

Psychoanalytic Center of the Carolinas

Board of Directors

September 10, 2024

Minutes

Present: Jill Dunn (Pres), Harold Kudler (Past Pres), Frank Heitmann, Josie Sawyer, , Scott Warren, Vann Pearsall (Executive Director)

Absent: Dhipthi Brundage, Tricia Wilson, Kendra Surmitis

- I. Welcome
- II. Procedural Section
 - a. Minutes: The August minutes were approved
- III. Committee Updates were distributed with packet before the meeting (Appendix I)
 - a. Confirmed our PsiAN liaison signed the WHO letter on behalf of the PCC, as discussed in August.
 - b. Mr. Pearsall provided an update on the Strategic Plan and noted areas for focus as we enter the final year. (Appendix II)
 - c. Scott Warren provided an updated Investment report
- IV. Old Business
 - a. HBCU Outreach proposal moving forward with plans to reach out to HBCU faculty and students at a number of institutions in order to develop ideas and relationships. Questions about retention and support for incoming students require more discussion. We considered establishing a task force which may include the board, ARTF, and other interested members; TEC will discuss it at an upcoming meeting. (Appendix III)
 - b. The board approved the revised Grievance Policy. (Appendix IV)
 - c. Psychoanalytic Referral Service Update – Currently seeking a lead clinician to help plan the next steps. Staff working on online form and webpage.
- V. New Business
 - a. Candidates for Board membership were considered; barring any conflicts with current members, prospective members will be invited to attend upcoming board meetings before being offered a formal invitation. Discussed the need to add analysts to board to comply with bylaws. Several invitations have been declined.

- b. Discussed and approved new social media policy as amended by the Communications Committee (Appendix V)
- c. 60th Anniversary Celebration
 - i. \$1M campaign for student aid in 2025
 - ii. Hosting member gatherings in select areas in early 2025
 - iii. Secured Bessel van der Kolk for a November community lecture
 - iv. Annual Fund will have a 60th anniversary solicitation
 - 1. Secured three lead donors for 24-25
 - 2. \$50,000 goal for 24-25
 - v. A request made for 100% board participation

VI. Executive Director's Report

- a. A major donor has proposed a new location for the PCC Office; board members agree the PCC has higher priority needs at this time
- b. The Communication Committee is placing an ad in the NC Psychological Association newsletter inviting them to the next Seasoned Clinician's Notebook session and to learn more about PCC
- c. Requested board members to send any articles, publications, or member recognitions to Communications team for use on the blog.
- d. Mr. Pearsall introduced the new PCC Member's Portal (<https://carolinapsychoanalytic.org/members-portal/>) and requested Board feedback

VII. Adjourned at 8:32

Submitted by Vann Pearsall, Executive Director

Fundraising Committee

We continue our planning for a \$1 million campaign during calendar year 2025 to provide funds for students in the PCC Training Program in Celebration of 60 Years of Psychoanalytic Training in the Carolinas. Plans are under way for a series of member gatherings in cities across the state at the start of the year and have secured Bessel Van der Kolk for an event in November to wrap up the celebration. We are reaching out to the Training and Education Committee and the Program Committees to coordinate our efforts. If Board members have ideas for potential donors (individual, foundation, corporate, etc.) please contact Harold Kudler.

In addition, the PCC Annual Fund calendar has begun, and our lead donors have been identified. This year, we will be suggesting donations in multiples of 60 to commemorate our 60th anniversary!

Marketing and Communications

- Quarterly Communications Committee Meeting: September 9
- Good response to listserv request for social content to share
- Social media audience growth increased 5% between August 1st-27th
- New Member Portal draft is live for review
 - <https://carolinapsychoanalytic.org/members-portal>
- Developed Internal social media policy for board approval
- Results from the first Virtual Open House in May
 - 1 student registration
 - 1 new member

Scientific Program Committee Report

The Scientific Program Committee met on August 26th to onboard prospective new members, go over the details of upcoming programs, review potential difficulties we might anticipate, and discuss more general considerations for how we might tailor future presentations to audience needs. The upcoming September program with John Meyer had an issue with CE credits being denied, and was made free to the public as a result; we used this as an opportunity to talk about CE requirements becoming more stringent, and ways we might ensure compliance with new standards. Discussion of other programming prompted us to go over what makes a good in-person vs. hybrid vs. virtual

Committee Reports to the PCC Board of Directors
September 2024

presentation, how we might foster inter-committee communication better, and how making space for members in the Triangle to meet together might be alienating for further-flung members, or potentially at odds with efforts to reach out to the wider community.

We also revisited the issue as to how we might better engage Pearsall fellows in the context of a presentation and case conference, and what special accommodations might be of benefit to them. As we spoke about case conferences, the issue arose that we have a considerable number of them scheduled for next year, and that we needed to begin reaching out to see who might feel comfortable presenting. At close, we agreed that based on how far out we currently have programs scheduled, it would be appropriate to begin meeting once every other month rather than monthly.

Training and Education Committee

Fall Course Enrollment #'s

Fall 2024		Fall 2023		Fall 2022	
Total Registrations	Total # of Individuals	Total Registrations	Total # of Individuals	Total Registrations	Total # of Individuals
111	79	190*	123	92	73

The individual course breakdowns for Fall 2024 are:

101: 13 students	302: 9 students	501: 5 students
201: 15 students	306: 5 students	920: 25 students
204: 26 students	411: 5 students	921: 8 students

Recently approved PCC Faculty (out of state):

Kris Evans (MA) – teaching 101, acting as liaison for Calabria elective this year
Michelle Kwintner (NY) – teaching an elective
Kate Leslie (CO) – co-teaching 306 with Pete Buonaccorsi

Calabria Instructors for 2024-2025

Marco Posadas
Felecia Powell-Williams

Incoming Class of Matriculated Students, Fall 2024 start

- Karli Farnham Jones, MA, LCPC, Psychoanalytic Adult track
- Marvice D. Marcus, PhD, HSP-P, undecided
- Victoria (Tory) Payne, MD, MS, DFAPA, Psychotherapy track
- Eva Schildhause, MSW, LCSW, undecided
- Andrew Sullivan, MA, LCMHCA, Psychotherapy track

Pearsall Fellows

- 18 fellowships granted for 2024-25. 2 are returning fellows from last year.
- 15 fellows have enrolled in coursework
- 1 fellow has expressed interest in using stipend to travel to Italy for the IAPSP conference

Psychotherapy Grants

- Two grant recipients were selected for the Fall 2024 Psychotherapy Grant. They will be awarded \$7,500 each to use towards tuition, supervision, treatment, and training fees.
- There are two additional grants that will be awarded following the October 1st deadline.

Finance Report

Revenues:

4020 Contributions Restricted

- Met budgeted amount of \$191,391 due to receiving \$200,000 COSP donation and COSP program is only budgeted to use \$166,391 in order to end with a balanced budget. Also received a \$10,000 donation toward the 60th Anniversary party which wasn't budgeted.

5100 Program-related Sales/Fees

- Tuition Revenue for the fall is down 30% compared to last year (\$36,244 vs. \$52,355) due to lower enrollment. This is less than half of the tuition revenue needed to meet the budget (\$87,000).

Psychoanalytic Center of the Carolinas
Statement of Financial Activity

July 2024 - June 2025

	Total			
	Actual	Budget	over Budget	% of Budget
Income				
4010 Contributions Unrestricted	7,609	50,000	(42,391)	15%
4020 Contributions Restricted	210,000	191,391	18,609	110%
4200 NonGovt Grants, Schlrships		100,000	(100,000)	0%
5100 Program-related Sales/Fees	43,441	137,365	(93,924)	32%
5210 Membership Dues	800	29,000	(28,200)	3%
5300 Investment Income	34,645		34,645	
5400 CC Rewards [P/Y Mgmt Fees]		400	(400)	0%
Total Income	\$ 296,495	\$ 508,156	\$ (211,661)	58%
Gross Profit	\$ 296,495	\$ 508,156	\$ (211,661)	58%
Expenses				
7000 Schlrshps, Grants, Fllwshp	29,546	223,650	(194,104)	13%
7200 Payroll Expenses	48,534	389,213	(340,679)	12%
7540 Faculty & Prgrm Cmpnsation	26,975	157,232	(130,257)	17%
8110 Office Supplies & Equipmnt	39	8,700	(8,661)	0%
8120 Occupancy	1,315	9,350	(8,035)	14%
8300 Travel & Meeting Expense	489	37,800	(37,311)	1%
8520 Insurance		8,927	(8,927)	0%
8530 Org Dues, Subscriptn, Lics	550	17,377	(16,827)	3%
8570 Marketing	1,545	2,460	(915)	63%
8580 Inv, Bank, CC Proc Fees	3,762	15,350	(11,588)	25%
8600 Contract Services	2,430	18,380	(15,950)	13%
Total Expenses	\$ 115,184	\$ 888,439	\$ (773,255)	13%
Net Operating Income	\$ 181,311	\$ (380,283)	\$ 561,594	-48%
Other Income				
5500 Prior Yr Designated Funds	116,602	380,283	(263,681)	31%
Total Other Income	\$ 116,602	\$ 380,283	\$ (263,681)	31%
Net Other Income	\$ 116,602	\$ 380,283	\$ (263,681)	31%
Net Income	\$ 297,913	\$ -	\$ 297,913	

Psychoanalytic Center of the Carolinas
Stmnt Fin Activity-Prev Year Comparison

July 1, 2024- August 31, 2024

	Total			
	Jul - Aug, 2024	Jul - Aug, 2023 (PY)	Change	% Change
Income				
4010 Contributions Unrestricted	7,609	2,629	4,980	189.41%
4020 Contributions Restricted	210,000	201,000	9,000	4.48%
5100 Program-related Sales/Fees	35,177	61,109	(25,933)	-42.44%
5210 Membership Dues	800	225	575	255.56%
5300 Investment Income	34,645	13,225	21,420	161.97%
Services	8,170	0	8,170	
Total Income	\$ 296,400	\$ 278,188	\$ 18,212	6.55%
Gross Profit	\$ 296,400	\$ 278,188	\$ 18,212	6.55%
Expenses				
7000 Schlrshps, Grants, Filwshp	29,546	131,538	(101,992)	-77.54%
7200 Payroll Expenses	48,730	45,506	3,224	7.08%
7540 Faculty & Prgrm Cmpnsation	26,975	16,050	10,925	68.07%
8110 Office Supplies & Equipmnt	39	1,874	(1,835)	-97.92%
8120 Occupancy	1,290	574	716	124.70%
8300 Travel & Meeting Expense	489	787	(298)	-37.92%
8530 Org Dues, Subscriptn, Lics	550	11,720	(11,170)	-95.31%
8570 Marketing	1,545	104	1,441	1385.65%
8580 Inv, Bank, CC Proc Fees	3,759	4,913	(1,154)	-23.50%
8600 Contract Services	2,173	9,031	(6,858)	-75.94%
Unapplied Cash Bill Payment Expense	0	0	0	
Total Expenses	\$ 115,095	\$ 222,097	\$ (107,001)	-48.18%
Net Operating Income	\$ 181,304	\$ 56,091	\$ 125,213	223.23%
Other Income				
5500 Prior Yr Designated Funds	116,602	15,386	101,216	657.83%
Total Other Income	\$ 116,602	\$ 15,386	\$ 101,216	657.83%
Net Other Income	\$ 116,602	\$ 15,386	\$ 101,216	657.83%
Net Income	\$ 297,907	\$ 71,477	\$ 226,429	316.78%

Psychoanalytic Center of the Carolinas

Balance Sheet

As of August 31, 2024

	<u>Total</u>
ASSETS	
Current Assets	
Bank Accounts	
1010.010 Operating Truist 4016	90,471
1010.015 Checking Truist 2089	40,612
1010.200 LOB Rstrctd Svng 5131	709,199
1010.250 LOB Operating Svg 3194	18,594
1020 Payroll Truist 6244	88,010
Total Bank Accounts	\$ 946,885
Other Current Assets	
1010.999 Undeposited Funds	2,724
1520 Securian Investments 779	912,146
Total Other Current Assets	\$ 914,870
Total Current Assets	\$ 1,861,755
Other Assets	
1521 Securian Endowment 266	231,980
Total Other Assets	\$ 231,980
TOTAL ASSETS	\$ 2,093,736
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
2580 Credit Card Pts - Truist	1,627
Total Credit Cards	\$ 1,627
Other Current Liabilities	
7250 Payroll Liabilities	1,169
Total Other Current Liabilities	\$ 1,169
Total Current Liabilities	\$ 2,796
Total Liabilities	\$ 2,796
Equity	
3100 Temp Restr Net Assets	1,309,567
3200 Perm Restr Net Assets	229,017
Unrestricted Net Assets	371,021
Net Income	181,334
Total Equity	\$ 2,090,940
TOTAL LIABILITIES AND EQUITY	\$ 2,093,736

PCC Fund Management Statement- August, 2024

Virginia Asset Management

General Account

Current Balance:	\$920,555
August Change in Value:	\$14,344
August % Return:	1.71%

YTD Capital Appreciation:	\$100,407
YTD % Return:	11.32%

Endowment Account

Current Balance:	\$234,781
August Change in Value:	\$5,026
August % Return:	2.19%

YTD Capital Appreciation:	\$26,663
YTD % Return:	12.8%

Comparisons

S&P YTD Return	14.41%
Nasdaq Composite YTD Report	12.39%
Bloomberg US Aggregate Bond YTD	3.69%

Live Oak Bank

Operating Savings	\$5,759.16
Restricted Savings	\$647,033.51
Interest Rate	4%

Notes:

- **August has continued to be quite volatile, with minimal overall gains. Bill expects this to likely be the case through the election, given the uncertainty.**
- **100K withdrawn in August to cover budget shortfalls**
- **Next meeting with Bill Bays scheduled for 9/13**
- **Scott, Vann, and Lisa met on 8/9 to discuss developing a model for our financials, which is now almost completed. While we are still ironing out**

some assumptions and other considerations, it appears we have about 30 months of solvency at our current income/expense rate.

Strategic Plan Updates 2023 – 2025

September 2024

Goal One: DEI and Membership

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

Strategy 1: Commitment to Diversity, Equity, and Inclusion:

- Increasing communication and collaboration between the Board and Anti-Racism Task Force
- \$100 Enrichment Grants for ten members to attend the Racial Equity Institute's three-hour Groundwater presentation or other comparable training.
- Planning Town Hall to discuss Holmes Commission Report in 2024/25
 - o Survey created, currently on hold
- Bylaw amendments proposed to open leadership to non-graduates
- Developing DEI project with funding to invite HBCU Graduate students to study at PCC

Strategy 2: Engaging and Connecting Members

- Hosted several Member Gatherings 22-2023
- Two member listening sessions in Spring 2024
- Virtual Open House May 2024; planning another for fall 2024
- In-person Scientific Programs and case conferences
- Regional Member Gatherings planned for early 2025
- Planning multiple 60th Anniversary Celebration events for 2025

Goal Two: Education

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 Support for Students: Addressing barriers of psychoanalytic training and the path to graduation

- Launched Dorothy Holmes Fellowship December 2023
- Awarded new grants to matriculated students in the Psychoanalytic Psychotherapy track
- Awarded new grants to matriculated students for supervision
- Renewed Pearsall Fellowship program for third year 2024-25
- Developing website resources for students
 - o FAQ Added
 - o Launching member resources page Fall 2024
- Virtual courses making training more accessible

PCC Strategic Plan 2023 – 2025

Strategy 2: Strengthen faculty development, recruitment, and retention

- Three faculty training workshops since 2023; One pending, one potential for 2025
- Five new Faculty members since 2022, additionally, more advanced candidates are co-teaching
- Faculty Compensation pilot was a success; approved as an annual budget item
- Faculty chair has recruited at least three faculty members from other centers to teach or co-teach PCC courses

Strategy 3: Initiate Curriculum Review

- The Curriculum Update Project Committee is actively listening to individuals and committees within the PCC and will continue their discussions and research in 2024 with a goal of presenting recommendations in April 2025.

Strategy 4: Technology Investments

- Updated database allows for storing course credit for PCC students; researching compatible learning management systems
- Currently hosting hybrid Scientific Programs
- Exploring offering one hybrid course in 2025 as test case

Goal Three: Training Cases

Address the challenges of finding and securing qualified supervised cases required for PCC students engaged in clinical training

Strategy 1: Evaluate and improve current case referral system

- Psychoanalytic Referral Service Work Group recommendations accepted by Board august 2024
- Work Group and staff are working on changes to website, procedure, and position description for lead clinician

Strategy 2: Explore other methods to identify referrals

- On hold until current recommendations are implemented

PCC Strategic Plan 2023 – 2025

Goal Four: Community Education and Service

Enhance and expand outreach through communications, collaboration, advocacy efforts, and expansion of Circle of Security programs

Strategy 1: Communications

- Monthly newsletter
- Hired Marketing and Communications Manager
- Currently developing Communications Plan
- Members are sharing content with Comms team for social media
- Website up-to-date; new members portal this fall

Strategy 2: Support for Circle of Security Parenting

- Approved as elective credit for training
- Increased Scholarships for participants
- First training in SC postponed

Goal Five: Fiscal Sustainability

Develop a comprehensive annual fundraising plan that meets 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

- Annual Fund Growth
 - o Met goal of 41% participation in FY22-23
 - o Met goal of \$45,000 and 45% (44.75%) participation in FY23-24
 - o Three challenge donors secured for 24-25.

Strategy 2: Identify and create fundraising strategies to reduce of the cost of training for students

- New fellowship opportunities (Holmes, Pearsall)
- New Grants
- 2023 fundraising campaign for scholarships raised \$5,000 for Raft and Byck
- Planning 60th Anniversary campaign

Strategy 3: Donor Cultivation and Stewardship

- Timely acknowledgements for donors
- Annual donor updates
- Honor/Tribute cards
- Pearsall Luncheon

PCC Strategic Plan Timeline 2023-25

Strategic Plan Timeline	2023	2024	2025
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			
Strategy 1: Commitment to Diversity, Equity, and Inclusion	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	
	<i>Provide frequent and timely communications to all stakeholders regarding the issues, goals, and actions via emails, newsletter, and updates on website.</i>		
Strategy 2: Engaging and Connecting Members	<i>Utilize Membership Committee to welcome and build relationships among current members</i>	Develop a membership recruitment plan to invite new audiences to join the PCC	Membership Drive to engage new audiences in South Carolina
	<i>Create or revise position descriptions for all PCC leadership positions; Share with membership and invite nominations to increase diversity to PCC leadership</i>	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
	<i>Create more social opportunities for members to connect outside of courses and programs</i>	Quarterly PCC member events	Explore member events in areas outside the Triangle with PCC members or partners

Legend:
 Green: Goal Achieved
 Yellow: In Progress
 White: No progress

PCC Strategic Plan Timeline 2023-25

Strategic Plan Timeline	2023	2024	2025
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	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
Strategy 2: Strengthen faculty development, recruitment, and retention	<i>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</i>		
	<i>Annual evaluation of pilot compensation program; adjust and renew based on results, feedback, and funding</i>		
	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.	
Strategy 3: Initiate Curriculum Review	<i>Design review process and timelines Recruit committee</i>	Research and develop curriculum guide	By 2025, present proposal for a revised, contemporary psychoanalytic curriculum
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	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 2023-25

Strategic Plan Timeline	2023	2024	2025
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	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
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)		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 2023-25

Strategic Plan Timeline	2023	2024	2025
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.	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.
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.	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 2023-25

Strategic Plan Timeline	2023	2024	2025
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)	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.
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.	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
Strategy 3: Donor Cultivation and Stewardship	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	

Author: Frank Heitmann, At-Large Board Member

Title: DEI Project No. 1

Synopsis: Proposal received unanimous support at the August 5th, 2024 PCC Board Meeting

One. Externally, since I submitted the proposal July 15th, 2024, I have had additional contacts with former students of NCCU, NCA&T, and FSU, who are now masters level fully licensed mental health professionals or associates licensed mental health professionals. I have discussed the proposal with them and had a positive reception.

No further external actions pending.

Two. Internally, there have been these developments:

Funding/Budget:

Dr. Harold Kudler (email 8/19/24) indicates that additional funding is available (Dr. David Freeman, donation, in the amount of \$60,000). Dr. Kudler suggests that the original proposal be expanded in re those funds could be used for HBCU instructors taking education courses, paying for Scientific Meetings, and the like.

Authority:

Dr. Kudler (email 8/19/24) indicates that the TEC should be involved in determining what level of PCC education courses (or any level) HBCU graduate students would be authorized to attend/enroll/audit. [Note: This is in line with my original proposal: I identified TEC as the sub-authority, if not final authority, in this matter.]

Other:

Dr. Kendra Surmitis (email 8/17/24) offers several rich, sensitive, comments and questions on our process(es) and what the experience would/could be like for those HBCU students.

Recommended: The Board discuss these three items.

PCC Grievance Policy – Draft September 2024

The Psychoanalytic Center of the Carolinas strives to provide an open, fair, and welcoming learning environment in all its educational programs and in the larger PCC community of members and professional colleagues. This policy provides guidance when a formal complaint of dissatisfaction or concern is submitted by a member, student, volunteer, or employee regarding an issue which requires an impartial review and resolution. Examples of grievances covered under this policy include, but are not limited to, unfair treatment/discrimination, interpersonal conflicts, policy violations, and programmatic issues involving offensive or improper conduct or content.

Informal Procedure for Resolving Academic and Administrative Complaints

All members are encouraged to discuss concerns or complaints with the person(s) directly involved in the complaint to reach a satisfactory, informal resolution. If these informal direct discussions are not successful, the member may pursue further formal avenues.

If the matter is an academic complaint, the student may contact a trusted colleague, their advisor, the Training Program Director, or the TEC Director for guidance and support prior to filing a formal complaint. If the matter is an administrative complaint, the student may contact the Executive Director, Board President, or Board members. If you are unsure how to proceed, please contact the Executive Director.

Formal Procedure for Resolving Academic Grievances

Submitting a letter by mail or email to the Executive Director initiates the formal grievance process. The letter should contain a detailed description of the grievance, the parties involved, the attempts to resolve the grievance informally, and the anticipated remedies or outcome. All grievances will be dealt with confidentially by the Executive Director, who will maintain all records and files related to reported grievances. Any act of retaliation against a member who files a grievance will be considered a violation of the PCC Code of Ethics.

The procedure provides a thorough review of the member's grievance by the Executive Director and affords due process rights with the intent of arriving at mutual agreement. The Executive Director, upon receiving the formal written grievance, will review it and, within 30 days, gather information from the grievance parties, keeping a confidential record and/or summary of this information. The Executive Director may consult board members, committee chairs, outside consultants to recommend a solution to the grievance based on mutual agreement.

If mutual agreement is not reached, the Executive Director will present a resolution, and the grievant will be notified of the resolution in writing. Members may appeal the resolution to the Board of Directors.

If the grievance involves the Executive Director, the grievance must be addressed to the President. If the matter involves the President, the grievance must be brought to the attention of the Executive Director, who will initiate a special dispute resolution committee of the PCC Board.

Appeal Process for Grievance Decisions

If a member chooses to file an appeal, they must submit a written notice to the President. If the President is involved in the grievance, the appeal should be directed to another member of the Executive Committee. Within 30 days of the appeal, the Board will convene a special committee to review the records of the initial review. The appeal committee will consist of three active PCC members in good standing and include a representation of our membership including a representative from the board of directors, a representative from a relevant PCC committee (i.e. the Training and Education Committee, Psychoanalysis or Psychoanalytic Psychotherapy Committee, Ethics Committee, etc.), and one other member who may be a professional peer of the involved parties.

Within 45 days, the Committee will recommend steps to be taken by the parties towards an amicable and mutually acceptable solution. This decision will be informed by pertinent documentation on record. The matter will not be reopened for additional research or arguments during the appeal process.

If the parties cannot agree on a solution, the committee will declare a resolution in writing. The action of this committee will be final.



Social Media Policy

As amended by Communications Committee 9/9/24

Purpose

This policy aims to guide the Psychoanalytic Center of the Carolinas' staff, members, and affiliates in their use of social media to ensure the organization's values, mission, and reputation are upheld.

General Guidelines

1. **Representation:** Clearly state when you are speaking in a personal capacity and when on behalf of the Psychoanalytic Center of the Carolinas.
2. **Respect and Professionalism:** Treat all online interactions with respect and professionalism. Avoid engaging in controversial discussions that could harm the organization's image.
3. **Confidentiality:** Do not share confidential or proprietary information about the Psychoanalytic Center of the Carolinas staff, members, or beneficiaries.
4. **Accuracy:** Ensure the information you share is accurate and up-to-date. Correct any errors promptly.
5. **Branding:** Use official logos, images, and brand guidelines when representing the organization.

Content Creation

1. **Inclusivity:** Ensure all content is inclusive and free from discrimination based on race, gender, religion, sexual orientation, or any other characteristic.
2. **Permission:** Obtain permission from the Marketing Manager before sharing images or stories of individuals.

Engagement

1. **Conflict Resolution:** Do not engage in arguments or negative discussions. Report any negative interactions to the Marketing Manager for appropriate handling.
2. **Community Building:** Encourage and foster a supportive online community by engaging with followers and supporters constructively.
3. **Personal Social Media Use:** When discussing PCC in a personal capacity, include a disclaimer such as 'The views expressed are my own and do not necessarily reflect the views of Psychoanalytic Center of the Carolinas'.
4. **Privacy:** Be mindful of privacy settings and who can see your posts.