

## Psychoanalytic Center of the Carolinas

### Board of Directors

December 5, 2022

### Minutes

**Present:** Harold Kudler (Pres), Burton Hutto (Sec), Chris Erskine, John Riley, Josie Sawyer, Scott Warren, Tricia Wilson

**Absent:** Vann Pearsall (Executive Director), Dhipthi Brundage

- I. Welcome
  - a. The board welcomed Josie Sawyer.
  - b. Harold informed us that Vann would not be able to attend this meeting due to an unexpected event.
- II. Procedural Section
  - a. Minutes: The Dec minutes were approved with a minor revision.
- III. Old business
  - a. Strategic planning timeline and reporting
    - i. The timeline was distributed in advance. [The timeline does not translate well as an appendix.]
    - ii. Harold emphasized that this is a roadmap and a living document.
- IV. Committee reports
  - a. The reports were distributed in advance. (See Appendix 1.)
    - i. Fundraising and finance
      1. Harold and Scott reviewed their reports briefly.
- V. New business
  - i. Membership gatherings
    1. John reported adding two members to the membership committee
    2. An informal gathering is planned for Jan 26.
  - ii. Affiliated organizations list
    1. This list of related and affiliated organizations was distributed in advance. (See Appendix 2.)
  - iii. Holmes Commission report
    1. The report is now widely available.
    2. Harold encouraged us to read it closely.
- VI. Executive Director report
  - a. deferred
- VII. Next Board meeting will be Monday, Feb 6, 2023.
- VIII. Adjourn

Burton Hutto, Secretary

## Appendix 1

### Finance Report Overview January Board meeting

#### Highlights:

- Unrestricted Contributions will exceed budget; Annual Fund currently over \$40,000, we budgeted \$6,000 for the in-kind donation for rent which is not reflected as revenue on this report.
- Program Fees: Total up 39% over last year at this time
  - Scientific Program should meet projections based on having four more programs this fiscal year.
  - COSP has an additional training scheduled in April which will provide additional revenue
  - 25% increase in tuition over last year at this time, plus increases in registration, application, and Training Program fees.
- Membership Revenue
  - Currently 60 lapsed members in the renewal cycle (46 professional, 8 students, 6 community)
  - Will exceed budgeted revenue if just 20 professional members renew

#### Expenses:

- Scholarships, Grants, Fellowships
  - YTD total does not include LDC grant sent 12/6
- Payroll expense is around 50% at 6-month mark – on target
- Faculty and Program Comp will remain under budget since not all eligible faculty accept payment. Since this is still a pilot program, we budgeted the full expense for faculty compensation.
- Contract services includes COSP 1099 employees and other outside consultants. Increased expenses due to unbudgeted accounting fees, unbudgeted expenses for the Strategic Plan, and an extension on the G3 contract.
- Overall, the budget is on track showing a small surplus halfway through the fiscal year.

**Psychoanalytic Center of the Carolinas**  
**Statement of Financial Activity**  
July 2022 - June 2023

	<u>Jul '22 - Jun 23</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>4010 Contributions Unrestricted</b>	33,678	46,000	(12,322)	73%
4020 Contributions Restricted	94,569	507,237	(412,668)	19%
4200 NonGovt Grants, Schlrships	11,589	130,000	(118,411)	9%
<b>5100 Program-related Sales/Fees</b>	67,946	127,705	(59,759)	53%
<b>5210 Membership Dues</b>	16,963	21,000	(4,037)	81%
5300 Investment Income	113,908	-	113,908	100%
5400 Management Fees	-	3,400	(3,400)	0%
<b>Total Income</b>	<u>338,653</u>	<u>835,342</u>	<u>(496,689)</u>	<u>41%</u>
<b>Gross Profit</b>	338,653	835,342	(496,689)	41%
<b>Expense</b>				
<b>7000 Schlrshps, Grants, Filwshp</b>	20,945	115,890	(94,946)	18%
7100 Pearsall Schlrshps/Filwshp	42,102	145,000	(102,898)	29%
<b>7200 Payroll Expenses</b>	160,448	311,445	(150,997)	52%
<b>7540 Faculty &amp; Prgrm Cmpnsation</b>	11,800	143,400	(131,600)	8%
8110 Office Supplies & Equipmnt	3,592	7,260	(3,668)	49%
8120 Occupancy	1,561	12,002	(10,441)	13%
8300 Travel & Meeting Expense	15,251	37,250	(21,999)	41%
8520 Insurance	-	8,200	(8,200)	0%
8530 Org Dues, Subscriptn, Lics	8,091	12,255	(4,164)	66%
8570 Marketing	4,050	4,940	(890)	82%
8580 Inv, Bank, CC Proc Fees	7,873	10,300	(2,427)	76%
<b>8600 Contract Services</b>	47,686	27,400	20,286	174%
<b>Total Expense</b>	<u>323,397</u>	<u>835,342</u>	<u>(511,945)</u>	<u>39%</u>
<b>Net Ordinary Income</b>	15,256	-	15,256	100%
<b>Other Income/Expense</b>				
<b>Other Income</b>				
5600 Designated Fnds Future Use	562,814	485,282		
<b>Total Other Income</b>	<u>562,814</u>	<u>485,282</u>		
<b>Net Other Income</b>	<u>562,814</u>	<u>485,282</u>		
<b>Net Income</b>	<u><u>578,070</u></u>	<u><u>485,282</u></u>	<u><u>92,788</u></u>	<u><u>119%</u></u>

**Psychoanalytic Center of the Carolinas**  
**Stmnt Fin Activity-Prev Year Comparison**  
July 1, 2022 through January 5, 2023

	<u>Jul 1, '22 - Jan 5, 23</u>	<u>Jul 1, '21 - Jan 5, 22</u>	<u>\$ Change</u>	<u>% Change</u>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
3500 Beginning Balance	0	0	0	0.0%
3600 Restricted Fund Movement	0	0	0	0.0%
4010 Contributions Unrestricted	33,678	49,770	-16,092	-32%
4020 Contributions Restricted	94,569	203,048	-108,479	-53%
4200 NonGovt Grants, Schlrships	11,589	50,000	-38,411	-77%
<b>5100 Program-related Sales/Fees</b>	<b>67,946</b>	<b>49,036</b>	<b>18,910</b>	<b>39%</b>
5210 Membership Dues	16,963	14,885	2,078	14%
5300 Investment Income	113,908	88,568	25,340	29%
<b>Total Income</b>	<b>338,653</b>	<b>455,307</b>	<b>-116,654</b>	<b>-26%</b>
<b>Gross Profit</b>	<b>338,653</b>	<b>455,307</b>	<b>-116,654</b>	<b>-26%</b>
<b>Expense</b>				
7000 Schlrshps, Grants, Filwshp	20,945	190,093	-169,149	-89%
7100 Pearsall Schlrshps/Filwshp	42,102	22,797	19,305	85%
7200 Payroll Expenses	160,448	95,989	64,458	67%
7540 Faculty & Prgrm Cmpnsation	11,800	12,925	-1,125	-9%
8110 Office Supplies & Equipmnt	3,592	4,275	-683	-16%
8120 Occupancy	1,561	4,034	-2,473	-61%
8300 Travel & Meeting Expense	15,251	2,851	12,400	435%
8520 Insurance	0	244	-244	-100%
8530 Org Dues, Subscriptn, Lics	8,091	9,225	-1,134	-12%
8570 Marketing	4,050	3,875	175	5%
8580 Inv, Bank, CC Proc Fees	7,873	7,884	-11	0%
8600 Contract Services	47,686	14,992	32,694	218%
8700 Other Expenses	0	9,135	-9,135	-100%
<b>Total Expense</b>	<b>323,397</b>	<b>378,319</b>	<b>-54,922</b>	<b>-15%</b>
<b>Net Ordinary Income</b>	<b>15,256</b>	<b>76,988</b>	<b>-61,732</b>	<b>-80%</b>
<b>Other Income/Expense</b>				
<b>Other Income</b>				
5600 Designated Fnds Future Use	562,815	0	562,815	100%
<b>Total Other Income</b>	<b>562,815</b>	<b>0</b>	<b>562,815</b>	<b>100%</b>
<b>Net Other Income</b>	<b>562,815</b>	<b>0</b>	<b>562,815</b>	<b>100%</b>
<b>Net Income</b>	<b>578,071</b>	<b>76,988</b>	<b>501,083</b>	<b>651%</b>

Psychoanalytic Center of the Carolinas

Balance Sheet

As of January 5, 2023

Jan 5, 23

ASSETS

Current Assets

Checking/Savings

1010.010 Operating Truist 4016	94,842
1010.200 LOB Rstrctd Svng 5131	380,380
1010.250 LOB Operating Svg 3194	20,168
1020 Payroll Truist 6244	5,391

Total Checking/Savings 500,781

Accounts Receivable

1110 Accounts Receivable	(430)
--------------------------	-------

Total Accounts Receivable (430)

Other Current Assets

1010.999 Undeposited Funds	6,429
1520 Securian Investments	1,582,065

Total Other Current Assets 1,588,494

Total Current Assets 2,088,845

TOTAL ASSETS 2,088,845

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

2580 Credit Card Pts - Truist	1,564
-------------------------------	-------

Total Credit Cards 1,564

Other Current Liabilities

7250 Payroll Liabilities	14,518
--------------------------	--------

Total Other Current Liabilities 14,518

Total Current Liabilities 16,082

Total Liabilities 16,082

Equity

3100 Temp Restr Net Assets	503,868
----------------------------	---------

3200 Perm Restr Net Assets	205,579
----------------------------	---------

Unrestricted Net Assets	1,095,662
-------------------------	-----------

Net Income	267,654
------------	---------

Total Equity 2,072,763

TOTAL LIABILITIES & EQUITY 2,088,845

**PCC Strategic Plan Timeline - Draft**

Strategic Plan Timeline	2023	2024	2025
<b>Goal One: Create a more diverse, equitable, and inclusive psychoanalytic community where all people feel welcome and accepted and are actively invited to participate at every level of the organization</b>			
<b>Strategy 1: Commitment to Diversity, Equity, and Inclusion</b>	Create Diversity, Equity, and Inclusion board-level committee; recruit chair for board of directors	Board and DEI Committee engage subject expert for trainings and guidance to develop DEI plan	The board will publish a final report summarizing the progress and next steps needed to ensure continued DEI
	Evaluate and Survey PCC Community to establish baseline and engage members	Review Bylaws, Policies, and Procedures for language that supports archaic systems, inequities, or discriminatory practices.	
	Identify organizational relationships which will enhance DEI connections with the community (e.g.: education, social services, professional associations).	Develop an outreach plan to invite new audiences to learn about psychoanalysis and the mission of the PCC	
	Provide frequent and timely communications to all stakeholders regarding the issues, goals, and actions via emails, newsletter, and updates on website.		
<b>Strategy 2: Engaging and Connecting Members</b>	Utilize Membership Committee to welcome and build relationships among current members	Develop a membership recruitment plan to invite new audiences to join the PCC	Membership Drive to engage new audiences in South Carolina
	Create or revise position descriptions for all PCC leadership positions; Share with membership and invite nominations to increase diversity to PCC leadership	Identify and engage new potential community members for PCC committees	All vacant committee chair positions filled Visible increase in diversity of board and committee members
	Create more social opportunities for members to connect outside of courses and programs	Quarterly PCC member events	Explore member events in areas outside the Triangle with PCC members or partners

## PCC Strategic Plan Timeline - Draft

Strategic Plan Timeline	2023	2024	2025
<b>Goal Two: Continue to provide high quality Psychoanalytic Training and Education, expanding the curriculum, providing opportunities for faculty development, and addressing barriers to make training more accessible for students</b>			
<b>Strategy 1: Increase Student Support: Addressing barriers of psychoanalytic training and the path to graduation</b>	Develop PCC student aid plan to identify needs and increase available financial support for students	Increase current donor established funds and create new PCC Scholars Funds	Award \$150,000 in student aid for academic year 25-26
	Update website with new course catalogue and well-explained graduation requirements Complete revisions of current student handbook	Create new prospective student information page/guide for marketing training tracks	Student survey/report on effectiveness of changes
<b>Strategy 2: Strengthen faculty development, recruitment, and retention</b>	Survey faculty members to identify methods for enhancing faculty support and development Create plan for Faculty training and development workshops through the Barkley Faculty Development Series		
	Annual evaluation of pilot compensation program; adjust and renew based on results, feedback, and funding		
	Review and update Faculty Handbook to include new and revised policies		
	Develop facilitated pathway for advanced students and recent graduates to participate as instructors or co-teachers.	Develop partnerships with other centers to allow for more visiting lecturers, joint faculty members, and faculty training and development.	
<b>Strategy 3: Initiate Curriculum Review</b>	Design review process and timelines Recruit committee	Research and develop curriculum guide	By 2025, present proposal for a revised, contemporary psychoanalytic curriculum
<b>Strategy 4: Technology Investments</b>	Improve online course delivery, student user experience, and student record storage by investing in a learning management system or other online training platform	Research the resources required for the PCC to offer hybrid classes with professional level teaching infrastructure.	Submit a proposal identifying best practices and required facilities and technology for successful hybrid classes

### PCC Strategic Plan Timeline - Draft

Strategic Plan Timeline	2023	2024	2025
<b>Goal Three: Address the challenges of identifying and securing qualified supervised cases required for PCC students engaged in clinical training</b>			
<b>Strategy 1: Evaluate and improve current case referral system</b>	Confer and meet with students to clarify the issue, the need, and potential solutions	Investigate current partner organizations (LDC, Peaceful Schools, others?) who may have potential referral cases	
	Evaluate the current online messaging, referral procedures, tracking, and reporting to identify and remove barriers to engagement	Review metrics annually and examine effect of changes or adjustments	Make recommendation based on PCC research, both internally and from other referral programs
<b>Strategy 2: Explore other methods to identify referrals</b>	Engage other providers and organizations with potential clients, referral lines and referral networks to expand awareness and promote accessibility (internal and external partnerships)		Investigate strategies used by other psychoanalytic training programs (referral line listserv, physical and virtual clinics, partnerships) and explore the feasibility of replicating those programs for the PCC.



## PCC Strategic Plan Timeline - Draft

Strategic Plan Timeline	2023	2024	2025
<b>Goal Four: Enhance and expand outreach through communications, collaboration, advocacy efforts, and expansion of Circle of Security program</b>			
<b>Strategy 1: Expand Communications, Marketing, and Outreach</b>	Develop communication plan that includes stories of impact and the benefits of psychoanalysis for society to engage and inspire.	Develop and incorporate social media growth strategies	Review marketing metrics quarterly and adjust strategies based on results and feedback.
	Provide frequent and timely communications to all stakeholders via emails, newsletter, and updates on website.	Review and update website content and design	
	Identify potential partners in SC and outside the Triangle that would enable PCC to expand membership, students, and program offerings.	Develop community lectures and programs for non-mental health professionals as a way to contribute to the community and broaden support and understanding of the PCC mission.	Create a library of introductory videos demonstrating the benefits of psychoanalysis specifically for MH professionals and another for the general community
	Research agencies and organizations with similar missions and explore ways to collaborate and learn from each other.	Advocate for increased support of mental health professionals and services in North Carolina	Advocate for mental health issues and services in both North and South Carolina.
<b>Strategy 2: Support for Circle of Security Parenting</b>	Strengthen and deepen the level of PCC commitment to Circle of Security, including exploring ways to make it sustainable in the future.	Continue to support the growth of Circle of Security Parenting facilitator training throughout North Carolina, and in their expansion into South Carolina.	Increase facilitator training opportunities: 2/year in NC plus 1/year in SC by 2025

## PCC Strategic Plan Timeline - Draft

Strategic Plan Timeline	2023	2024	2025
<b>Goal Five: Develop a comprehensive annual fundraising plan to meet the needs of the organization, addresses the goals of the strategic plan, and maintains the sustainability of the PCC</b>			
<b>Strategy 1: Achieve annual fundraising goals</b>	Increase Annual Fund participation to 40% (37% in 21-22)	Raise \$50,000 in Annual Fund 45% participation Donations; 4 match donors	Raise \$60,000 50% participation 5 match donors
	Identify prospective major donors to fund most critical projects and programs in strategic plan	Research new sources of revenue, including grant opportunities and the sponsorship of specific scientific programs.	Develop a fundraising revenue stream from offering fee-based educational video library of relevant, curated content for non-members.
<b>Strategy 2: Identify and create fundraising strategies to fund the reduction of the cost of training for students</b>	Identify specific donors or organizations to support scholarships, fellowships, and general candidate training and supervision.	Design and solicit donations for new PCC managed Scholar Fund	Explore annual PCC Scholarship/Fellowship recognition event
	Solicit donations for current Scholarship/Fellowship funds (Raft, Byck, Holmes, Pearsall)	Raise \$125,000 to fund current scholarships/fellowships	Raise \$150,000 to fund current scholarships/fellowships
<b>Strategy 3: Donor Cultivation and Stewardship</b>	Create individual cultivation and stewardship plans for all major donors based on their giving tendencies and interests	Consider new donor recognition event to bring supporters together	