

# Psychoanalytic Center of the Carolinas

## Board of Directors

March 4, 2024

### Minutes

**Present:** Harold Kudler (Pres), Burton Hutto (Sec), Vann Pearsall (Executive Director), Dhipthi Brundage, Chris Erskine, Josie Sawyer, Kendra Surmitis, Scott Warren, Tricia Wilson; Frank Heitmann and Jill Dunn (PCC members for discussion of Meeting of Members)

**Absent:** John Riley

- I. Welcome
- II. Procedural Section
  - a. Minutes: The January minutes were approved.
- III. Committee reports
  - a. The reports were distributed in advance. (See Appendix 1.)
- IV. Old business
  - a. Discussion of Meeting of Members
    - i. Harold welcomed Frank and Jill. He then read several responses from PCC members to a call for concerns and perspectives after the recent Meeting of Members.
    - ii. The discussion touched on issues of communication within the PCC; hierarchy used to convey both organizational structure and disrespect for professional power structure; feelings of exclusion from PPT; discomfort separating open disagreement from personal conflict; and comparisons of guild (requires guild trained leader) and school director (admin skills more critical than guild training) models of the organization.
    - iii. The board discussed the next steps and hopes to reintroduce the bylaws amendments likely in June after further discussion with the membership. Harold and Vann will discuss setting up some type of open meeting of members to facilitate discussion of the issues above and other concerns.
- V. New business
  - a. Scientific Program refund policy
    - i. Vann presented a proposed policy. (See Appendix 2.) *The board approved this policy.*
- VI. Executive Directors Report
  - a. Vann stated the budget process is on track with information being gathered for presentation to the board in April.
  - b. Katherine is working on an Open House to introduce new potential members and students to the PCC.
  - c. Lisa is working on a financial control policy.

- d. Vann spoke recently with Emily Odjaghian who stated that the LDC has already reached 80% of its capital funding raising target.
  - e. Lisa is exploring cyber-insurance policies.
  - f. Vann is hoping to develop the Nominating Committee with a board member heading it.
- VII. Next Board meeting will be Monday, April 2, 2024.
- VIII. Adjourn

Burton Hutto, Secretary

## **PCC Committees Report March 4, 2024 Board Meeting**

### **Anti-Racism Task Force, V. Pearsall**

- The deadline for submitting a Letter of Interest for the Holmes Fellowship was February 15<sup>th</sup>. Currently two members have submitted letters The Task Force will meet in March to review the letters and set an information meeting for anyone else who might be interested.
- The ARTF is planning a member survey and Town Hall to discuss the recommendations from Holmes Report.

### **Circle of Security Committee, D. Mugno**

- The PCC sponsored Circle of Security Parenting facilitator training scheduled for March 12-15 in Cary is full! There are 80 participants registered from across NC as well as a few from as far away as Ontario, Oklahoma, and Illinois. Neil Boris, MD, who is part of the Leadership Team at Circle of Security International, will be conducting the 4-day training.
- Five members of the PCC supported Circle of Security team that has taken responsibility for the implementation and support of COS programs across NC and SC, participated in a 2-day retreat to discuss plans for the 2024-25 fiscal year. Plans will dictate Circle of Security Committee budget priorities and allocations.
- Heather Craige has created a free video about Attachment and Circle of Security based on her presentation in November as part of the Seasoned Clinicians Notebook series. We are hoping that offering the video for free will bring people to the PCC website and capture their email address for future marketing for Circle of Security and all of the PCC's programs.

### **Communications and Marketing, K. Jarman**

#### **Marketing Updates - February 2024**

- **Virtual Open House:** Planning for our first virtual open house is coming along nicely. Katharine reached out to Stephanie Cavanaugh with the Boston Psychoanalytic Society and Institute for insight on logistics and scheduling for an upcoming open house (in-person) there. Marketing on the website and through social media/flyers will begin in March. We would still love recommendations on speakers for training programs, study groups, and other resources/benefits of membership.

# PCC Committees Report

## March 4, 2024 Board Meeting

- **COSP video recording and flyer:** Katharine has been working with Heather Craige on a branded video recording of Heather's recent Seasoned Clinician's Notebook presentation. A flyer/ad will be sent out that will require recipients to enter contact information to receive a link to watch the full recording. We will also have a 'teaser' social media video for social posting content.
- **Website Popup:** A popup has been added to the website that will allow viewers to enter contact information and be added to our communication lists.
  - In 30 days, we have 67 website registrants with 56 of those registrants being new to our contact lists.
- **Twitter:** We have updated our Twitter account and added these links to our website. We will begin tracking analytics/insights on Twitter traffic and impressions in March (for last 90 days).
- **YouTube:** We have started a new YouTube channel and plan to have 'sub-channels' for content as we add videos.
- **Social Media Statistics and Website Performance:**
  - Last 90 days: 4.34% increase in social audience growth
  - Last 90 days: Increase in contact growth by 96 in Constant Contact
  - Last 90 days: Email open rate: 50% (\*Average non-profit open rate is 42% per Constant Contact)

### Scientific Programs, V. Pearsall

- The January and February programs were well received:
  - Martha Stark (1/20), virtual program
    - 96 attendees
  - David Tuckett (2/17) was our first attempt at a hybrid event
    - 106 attendees (in person and via zoom).
  - The May 4 Rosenblitt Lecture, featuring Charles Parks, will also be hybrid.
- Faculty Chair Chris Erskine joined the February meeting to offer thoughts on potential speakers and ways to collaborate with the Faculty on upcoming programs
- The Committee is committed to offering five Scientific Programs for the 2024-25 Fiscal Year
  - Fall 2024 (two programs)

# **PCC Committees Report**

## **March 4, 2024 Board Meeting**

- September – Jon Meyer, Photography
- October- Ethics Program, presenter TBA
- Currently recruiting presenters for Spring 2025 (two programs plus the Rosenblitt Lecture)
- The committee is seeking new members to assist staff with the virtual programs on Zoom.

### **TEC Report, D. Brundage**

#### **Training and Education Committee**

The TEC is methodically discussing Chapters 4 & 5 of the Holmes Commission Report. We have also asked the Psychoanalysis Committee and Psychotherapy Committee to review the recommendations from the report and identify recommendations they would like to incorporate into their educational plans.

CME changes are coming. Dhipthi, Kayla and Vann will meet with Kate Brundage of APsA to review these changes.

We will be selecting the recipients of the supervision grants in March.

#### **Faculty Committee**

Recruitment for fall course teachers is underway. Recruitment for Calabria course instructors is underway also.

The David Tuckett programs were a huge success. We had great turnout by students for the case conference and a strong showing on Zoom for the scientific program.

**Admissions Committee** - The admissions deadline, March 15<sup>th</sup>, is approaching.

#### **Curriculum Committee**

Curriculum Committee has plans to review Holmes Commission Report.

We have created a syllabus checklist/template for instructors to use in constructing their syllabi.

#### **PPT Committee**

Psychotherapy Committee met with CUP and provided input.

A new season of the Seasoned Clinician's Notebook is in the planning stage. Amy Olson will present in March. Marco Posadas will present in May. Tyler Beech, Loan Vo, and Christie Hunnicutt are scheduled to present in the fall.

Michelle Kwintner is our newest psychoanalytic psychotherapy supervisor.

**PsA Committee** - Did not meet in February because of the APsA National Meeting.

# PCC Committees Report

## March 4, 2024 Board Meeting

### Finance Report, L. Long

Just a reminder, as I mentioned last month, due to switching from Quickbooks Desktop to Quickbooks Online in December, the layout or general formatting of these reports might look slightly different.

Below are the revenues/expenses notes. Please reach out with any questions.

#### Revenues:

- **4010 Contributions: Unrestricted**
  - Annual Fund currently \$42,401
- **5100 Program Related Sales/Fees** - Tuition and Registration fees are well over budgeted goals due to increased enrollment. Also, we've met the Scientific Program registration budgeted goals as well with 2 more programs scheduled for the year.
- **5210 Membership Dues** - Membership dues invoices went out in December. We are at 96% of budgeted dues revenue with 17% of members having not yet renewed.
  - Current Membership Renewal Numbers: Of the 213 PCC Members, 177 have renewed (37 of which are non-paying members like honorary, Pearsall fellows and life members) and 36 have not yet renewed (17% of membership).
- **5500 Prior Yr Designated Funds** - Now located below expenses under "Other Income" - \$200,000 of Scott funds were transferred into our operating account this fiscal year. 100K in December and 100K in January. We are scheduled for another 100K budgeted withdrawal from the Scott Funds in May, however, it looks like we will not need to withdraw those funds.

#### Expenses:

- **7000 Scholarships, Grants** - Individuals: \$18,750 is for the approved Supervision Grants. Funds to cover these are the remaining Pearsall Funds from Grants 1,2 & 3.
- **7200 Payroll Expenses** - Received notice of a 6.9% increase in employee health insurance for 2024

## **PCC Committees Report**

### **March 4, 2024 Board Meeting**

- **8530 Org Dues, Subscriptn, Lics** - PEP Web Subscription is a little high because there were more individuals subscribing to PEP than budgeted. The expense is covered, though, since members/students pay for their PEP subscriptions (the revenue PEP Web Fee will increase as members are invoiced for the subscription).
  
- **8570 Marketing** - Marketing expenses should remain under budget due to the new website platform
  - \$4000 was budgeted for Memberclicks; annual hosting and maintenance for the new site will cost about half that.
  
- **8580 Inv, Bank, CC Proc Fees** - Credit Card fee processing is a bit higher than expected/budgeted due to increased SP and course registrations.
  
- **8600 Contract Services** - Over budget due to the extension on the G3 contract, which ended in September (9/30).

PCC Budget Notes  
Account Descriptions

<b>Income/Revenue</b>	<i>All new contributions and revenue that we expected in the current fiscal year</i>
Contributions Unrestricted	Annual fund, unrestricted gifts. Include pledge payments due this FY.
Contributions Restricted	Scholarships, Fellowships, TEP Fund, etc. Includes pledge payments due this FY.
Program-related Sales/Fees	Revenue earned from programs such as tuition, registration fees, training fees, PEP Web, Study Groups, Scientific Programs, etc.
Membership Dues	Member Dues
Investment Income	Earned from our VAM investments and interest from savings
CC Rewards [P/Y Mgmt Fees]	Credit Card Rewards [prior to 23-24 this was Management Fees which are now captured under Investment Income]
Misc. Income	Only for the most unexpected revenue that doesn't fit anywhere else. We should avoid "Misc." accounts to improve transparency

<b>Expenses</b>	
Scholarships, Grants, Fellowships	All expenses related to financial aid, scholarships, fellowships for PCC programs Includes COSP scholarships
Payroll Expenses	Expenses for all PCC staff, including TEC chair compensation
Faculty & Program Compensation	1099 Contract employees - COSP, Faculty - and honorariums for outside presenters and instructors
Office Supplies & Equipment	Postage, Printing, equipment
Occupancy	Rent, phone, internet
Travel & Meeting Expense	Cost for our meetings and programs, plus APsA Conference for PCC Rep
Insurance	All required PCC Insurance D&O, work comp, etc.
Org Dues, Subscriptions, Lics	Association dues, CE/CME fees, Charitable Solicitation Licenses, PEP Subscriptions etc.
Marketing	Website, Advertising, CC, etc.
Investment, Bank, CC Fees	Fees from financial institutions
Contract Services	Consultants engaged for special, time limited projects, including Accounting, Legal, IT services etc.
Other Expenses	Only for the most unexpected expense that doesn't fit anywhere else

<b>Other Income</b>	
Prior Yr. Designated Funds	These are funds received in previous years designated, either by the board or a donor, for specific purpose (Operations, Faculty Compensation, Scholarships, etc.) that are budgeted for use this fiscal year.



# Psychoanalytic Center of the Carolinas

## Budget vs. Actuals

July 2023 - June 2024

	Actual	Budget	Total over Budget	% of Budget
<b>Income</b>				
4010 Contributions Unrestricted	45,401	48,000	(2,599)	95%
4020 Contributions Restricted	247,500	217,061	30,439	114%
4200 NonGovt Grants, Schlrs hips	0		0	
5100 Program-related Sales/Fees	96,703	101,918	(5,215)	95%
5210 Membership Dues	24,882	26,000	(1,118)	96%
5300 Investment Income	102,326		102,326	
5400 CC Rewards [P/Y Mgmt Fees]	700		700	
<b>Total Income</b>	<b>\$ 517,512</b>	<b>\$ 392,979</b>	<b>\$ 124,533</b>	<b>132%</b>
<b>Gross Profit</b>	<b>\$ 517,512</b>	<b>\$ 392,979</b>	<b>\$ 124,533</b>	<b>132%</b>
<b>Expenses</b>				
7000 Schlrs hips, Grants, Fllwshp	163,365	200,500	(37,135)	81%
7200 Payroll Expenses	192,154	370,180	(178,026)	52%
7540 Faculty & Prgrm Cmpnsation	81,690	179,550	(97,860)	45%
8110 Office Supplies & Equipmnt	8,463	7,540	923	112%
8120 Occupancy	5,337	13,680	(8,343)	39%
8300 Travel & Meeting Expense	12,469	29,750	(17,281)	42%
8520 Insurance	113	8,700	(8,587)	1%
8530 Org Dues, Subscriptn, Lics	13,652	13,450	202	102%
8570 Marketing	1,205	4,940	(3,735)	24%
8580 Inv, Bank, CC Proc Fees	11,847	10,300	1,547	115%
8600 Contract Services	31,676	22,220	9,456	143%
<b>Total Expenses</b>	<b>\$ 521,969</b>	<b>\$ 860,810</b>	<b>\$ (338,841)</b>	<b>61%</b>
<b>Net Operating Income</b>	<b>\$ (4,457)</b>	<b>\$ (467,831)</b>	<b>\$ 463,374</b>	<b>1%</b>
<b>Other Income</b>				
5500 Prior Yr Designated Funds	264,369	467,831	(203,462)	57%
<b>Total Other Income</b>	<b>\$ 264,369</b>	<b>\$ 467,831</b>	<b>\$ (203,462)</b>	<b>57%</b>
<b>Net Other Income</b>	<b>\$ 264,369</b>	<b>\$ 467,831</b>	<b>\$ (203,462)</b>	<b>57%</b>
<b>Net Income</b>	<b>\$ 259,912</b>	<b>\$ -</b>	<b>\$ 259,912</b>	

**Psychoanalytic Center of the Carolinas**  
**Stmnt Fin Activity-Prev Year Comparison**  
**July 1, 2023 - February 27, 2024**

	Total			
	Jul 1, 2023 - Feb 27, 2024	Jul 1, 2022 - Feb 27, 2023 (PY)	Change	% Change
<b>Income</b>				
4010 Contributions Unrestricted	45,401	41,157	4,244	10.31%
4020 Contributions Restricted	247,500	85,734	161,766	188.68%
4200 NonGovt Grants, Schlrships	0	15,433	(15,433)	-100.00%
5100 Program-related Sales/Fees	96,703	90,928	5,776	6.35%
5210 Membership Dues	24,882	21,465	3,417	15.92%
5300 Investment Income	102,326	140,859	(38,533)	-27.36%
5400 CC Rewards [P/Y Mgmt Fees]	700	0	700	
<b>Total Income</b>	<b>\$ 517,512</b>	<b>\$ 395,575</b>	<b>\$ 121,937</b>	<b>30.83%</b>
<b>Gross Profit</b>	<b>\$ 517,512</b>	<b>\$ 395,575</b>	<b>\$ 121,937</b>	<b>30.83%</b>
<b>Expenses</b>				
7000 Schlrshps, Grants, Fllwshp	163,365	141,545	21,820	15.42%
7200 Payroll Expenses	192,154	192,602	(448)	-0.23%
7540 Faculty & Prgrm Cmpnsation	81,690	45,440	36,250	79.77%
8110 Office Supplies & Equipmnt	8,463	5,679	2,784	49.02%
8120 Occupancy	5,337	8,131	(2,794)	-34.36%
8300 Travel & Meeting Expense	12,469	17,225	(4,756)	-27.61%
8520 Insurance	113	0	113	
8530 Org Dues, Subscriptn, Lics	13,652	9,513	4,139	43.51%
8570 Marketing	1,205	4,443	(3,238)	-72.88%
8580 Inv, Bank, CC Proc Fees	11,847	11,310	537	4.75%
8600 Contract Services	31,676	46,159	(14,483)	-31.38%
<b>Total Expenses</b>	<b>\$ 521,969</b>	<b>\$ 482,046</b>	<b>\$ 39,922</b>	<b>8.28%</b>
<b>Net Operating Income</b>	<b>\$ (4,457)</b>	<b>\$ (86,471)</b>	<b>\$ 82,014</b>	<b>94.85%</b>
<b>Other Income</b>				
5500 Prior Yr Designated Funds	264,369	174,990	89,379	51.08%
5600 Designated Fnds Future Use	0	209,730	(209,730)	-100.00%
<b>Total Other Income</b>	<b>\$ 264,369</b>	<b>\$ 384,720</b>	<b>\$ (120,351)</b>	<b>-31.28%</b>
<b>Net Other Income</b>	<b>\$ 264,369</b>	<b>\$ 384,720</b>	<b>\$ (120,351)</b>	<b>-31.28%</b>
<b>Net Income</b>	<b>\$ 259,912</b>	<b>\$ 298,249</b>	<b>\$ (38,337)</b>	<b>-12.85%</b>

# Psychoanalytic Center of the Carolinas

## Balance Sheet

As of February 27, 2024

	<u>Total</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Bank Accounts</b>	
1010.010 Operating Truist 4016	64,783
1010.015 Checking Truist 2089	61,314
1010.200 LOB Rstrctd Svng 5131	487,208
1010.250 LOB Operating Svg 3194	89,916
1020 Payroll Truist 6244	98,820
<b>Total Bank Accounts</b>	<b>\$ 802,041</b>
<b>Accounts Receivable</b>	
1110 Accounts Receivable	1,075
<b>Total Accounts Receivable</b>	<b>\$ 1,075</b>
<b>Other Current Assets</b>	
1010.999 Undeposited Funds	2,574
1520 Securian Investments 779	918,998
<b>Total Other Current Assets</b>	<b>\$ 921,572</b>
<b>Total Current Assets</b>	<b>\$ 1,724,688</b>
<b>Other Assets</b>	
1521 Securian Endowment 266	208,765
<b>Total Other Assets</b>	<b>\$ 208,765</b>
<b>TOTAL ASSETS</b>	<b>\$ 1,933,454</b>
<b>LIABILITIES AND EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Credit Cards</b>	
2580 Credit Card Pts - Truist	4,451
<b>Total Credit Cards</b>	<b>\$ 4,451</b>
<b>Other Current Liabilities</b>	
7250 Payroll Liabilities	359
<b>Total Other Current Liabilities</b>	<b>\$ 359</b>
<b>Total Current Liabilities</b>	<b>\$ 4,810</b>
<b>Total Liabilities</b>	<b>\$ 4,810</b>
<b>Equity</b>	
3100 Temp Restr Net Assets	1,309,567
3200 Perm Restr Net Assets	229,017
Unrestricted Net Assets	394,436
Net Income	(4,377)
<b>Total Equity</b>	<b>\$ 1,928,644</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$ 1,933,454</b>

### **PCC Scientific Programs Refund Policy - Draft**

Participants who need to cancel their event registration should do so no later than 48 hours in advance of the event. You should submit your request in writing via email to Kayla Schilke at [Kayla@CarolinaPsychoanalytic.org](mailto:Kayla@CarolinaPsychoanalytic.org).

Requests received later than 48 hours prior to the event will not be processed or accepted.

Approved refunds are subject to a \$25 administrative fee. Refunds in the amount of \$25 will be returned to the original form of payment.

Please allow one week from the time of the request for refunds to be processed. In the event that the PCC has to cancel a program, all registrants will receive a full refund of all fees paid.