

Psychoanalytic Center of the Carolinas

Board of Directors

May 1, 2023

Minutes

Present: Harold Kudler (Pres), Burton Hutto (Sec), Vann Pearsall (Executive Director), Dhipthi Brundage, Chris Erskine, John Riley, Josie Sawyer, Scott Warren, Tricia Wilson

Absent:

- I. Welcome
- II. Procedural Section
 - a. Minutes: The April minutes were approved with a revision.
- III. Financial review
 - a. The pre-distributed monthly budget report and funds management report were acknowledged.
- IV. Committee reports
 - a. The reports were distributed in advance. (See Appendix 1.)
- V. Strategic plan review
 - a. The board reviewed the pre-distributed action plan, noting items that are being actively managed or accomplished. The board praised the ongoing progress on multiple fronts.
- VI. New business
 - a. The ARTF recommendations were discussed. Specifically, the plan for a mandatory one-time group training was compared to a plan for gradual, asynchronous training of all board and faculty members. These ideas will be taken back to the ARTF.
 - b. The Peaceful Schools program is having an annual fund drive. The board discussed their growing success and independence from the PCC. They made a request that the PCC consider increasing its contribution from \$3500 to \$5000 for five years. The board discussed using the Freeman fund for a contribution and considered other expected uses of that fund in the future. *The board*

approved a two-year pledge of \$5000 per year to the Peaceful Schools program.
We would also like to explore new ways to collaborate with them.

- c. TEC informed the board of a confidential matter that may require development of new policy.
 - d. Harold once again emphasized that he will be unable to serve as president after the members meeting on June 24. Efforts are still underway to find a new president. Scott has agreed to serve as Treasurer next year.
- VII. Executive Director report
- a. Vann reported a work schedule with G3 for the switch to WordPress and a potential new member database is being developed.
 - b. In response to a question from a PCC member, a statement of the relationship of the PCC to APsA is being developed.
 - c. Vann reported that staff evaluations are underway with performance goals for the coming year.
 - d. The next Seasoned Clinicians presentation already has 65 registrants, more than 50 of whom are not PCC members.
- VIII. Next Board meeting will be Monday, June 6, 2023.
- IX. Adjourn

Burton Hutto, Secretary

APPENDIX 1

PCC Committee Reports May Board meeting

Anti-Racism Task Force

1. Agreed on a formal recommendation to the Board of Directors:
 - a. Engage a consultant to provide a structural understanding of systemic racism for PCC leadership.
 - b. Mandatory for all Board Members and faculty including TA/SA and PPT Supervisors
 - c. Open to all members
 - d. Recommended Introductory Training:
 - i. Organizing Against Racism's three hour Groundwater training
<https://www.oaralliance.org/workshopstraining>
 - e. Other resources from NC Center for NonProfits:
 - i. <https://www.ncnonprofits.org/node/30581/#Equity>
2. Clarified language in the Holmes Fellowship announcement and outlined a proposed launch timeline. The Executive Director will share the ARTF approved draft with the TEC director for review, edits, and approval.
3. ARTF members are engaged in reviewing course materials and evaluations with the Curriculum Committee.
4. ARTF recommends requiring DEI issues to be included in all courses
 - a. Students are asking for this content, but feel the issues are addressed
 - b. ARTF specifically recommends training on gender and gender identity for faculty

Communications

1. Website Updates
 - a. Reactivated and revised Pearsall Fellowship page
 - b. Revised Raft page
 - c. Hoffman Scientific Program & Related Web Pages
 - d. Fixed Find a therapist search
2. Content Marketing
 - a. Created new timeline for all event marketing to better space messages, avoid overloading inboxes, and overlapping emails
 - b. March e-news – Emailer developed and distributed
 - c. Byck Scholarship promotion – Emailer developed and distributed
 - d. Kuchuck SP promotion – Emailer developed and distributed

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- e. Raft Fellowship promotion – Emailer developed and test sent
 - f. Hoffman SP promotion – in the works/awaiting approval
 - g. Nakell Seasoned Clinician - Emailer developed and distributed
 - h. April e-news – Emailer developed and distributed
3. Strategic Marketing/Planning
- a. New website development
 - i. Vann met with G3, working on parameters for new site on WordPress
 - ii. Looking at potential replacements for MemberClicks member database
 - b. Reviewing stats for CC fliers – opens, bounces, click throughs and how many actually registered for programs (Kuchcuk)
4. Next steps
- a. The Communications committee is interested in transitioning to more strategic outreach based on prior G# marketing plans
 - i. Outreach campaigns: revisiting the strategic matrix and putting the next steps in motion to extend PCC marketing beyond members and past program attendees.
 - ii. Currently developing messaging for a membership recruitment drive
 - iii. Identifying members who are willing to share emails with outside organizations.

Membership Update 4/26/23

- 1. Total Membership:
 - a. 2023 (YTD) 187 (171 active, 16 lapsed)
 - b. 12/31/22 – 175
 - c. 12/13/21 - 144
- 2. New Members (Calendar year):
 - a. 15 new members in 2023 (YTD)
 - b. 27 new members in 2022
 - c. 16 new members in 2021
- 3. Next Member Gathering April 19, Nantucket Grill Durham
- 4. The Committee and staff will call lapsed members to encourage them to renew and get feedback for any that are not renewing.

Scientific Programs

PCC Committee Reports
May Board meeting

1. Programs confirmed:
 - a. April 22 - Kuchuck
 - i. 86 registered , 78 attendees (44 members, 9 students, 33 non-members)
 - b. June 10 – Leon Hoffman
 - c. August 12 – Harold Kudler
 - d. September 23 – Boris Thomas (joint program with AAPSCW-NC)
 - e. October 7 - Amy Levy digital technology and psychoanalysis,
 - i. Teaching an 8-week elective on the subject in spring 24
2. Planning for Spring 2024 programs underway
 - a. Will explore hosting Ethics program (required CE/CMEs for MH professionals)
3. Budget items – researched and discussed fees and honorariums in light of zoom meetings not requiring presenters to spend extra time away from home and work.
 - a. Voted to increase Sci Prog fee to \$50 next fiscal year
 - b. Voted to adjust honorariums for speakers:
 - i. \$1,000 for all zoom presentations
 - ii. \$1,000 for in person, local members
 - iii. \$2,000 for travelling in person presenters, includes travel expenses

TEC

1. Program Notes
 - a. Spring 2023 courses will wrap up by May 18th
 - i. The Race elective will end on June 7th
 - ii. Final Enrollment for the Novick elective: 31 registrants (14 scholarships provided to LDC/nonprofit employees)
 - b. Pearsall Fellows
 - i. Luncheon - May 7th with Tom Pearsall, fellows, and faculty facilitators
 - ii. Mr. Pearsall pledged funds for 23-24 Fellowships
 1. Working with his attorney on details
 2. Applications due May 15th for 2023-24 cohort
2. Admissions
 - a. Interviews underway for 5 applicants for Fall 2023 Matriculation
3. Curriculum
 - a. The Basics course will be revamped with Kris Evans as the course facilitator; will feature multiple instructors based on content knowledge.
 - b. Committee is reaching out directly to students for input on desired electives

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- c. Current electives in planning stage
 - i. Christine Anzieu-Premmereur - elective on infant students, with a psychosomatic factor, as it applies to both Child and Adult psychoanalysts. Immediate/advanced audience.
 - ii. Nancy McWilliams - elective on personality types and implications of treatment. 2 hr course with first hour being class lecture and second hour being case presentation/discussion. More general audience and larger class size.
 - iii. Amy Levy recently reached out with interest in teaching an elective on digital technology/AI in psychoanalysis - possibly for Spring 2024
- 4. Faculty
 - a. Recruitment for Fall 2023 Coursework is wrapping up
- 5. Psychoanalytic Psychotherapy
 - a. Seasoned Clinician's Notebook series scheduled for the year:
 - i. 5/20/23 - Stacy Nakell
 - ii. 6/17/23 - Steve Shapiro
 - iii. 9/16/23 - Marvice Marcus
 - iv. 10/21/23 - Terri Onstad
 - v. 11/4/23 - Amy Olson
- 6. Curriculum Update Project
 - a. Survey – Closed on April 21.
 - i. 52 responses - committee is currently reviewing the results
 - b. CUP members are scheduling conversations with PCC committees

PCC Committee Reports
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Finance Committee Report

Revenues:

- Unrestricted Contributions are still down
- \$30,200 outstanding annual fund pledges from donors

Program-related Sales/Fees

- Exceeded our budget for Tuition by \$6,600
- Scientific Programs are down, with one more for this fiscal year. Budgeted for 5 will only offer 4
- COSP was budgeted a little high last year, so we will not reach the budget number in revenue or expenses.
- Just finished the April COSP training. Revenues will be reflected from this program once COSP reimburses the PCC for expenses and profit share. Expenses are included in report.

Membership Dues

- Increase over 5,000 from last year

Prior Year Designated Funds

- Transferred 100K from the Scott fund in April, which is about 2/3 of what was budgeted.

Expenses

- The Scholarship line will continue to grow as we near the end of courses and more students submit reimbursements.
- Insurance is not paid until May, thus the zero expense.
- All expenses are on track to meet or end below budget except Contract Services (G3 contract, 990 extension last FY) and bank/investment fees.

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

	<u>Jun 23</u>	<u>Budget</u>	<u>Budget</u>	<u>Budget</u>
Ordinary Income/Expense				
Income				
4010 Contributions Unrestricted	41,163	46,000	(4,837)	89%
4020 Contributions Restricted	73,834	121,955	(48,121)	61%
4200 NonGovt Grants, Schlrships	21,933	130,000	(108,067)	17%
5100 Program-related Sales/Fees	96,999	127,705	(30,706)	76%
5210 Membership Dues	26,165	21,000	5,165	125%
5300 Investment Income	123,699	0	123,699	100%
5400 Management Fees	0	3,400	(3,400)	0%
5500 Prior Yr Designated Funds	277,890	385,282	(107,392)	72%
Total Income	<u>661,683</u>	<u>835,342</u>	<u>(173,659)</u>	<u>79%</u>
Gross Profit	661,683	835,342	(173,659)	79%
Expense				
7000 Schlrshps, Grants, Flilwshp	176,387	260,890	(84,503)	68%
7200 Payroll Expenses	239,177	311,445	(72,268)	77%
7540 Faculty & Prgrm Cmpnsation	31,051	143,400	(112,349)	22%
8110 Office Supplies & Equipmnt	6,462	7,260	(798)	89%
8120 Occupancy	8,701	12,002	(3,301)	72%
8300 Travel & Meeting Expense	24,136	37,250	(13,114)	65%
8520 Insurance	0	8,200	(8,200)	0%
8530 Org Dues, Subscriptn, Lics	9,513	12,255	(2,742)	78%
8570 Marketing	4,533	4,940	(407)	92%
8580 Inv, Bank, CC Proc Fees	11,541	10,300	1,241	112%
8600 Contract Services	74,958	27,400	47,558	274%
Total Expense	<u>586,459</u>	<u>835,342</u>	<u>(248,883)</u>	<u>70%</u>
Net Ordinary Income	75,224	0	75,224	100%
Other Income/Expense				
Other Income				
5600 Designated Fnds Future Use	211,230			
Total Other Income	<u>211,230</u>			
Net Other Income	211,230			
	<u>286,454</u>	<u>0</u>	<u>286,454</u>	<u>100%</u>

Psychoanalytic Center of the Carolinas
Stmnt Fin Activity-Prev Year Comparison
July 1, 2022 through April 26, 2023

	<u>Jul 1, '22 - Apr 26, 23</u>	<u>Jul 1, '21 - Apr 26, 22</u>	<u>\$ Change</u>	<u>% Change</u>
Ordinary Income/Expense				
Income				
4010 Contributions Unrestricted	41,163	50,249	(9,086)	(18%)
4020 Contributions Restricted	73,834	203,048	(129,214)	(64%)
4200 NonGovt Grants, Schlrships	21,933	50,000	(28,067)	(56%)
5100 Program-related Sales/Fees	96,999	62,508	34,491	55%
5210 Membership Dues	26,165	21,810	4,355	20%
5300 Investment Income	123,699	43,132	80,567	187%
5500 Prior Yr Designated Funds	277,890	0	277,890	100%
Total Income	<u>661,683</u>	<u>430,747</u>	<u>230,936</u>	<u>54%</u>
Gross Profit	661,683	430,747	230,936	54%
Expense				
7000 Schlrshps, Grants, Flilwshp	176,387	237,883	(61,496)	(26%)
7200 Payroll Expenses	239,177	158,685	80,492	51%
7540 Faculty & Prgm Cmpnsation	31,051	26,175	4,876	19%
8110 Office Supplies & Equipmnt	6,462	7,602	(1,140)	(15%)
8120 Occupancy	8,701	4,934	3,767	76%
8300 Travel & Meeting Expense	24,136	3,571	20,565	576%
8520 Insurance	0	383	(383)	(100%)
8530 Org Dues, Subscriptn, Lics	9,513	12,051	(2,538)	(21%)
8570 Marketing	4,533	4,597	(64)	(1%)
8580 Inv, Bank, CC Proc Fees	11,541	11,569	(28)	(0%)
8600 Contract Services	74,958	33,269	41,689	125%
8700 Other Expenses	0	13,535	(13,535)	(100%)
Total Expense	<u>586,459</u>	<u>514,254</u>	<u>72,205</u>	<u>14%</u>

Psychoanalytic Center of the Carolinas

Balance Sheet

As of April 26, 2023

Apr 26, 23

ASSETS

Current Assets

Checking/Savings

1010.010 Operating Truist 4016	41,084
1010.200 LOB Rstrctd Svng 5131	333,672
1010.250 LOB Operating Svg 3194	4,271
1020 Payroll Truist 6244	55,567

Total Checking/Savings 434,594

Accounts Receivable

1110 Accounts Receivable	(220)
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Total Accounts Receivable (220)

Other Current Assets

1010.999 Undeposited Funds	2,624
1520 Securian Investments	1,434,767

Total Other Current Assets 1,437,391

Total Current Assets 1,871,765

TOTAL ASSETS

1,871,765

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Credit Cards

2580 Credit Card Pts - Truist	7,364
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Total Credit Cards 7,364

Other Current Liabilities

7250 Payroll Liabilities	7,760
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Total Other Current Liabilities 7,760

Total Current Liabilities 15,124

Total Liabilities

15,124

Equity

3100 Temp Restr Net Assets 368,947

3200 Perm Restr Net Assets 205,579

Unrestricted Net Assets 1,095,662

Net Income 186,453

Total Equity 1,856,641

TOTAL LIABILITIES & EQUITY

1,871,765

Psychoanalytic Center of the Carolinas

Projected Budget FY2024

(7/1/23-6/20/24)

	FY2021	FY2022	FY2023 YTD	Budget FY2023	Projected FY2024
Ordinary Income/Expense					
Income					
Contributions Unrestricted	110,477	54,857	41,063	46,000	48,000
Contributions Restricted	1,102,190	203,048	74,334	121,955	217,061
NonGovt Grants, Schlrships	207,051	50,000	21,933	130,000	0
Program-related Sales/Fees	88,566	70,015	93,942	127,705	101,918
Membership Dues	19,755	23,060	24,915	21,000	26,000
Investment Income	178,657	(180,823)	105,643	0	0
Management Fees	0	0	0	3,400	0
Misc. Income	0	0	0		0
Prior Yr Designated Funds	0	0	177,390	385,282	462,831
Total Income	<u>1,706,696</u>	<u>220,157</u>	<u>539,220</u>	<u>835,342</u>	<u>855,810</u>
Gross Profit	1,706,696	220,157	539,220	835,342	855,810
Expense					
Schlrshps, Grants, Flwshp	31,373	243,692	160,188	260,890	195,500
Payroll Expenses	56,184	190,967	215,750	311,445	370,180
Faculty & Prgrm Cmpnsation	9,500	38,675	27,800	143,400	179,550
Office Supplies & Equipmnt	7,996	8,652	6,229	7,260	7,540
Occupancy	9,677	8,542	8,416	12,002	13,680
Travel & Meeting Expense	(978)	8,549	17,225	37,250	29,750
Insurance	6,550	7,407	0	8,200	8,700
Org Dues, Subscriptn, Lics	11,598	13,616	9,513	12,255	13,450
Marketing	6,051	4,697	4,488	4,940	4,940
Inv, Bank, CC Proc Fees	9,943	14,808	11,588	10,300	10,300
Contract Services	53,660	48,786	68,955	27,400	22,220
Other Expenses	1,930	13,550	0	0	0
Total Expense	<u>203,484</u>	<u>601,941</u>	<u>530,152</u>	<u>835,342</u>	<u>855,810</u>
Net Ordinary Income	1,503,212	(381,784)	9,068	0	0

2023 Strategic Plan Action Plan

2023	Committee	Staff	Goal	Progress
Goal One: Create a more diverse, equitable, and inclusive psychoanalytic community where all people feel welcome and accepted and are invited to actively participate at every level of the organization				
Strategy 1: Commitment to Diversity, Equity, and Inclusion				
Create Diversity, Equity, and Inclusion board-level committee; recruit chair for board of directors	ARTF	Vann	Define committee purpose and responsibilities; secure leadership before June 30	Ongoing conversations with ARTF members to help define the purpose and potential chair and members; assessing Holmes Commission report
Evaluate and survey PCC Community to establish baseline and engage members	DEI	Vann	Develop survey after committee is created	
Identify organizational relationships which will enhance DEI connections with the community (e.g.: education, social services, professional associations).	Outreach/ Communications	Lucy/Vann	Collect directory of organizations and people that can help us reach new, more diverse audiences	
Provide frequent and timely communications to all stakeholders regarding the issues, goals, and actions via emails, newsletter, and updates on website.	Communications	Lucy	Include updates on committee work on listserv and in newsletter	Monthly newsletter
Strategy 2: Engaging and Connecting Members				
Utilize Membership Committee to welcome and build relationships among current members	Membership	Vann	COMPLETED Recruit at least 2 new membership committee by June 30th;	Two members joined at first Meet Up; Following up with Lapsed Members
Create or revise position descriptions for all PCC leadership positions; Share with membership and invite nominations to increase diversity to PCC leadership	Nominating/ Executive	Vann	All descriptions updated by 8/31/23	Working on ARTF/DEI, Outreach/Marketing, and training directors
Create more social opportunities for members to connect outside of courses and programs	Membership	Vann	Schedule Monthly Meet Ups in person; offer option for zoom Meet Ups; evaluate Lunch and Learn format as option	Hosted four in-person gatherings for members at various locations around the triangle; No zoom interest

2023 Strategic Plan Action Plan

2023	Committee	Staff	Goal	Progress
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				
Strategy 1: Increase Student Support: Addressing barriers of psychoanalytic training and the path to graduation				
Develop PCC student aid plan to identify needs and increase available financial support for students	TEC/Fundraising	Kayla Vann/Lucy	Document internal processes, discuss need, purpose, and potential qualifications; ID donors who might respond	Developing Scholarship Fundraising Campaign Holmes Fellowship to launch fall 2023; PPT Grants; Scholarship Campaign
Update website with new course catalogue and well-explained graduation requirements	TEC/Communications	Kayla/Lucy	Complete revisions of current student handbook; work with G3 to launch new online catalog by fall term 2023	Website upgrade included in 2023-24 budget; awaiting proposal
Strategy 2: Strengthen faculty development, recruitment, and retention				
Survey faculty to identify methods for enhancing faculty support and development; Create workshops through the Barkley Faculty Development Series	Faculty Chair	Kayla	Use listserv to ID needs; schedule faculty meeting spring 2023	Chris and TEC working on this
Annual evaluation of pilot compensation program; adjust and renew based on results, feedback, and funding	TEC	Kayla/Lisa	Evaluate 2023-24; pilot ends 2025	
Review and update Faculty Handbook to include new and revised policies	Faculty Chair	Kayla/Vann		
Develop facilitated pathway for advanced students and recent graduates to participate as instructors or co-teachers.	Faculty Chair	Kayla	Letter to advisors, supervisors to promote idea to students and to seek potential recommendations	

2023 Strategic Plan Action Plan

2023	Committee	Staff	Goal	Progress
Strategy 3: Initiate Curriculum Review				
Design review process and timelines Recruit committee	TEC; Ad Hoc cmte	Vann/Kayla	COMPLETED: Form Committee; develop format and charge; begin research	Committee Active Survey complete; scheduling committee visits
Strategy 4: Technology Investments				
Improve online course delivery, student user experience, and student record storage by investing in a learning management system or other online training platform	TEC	Kayla/Vann	Launch Sakai Fall 2023	Staff training and developing templates Implement for students Fall 2023
Goal Three: Address the challenges of identifying and securing qualified supervised cases required for PCC students engaged in clinical training				
Strategy 1: Evaluate and improve current case referral system				
Confer and meet with students to clarify the issue, the need, and potential solutions	Board/TEC	Vann	Need to schedule a meeting to discuss with students	
Evaluate the current online messaging, referral procedures, tracking, and reporting to identify and remove barriers to engagement	Board/ Communications	Vann/Lucy/ Nancy	Clarify the referral page on the website to better explain the services; add options for those not seeking analysis	
Strategy 2: Explore other methods to identify referrals				
Engage other providers and organizations with potential clients, referral lines and referral networks to expand awareness and promote accessibility (internal and external partnerships)	Board/Outreach	Vann	Develop list of potential groups or orgs that may have potential referrals	

2023 Strategic Plan Action Plan

2023	Committee	Staff	Goal	Progress
Goal Four: Enhance and expand outreach through communications, collaboration, advocacy efforts, and expansion of Circle of Security program				
Strategy 1: Expand Communications, Marketing, and Outreach				
Develop communication plan that includes stories of impact and the benefits of psychoanalysis for society to engage and inspire.	Communications	Lucy/Vann	Review G3 Marketing Survey; evaluate messages for use	Letter being sent to Byck, Raft receipts to get quotes/stories for 2023 promotions;
Provide frequent and timely communications to all stakeholders via emails, newsletter, and updates on website.	Communications	Lucy/Vann	Continue monthly newsletters and update annual content calendar	Monthly newsletter
Identify potential partners in SC and outside the Triangle that would enable PCC to expand membership, students, and program offerings.	Outreach/ Communications	Vann	Collect directory of organizations and people that can help us reach new, more diverse audiences	Comm Cmte is developing messages for a Membership Drive Recruiting members to forward messages to other affiliated lists or interested audiences
Research agencies and organizations with similar missions and explore ways to collaborate and learn from each other.	Outreach	Vann	Reach out to members, committees, Affiliated Organizations to create list	Recruiting members to forward messages to other affiliated lists or interested audiences
Strategy 2: Support for Circle of Security Parenting				
Strengthen and deepen the level of PCC commitment to Circle of Security, including exploring ways to make it sustainable in the future.	COSP	Deb/Vann		Discussions on how to include COSP in curriculum, present program to members

2023 Strategic Plan Action Plan

2023	Committee	Staff	Goal	Progress
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				
Strategy 1: Achieve annual fundraising goals				
Increase Annual Fund participation to 40% (37% in 21-22)	Fundraising	Lucy/Vann	Create Development plan to cultivate first-time donors and solicit members who are not donors.	Working on the Development Plan
Identify prospective major donors to fund most critical projects and programs in strategic plan	Fundraising	Lucy/Vann	Develop funding opportunities based on the strategic plan	For discussion at Fundraising Committee
Strategy 2: Identify and create fundraising strategies to fund the reduction of the cost of training for students				
Identify specific donors or organizations to support scholarships, fellowships, and general candidate training and supervision.	TEC/Fundraising	Lucy/Vann	Develop scholarship/fellowship policy and ID donors for solicitation	Developing Plan for Org fundraising
Solicit donations for current Scholarship/Fellowship funds (Raft, Byck, Holmes, Pearsall)	Fundraising	Lucy/Vann	Develop campaign to solicit past scholarship donors; ID new donors	Developing Scholarship Campaign for this spring; reached out to Byck & Raft recipients
Strategy 3: Donor Cultivation and Stewardship				
Create individual cultivation and stewardship plans for all major donors based on their giving tendencies and interests	Fundraising	Lucy/Vann	Develop cultivation plan to increase engagement	

Discussions/Planning in progress	
Actions in progress	