank

Minutes
Steering Committee Meeting
October 8, 1979

funds will be forwarded to Tom Magoon by the host/treasurer. The business year will be defined as July 1 to June 30, at least until the \$25 dues assessment becomes established. At some later point, it might be more advantageous to move the business year to a calendar year.

5. John Bishop announced that the task force to study the relationship between the AUCCCD and the Association of Counseling Center Training Agencies will be headed by Jim Brandt.
6. In implementing the systematic regionalized plan for site determination for the annual conferences, the adopted plan originally made no provisions for institutions in Canada. It was decided that British Columbia and Alberta would belong to the west region, Saskatchewan and Manitoba would belong to the mid-west region, and all of the six eastern Canadian provinces would belong to the eastern division for purposes of choosing conference sites.

Respectfully submitted,

John B. Bishop

John B. Bishop
Chairperson
Steering Committee
AUCCCD

JBB:cmc

Business Meeting - Counseling Center Directors- Monday, October 8, 1979

1. Pete Cimboric, Steering Committee chairman, called the meeting to order and expressed appreciation to Roy Warman, I.S.U., host for the conference.
2. The Steering Committee was introduced: Jim Brandt, Robert Najedlo, John Bishop and Jane Moorman, present, and Cecil Williams, absent. Ex-officio members were introduced, Saul Toobert, immediate past host, and Roy Warman, immediate past chairman and current host.
3. Acceptance of the minutes of the previous meeting with corrections (addition of Delaware and Canadian areas to the regional plans) by the Steering Committee was announced. The membership was reminded that acceptance of the minutes includes, also, acceptance of the process for nominating members to the Steering Committee.
4. Of five nominated for Steering Committee positions, those selected were: Nancy Carlson, Michael Weissberg and Wes Morrill.

5. Institutional Dues Recommendation

General expenses, such as guarantee for conversation hour at ACPA convention, postage for five or six mailings, seed money for conferences, etc.	\$3.00
Proceedings of the annual meeting.	5.00
Optional: participation in Data Bank (General distribution of Data Bank report restricted to participants.)	12.00
	\$20.00

The Steering Committee recommended the proposed institutional fee be set at \$25.00 annually to include costs for general expenses, data bank, and conference proceedings.

Discussion raised questions regarding need for tax exempt declaration, use of surplus funds at the end of any given year, handling of dues owed for previous years.

The recommendation of the Steering Committee was approved by a majority of those present.

6. Recommendation on membership designation and mailings.

The Chairman outlined the recommendation of the Simmino Task Force regarding membership (limited to directors of counseling centers) and informed the membership that the Steering Committee had reaffirmed the task force's recommendation. To expedite inclusion of appropriate people, mailings will go out addressed to the Director with Member Center addresses.

7. The site rotation plans described in the minutes of the mid-year meeting were introduced with the corrections cited (See item 3). The chairman reminded the intent of adopting a regional plan is to allow opportunity for developing a site in advance and to insure movement of conference sites across the country on a regular basis. The differences in the two plans were explained; the "modified" NCAA plan was moved and seconded, and adopted.

Business Meeting- CC Directors continued

8. 1980 Site -- Having adopted the modified NCAA plan, the chairman announced the following conference location areas. 1980, Northeastern Region; 1981, _____; 1982, _____; 1983, Western.

Matt Toth, Director, Counseling Center and Career Planning Office, College of Holy Cross, Worcester, Massachusetts, upon being recognized by the chair, issued an invitation on behalf of several Northeastern Centers to host the 1980 conference at Cape Cod; invitation accepted with alacrity!

9. Specialty Standards

The specialty standards being developed in Counseling, Clinical, School, and Industrial Psychology were introduced briefly by the chairman, who called upon Pete Sherrard, _____ to make the detailed presentation regarding possible effects of the standards and to summarize the request made to the Steering Committee by himself and Fred Bargan.

Pete Sherrard outlined the stated intent of APA in developing the standards and the particular references which might affect counseling centers in their staffing patterns if the standards were adopted by state licensing agencies--as suggested in the documents.

The chairman presented a resolution recommended by the Steering Committee --

While applauding the efforts of the Committee on Standards for Providers of Psychological Services toward developing speciality standards which provide guidelines for practice and preparation with the major applied specialties, (Counseling, Clinical, Industrial and School Psychology) the Association of University and College Counseling Center Directors doubts that the benefits of such standards are sufficient to outweigh their dangers in restricting the competent practice of psychologists. The Association believes that additional standards are not needed; rather, their competent professional practice can continue to be evaluated through self and peer review, according to current ethical practice.

A motion (M-1) and second from the floor opened the question for discussion.

A second motion (M-2) to add and generic following ethical in the final paragraph was accepted as part of the text.

Following discussion which denied consensus, a motion to postpone the item to the next business meeting to allow more complete study was seconded and passed.

The chairman asked Ursula Delworth to chair a discussion and interest section on the question and to report recommendations resulting from that discussion at the business meeting on Thursday.

10. Relationship to Association of Counseling Center Training Agencies

The question of the relationship between the organization of Counseling Center Directors and ACCTA was introduced by P. Sherrard, liaison to ACCTA, at the last Steering Committee meeting. The Steering Committee's recommendation that a task force to study the issues and questions involved was accepted. The task force is to report to the membership prior to the final business meeting at the 1980 conference.

Business Meeting- CC Directors continued

11. Liaison Appointments

Pete Sherrard tendered to the Steering Committee his resignation as Counseling Center Directors' liaison to several organizations: Council of Counseling Training Programs, Association of Psychology Internships; Commission VII, and Association of Counseling Center Training Agencies.

The chairman expressed appreciation to Pete Sherrard for his service and asked that those directors who were members of these groups make their membership known so that appropriate liaison to each could be established.

12. Announcements

1. Training Directors and intern applicants will get together at ACPA meeting in Boston, March, 1980.- Pete Sherrard.
2. In making offers or appointing interns for 1980-81 programs, attention should be paid to the number of months included in the internship. Interns should be informed that 10-month internships are the minimum acceptable for preparation for positions in some settings, e.g., VA, and that other settings may not recognize internships of less than 10 months duration.- Pete Sherrard.
3. Housekeeping details current conference. - Roy Warman
4. Data Bank

Summary data sheets from the last Data Bank survey were distributed by Tom Magoon.

Jane D. Moorman

Minutes
Association of
University & College Counseling Center Directors
Business Meeting II
October 11, 1979
Ames, Iowa

The meeting was chaired by the Steering Committee Chairperson, Dr. John Bishop.

1. Thanks were extended to Dr. Peter Cimboric for his work as Chairperson of the Steering Committee during the 1978-79 year.
2. Dr. William Cass of Washington State University and Dr. Rowland Pierson of Michigan State University were recognized for their many years of service as counseling center directors. Both individuals will be retiring within the next year.

Old Business

1. Dr. Bishop reported that the Steering Committee had decided the following in regard to the treasury of the Association:
 - a. The host of the annual conference will serve as the treasurer of the Association.
 - b. The past host of each annual conference will make an accounting to the Steering Committee at each mid-year meeting in April in regard to the revenues and expenditures of the funds.
 - c. Invitations to future conferences will explain what expenses the \$25 dues cover and outline the eligibility criteria for attending the conference.
 - d. Data Bank funds will be forwarded to Dr. Tom Magoon by the host/treasurer.
 - e. The fiscal year will continue to begin on July 1 and end on June 30.
2. It was announced that Dr. James Brandt will chair a task force to study the relationships between the Association of University and College Counseling Center Directors (AUCCCD) and the Association of Counseling Center Training Agencies. The task force will be asked to make a report to the membership at the 1980 conference. Members were encouraged to contact Dr. Brandt to express their interest in participating on this task force.

AUCCCD Minutes
 October 10, 1979 Meeting
 Page 2

3. It was announced that the Canadian provinces of British Columbia and Alberta would belong to the western region, Saskatchewan and Manitoba would belong to the mid-west region and all the six other Canadian provinces would belong to the eastern region for purposes of determining future conference sites.
4. Dr. Ursula Delworth made a report of the Ad-Hoc Task Force on Speciality Standards. The following motion was approved by the membership:

"While applauding the effort of the Committee on Standards for Providers of Psychological Services toward developing speciality standards which provide guidelines for practice and preparation in the major applied specialties (counseling, clinical, industrial, and school psychology), the Association of University and College Counseling Center Directors believes that such standards will unreasonably restrict the competent practice of psychology and will far out weigh the potential benefits. The Association believes that additional standards are not needed at this time. Competent professional practice can be evaluated according to current ethical practice and the general standards already in place. As directors who are responsible for the delivery of competent psychological services in college and university communities and representing membership and fellowship in several divisions (e.g., 12, 17, 24, 27, 29, 35) of the APA, we urge the Committee on Standards for Providers of Psychological Services to seriously consider our position."

A copy of this motion will be forwarded to the Committee on Standards for Providers of Psychological Services by Dr. Bishop.

5. It was announced that the following liaisons would be established between AUCCCD and various professional organizations:

The Association of Psychology Internship Centers -
 Dr. Gerald Osborne

The Association of Counseling Center Training Agencies -
 Dr. Wade Birch

American Psychological Association, Division 17 -
 Dr. Ursula Delworth

American College Personnel Association, Commission 7 -
 Dr. Jerry Jorgensen

Council of Counseling Psychology Training Programs -
Dr. David Drum
Overlap Committee - Dr. Nancy Carlson

6. Dr. Matt Toth of the College of the Holy Cross reported that the 1980 conference would be held from October 5-9 on Cape Cod.

New Business

1. Dr. Bishop made a number of announcements:
 - a. The AUCCCD will continue to sponsor a social hour at the ACPA meeting. This year's ACPA conference will be in Boston in late April.
 - b. Conference participants were encouraged to fill out the conference evaluation form.
 - c. Dr. Wes Morrill of the University of Utah is interested in contacting other directors who are doing or developing retention studies.
 - d. The membership was encouraged to provide input to the Steering Committee throughout the year.
2. For purposes of future site selection and given the regionalization plan which was adopted, the 1981 conference should be in the mid-west and the 1982 conference in the mid-east. Potential hosts were encouraged to consider developing plans for extending invitations to the AUCCCD.
3. Dr. Tom Magoon reported on the results of a survey of anticipated counseling center vacancies for 1979-80.
4. The membership was encouraged to nominate Dr. Paul King and Dr. Donna McKinley to the Education and Training Board of the American Psychological Association.
5. Dr. Roy Warman made some announcements in regard to the closing of the conference.
6. Appreciation was extended to Dr. Roy Warman and to Iowa State University for hosting the 1979 conference of the AUCCCD.

JBB:cmc
11/79

Accountability Task Force

Thomas Magoon, Chp.
University of Maryland
College Park

The Task Force met for three periods during the conference: 3:00 Sunday, 7:30 Sunday evening and 10:00 a.m. Tuesday. Then on Wednesday the Task Force presenters made abbreviated presentations to a large number of fellow directors at our public meeting.

The following material presents (a) the papers from the Task Force meetings and (b) the Task Force presentations to be made at the Fall 1980 conference.

Attending Task Force Members:

Charlie Blockberger	Ed Hascall	Jane Moorman
John Broedel	Sandy Jenks	Dick Nash
Tom Cook	Hal Korn	Dick Nickeson
John Edgerly	Chuck Landis	Harriett Rose
Dorothy Foster	Dave McNaughton	Dick Rundquist
Norm Giddan	Tom Magoon (Chp.)	Matt Toth
		Warwick Troy

Task Force on Accountability

Presentations for the Fall 1980 Conference:

1. Magoon, Nash, Edgerly - The Accountability Evidence Inventory: Usage and Effects
2. Korn & Jenks - Policy of Care: Institutional Accountability and the Counseling Center's Involvement
3. Cook - Identification (and costs of) Counseling Center Functions That Are Institutionally Essential to Maintain
4. Troy - Categorization of Center Accountability Efforts
5. Landis - Counseling Centers' Retention - Related Activities and their Effectiveness
6. Moorman & Rose - Implications for Center Directors from the Experience of Centers Which Have Encountered Trouble

Use of Student Input as Accountability Data

Edward O. Hascall and Salvador Chavez
San Francisco State University

Studies indicate that accountability data are used for essentially two purposes: as a public relations tool and as an evaluation tool. Both uses seem to be important.

The purpose of this study was to determine to what extent college counseling services are using student feedback (from users) and input (from the student body as a whole) as accountability data.

Questionnaires are mailed to 416 counseling directors whose centers are annually offered opportunity to subscribe to the College and University Counseling Centers Data Bank; there was a 45 percent return. Results indicated great variety among institutions in the purposes for which they collect accountability data and the ways in which they go about it. Questions were asked about three primary areas of student feedback and input: user feedback, systematic student needs assessment, and especially appointed student advisors or advisory groups.

User feedback. More than three quarters of the directors receive regular feedback from users of counseling services (large public institutions - 86 percent): counselees seen individually and in groups and participants in workshops and classes. Typically all individual counselees are surveyed each term or at termination and group, workshop and class participants at termination. Results are typically given to the director and to each counselor (her/his results) and are sometimes used to evaluate individual counselors' work (especially in small institutions).

Student needs assessment. Almost three quarters of the directors receive input by surveying student needs. Such assessments are typically conducted (a) to ascertain students' knowledge of availability of services; (b) by the Student Affairs division/covering broad areas of interest; (c) using a 20 percent sample (private institutions tend to use total sample), and (d) results are used most often as a basis for program development and evaluation and also to publicize or support services.

Student advisory groups. Student advisory groups typically consist of one to nine students, are appointed by the student government, serve for one year, provide on-going feedback in staff discussions and disseminate information about counseling services, receive monetary or other rewards, and their input is used for program development and evaluation. Although currently only about one third of the directors use this method of gaining regular student input, it is seen by those who do as a valuable tool if (1) it is clearly understood that the input is advisory in nature, (2) the students' responsibilities are well defined and understood, (3) the incentives for students are high, and (4) this student input is given serious consideration.

As the concept of consumerism grows, interest seems to be growing in how best to obtain and use student input and feedback as accountability data. Several directors indicated that they have studies underway or are discussing student

input in staff planning sessions. More than a quarter of the respondents specifically requested copies of the final report of this study. Most directors state that they are adequately responsive to students' needs, but the reasons given are varied, not always persuasive, and sometimes confusing.

Because of the expressed interest in this issue and the relative lack of studies reported, it seems that further study should be encouraged and results reported in the literature and discussed at professional gatherings such as the Directors Conference.