



Innovations in Counseling: Working with Minority Populations- Part 1 Session 4: Marketing: Does It Apply to Counselors?

Webinar Follow-up Question and Answer Session with Dr. Gloria Dansby-Giles

Question from Renee Arbogast

How does this relate to working with minority populations specifically?

Answer from Gloria Dansby-Giles - Presenter

Minority populations have been traditionally underserved. This is a new area where counseling services can be marketed.

Question from Melody Becker Pullman

I have moved to another state from what I was licensed. How do I learn what is needed for the state I have moved to?

Answer from Gloria Dansby-Giles - Presenter

The state licensure board where you currently reside should be able to address what you need in order to obtain a counseling license. The ACA website has a report on “Licensure Requirements for Professional Counselors” (2010). See www.counseling.org/Knowledge-Center/licensure-requirements.

Question from Jacquelyn Beniquez

I live in upstate NY (Albany) and hold two Masters degrees: the 1st in in counseling psychology and the second is in human sexuality. I will be applying for sex therapy certification; however I am having difficulty in attaining a state level position because I did not graduate from a University that was not CACREP accredited. How can I receive CACREP accredited Master’s degree without attaining an additional Master’s degree?

Any thoughts as to whether you believe changes in our national healthcare will increase or decrease projected salaries?

Answer from Gloria Dansby-Giles - Presenter

Perhaps CACREP can assist you with the difficulties that you are encountering with your academic degree.

As far as the changes in the Affordable Care Act, there are revisions that are taking place now. It is difficult to predict future changes.



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Question from Uyen Bui-Anderson

I live in an area where there are many unlicensed practitioners...any words of wisdom on how to market in this type of environment? Credentialing still important? I have both LMFT and LPC

Answer from Gloria Dansby-Giles - Presenter

It is important to know as much information as possible about the counseling service providers in your state as well as employers. Your state counseling association maybe able to provide additional information. In addition, Psychology Today has a roster of counseling service providers by state. You use this information to determine the type of counseling services that are being provided in your area.

Be sure to take a look at the ACA Knowledge Center which has a section on “Private Practice Pointers.” This can be accessed from www.counseling.org/knowledge-center/private-practice-pointers. This is a member’s only section and will require a user ID and password.

Question from Cynthia Crockett

I am a certified counselor, but did not turn in my licensing papers in the appropriate time limit. Can I be effective in marketing and business without a counseling license?

Answer from Gloria Dansby-Giles - Presenter

Information regarding the marketability of counselors varies by state. Perhaps your state counseling association can assist you in obtaining the information that you need. In addition, each state has a licensure board. It may be helpful to contact them with regard to your status to practice within the state without a license. Also, marketability is dependent upon the context or area in which you live as well as the number of licensed professionals in your area and the requirements of employers. There is an article on the ACA Knowledge Center, Private Practice Pointers called, “Advice for Unlicensed Counselors.” This can be accessed from www.counseling.org/knowledge-center/private-practice-pointers. This is a member’s only section and will require a user ID and password.

Question from Cortney Donohue

I am a post graduate Clinical mental health counselor in rural Vermont. I have found it very difficult to find a job that allows for a masters level clinician who has not yet had the 3000 supervised post graduate hours for licensure in Vermont. Is there any programs or businesses that offer training and supervision for post graduate clinicians? In my area it has been a double edged sword to find this type of work, and wonder if other areas face this same issue.

Answer from Gloria Dansby-Giles - Presenter

Perhaps your state counseling association as well as the state licensure board can assist you in locating approved counselor supervisors. In addition, NBCC has a roster of Approved Clinical Supervisors.



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Question from Ida Duplechin

There is a requirement that mental health services/counseling be provided at parity with medical/surgical services now. Will this improve reimbursement in your opinion?

Answer from Gloria Dansby-Giles - Presenter

Perhaps someone within your state counseling association or division of AMHCA Association can assist you. In addition, information regarding the Mental Health Parity and Addiction Act of 2008 can be accessed from www.counseling.org/public-policy/documents-and-resources.

Question from Catherine Eaton

Here in Maryland, the non-profit agencies have been merging, and keeping all services "in house" (a good resource to earn post-graduate hours). However, the pay is low. As a newly licensed counselor I am having a hard time getting credentialed on the insurance boards towards opening my own practice. The insurance board states that there are too many providers but as an IC at a private practice we were turning clients away.

Is credentialing by the insurance companies considered a plus or minus in regard to marketability?

Answer from Gloria Dansby-Giles - Presenter

Information regarding marketability varies by state. Your state counseling association or state division of AMCHA may be able to address these issues.

Question from David Ekman

What qualifies to "specialize" in an area? For instance, for me to ethically hold myself out to the public as a Rehabilitation Counselor, what would I need to do? (I'm a LMHC in Iowa.)

How valuable is the ABD after my MS, LMHC, NCC credentials?

Answer from Gloria Dansby-Giles - Presenter

Usually persons with a background in rehabilitation counseling obtain certification from the Commission on Rehabilitation Counselor Certification. You can access their website at www.crc certification.com. Also, the ACA Code of Ethics (2005) addresses this under C.2.b. New Specialty Areas of Practice. It states: "Counselors practice in specialty areas new to them only after appropriate education, training and supervised experience. While developing skills in new specialty areas, counselors take steps to ensure the competence of their work and to protect others from possible harm" (p. 9)

With regard to the ABD, there have been discussions on CESNET regarding this. You can check the archives of CESNET.



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Question from Sheila Evanoff

What type of experience does a counselor need in order to market him/herself as 'specializing' in a certain area (for example, grief/loss)?

Answer from Gloria Dansby-Giles - Presenter

To my knowledge, NBCC does not provide a national certification in this area. There is a company that is providing training in this area.

Question from Angel Folk

When you spoke of growth in the mental health counseling field, is that only in private practice or also community agency based counseling?

Answer from Gloria Dansby-Giles - Presenter

The Occupational Outlook Handbook 2012-2013 addressed growth in the counseling field in terms of outpatient mental health and substance abuse services, hospitals, state, local and private as well as state and local government. It can be accessed from www.bls.gov/oco.

Question from Atefeh Jenrow

What are the current ethical considerations about online counseling?

Answer from Gloria Dansby-Giles - Presenter

NBCC has a "Policy Regarding the Provision of Distance Counseling Services" which was approved on July 31, 2012. It can be accessed from www.nbcc.org.

Question from Amy Johnson

Are the new positions nationwide or in a certain state?

Answer from Gloria Dansby-Giles - Presenter

The study from ACES, "Meeting the 2013 Standard: An initial look at the demand for counselor educators" was authored by Minton, Myers and Morganfield. The sample included responses to a survey by department chairs from 176 programs that were CACREP accredited or were being accredited. This study can be accessed from www.acesonline.net/meeting-the-2013-standard-an-initial-look-at-the-demand-for-counselor-educators.

Question from Emily Miller

Are the projections based on full time employment? As far as salary, etc.

Answer from Gloria Dansby-Giles - Presenter

With regard to the Minton, Myers and Morganfield study, some of the participants did not provide specific information about the positions that were advertised such as part-time, adjunct or tenure track.



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Question from Rachael Miller

In private practice, how does this hourly average relate to all the third party reimbursements, re: insurance?

Answer from Gloria Dansby-Giles - Presenter

The Occupational Outlook Handbook and the America's Career InfoNet provided median salaries for counselors. Third party reimbursements were not addressed.

Question from Jacqueline Moscovici

I completed my licensure hours in one state and was supervised by an LSW. I need to now complete the remaining 4 courses but I have since moved to another state that requires supervision to be by an LPC. Is there a push any time in the future to streamline national requirements in order for all states to accept the same exam, supervision, and hours?

Answer from Gloria Dansby-Giles - Presenter

There is a portability issue that is being discussed through ACA with the Vision 20/20/.

The information on "Building Blocks to Portability Project" can be accessed from:

<http://www.counseling.org/knowledge-center/20-20-a-vision-for-the-future-of-counseling/current-activities>.

Question from James Powell

Are there any rising resources for evaluating or reviewing MH support apps from a best-practice, evidenced based standpoint?

Answer from Gloria Dansby-Giles - Presenter

I have checked the (SAMHSA) Substance Abuse and Mental Health Services Administration website and did not find anything. I am sure that someone will address this soon.

Question from Lalitha Prakash

I have masters in community agency counseling, and have BHMS (Bachelor in Homeopathic Medicine and surgery) Can I use the BHMS after my M.Ed. In my business card

Answer from Gloria Dansby-Giles - Presenter

This may be addressed in the ACA Code of Ethics (2005) under C.4.d. Implying Doctoral Level Competence. This section states: "Counselors clearly state their highest degree earned in counseling or closely related field" (ACA, p. 10).



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Question from Shannon Reese

What would one need to do if the person is a signing therapist providing services to deaf people? Would that be more marketable?

Answer from Gloria Dansby-Giles - Presenter

Marketability will be impacted by the ability of the service provider to serve populations that have historically been excluded from services or underserved. In addition, marketability is impacted by the context in which the professional lives and works. The supply and demand for a particular type of service will impact the need for the service and the fees to be charged or salaries for positions. Perhaps, your state counseling association can provide more information or you may consider consulting a career counselor in your area.

Question from Keisha Saunders

Is it possible to work as a faculty member at a university if you do not have PH.D?

Answer from Gloria Dansby-Giles - Presenter

An employer would be able to answer this. In addition, you can read some of the job announcements on CESNET or the ACA website.

Question from Sonja Serda

What is CORE?

Answer from Gloria Dansby-Giles - Presenter

The Council on Rehabilitation Education (CORE) accredits over 100 programs in Rehabilitation Counselor Education (RCE) and promotes through accreditation the effective delivery of rehabilitation services to individuals with disabilities by promoting and fostering continuing review and improvement of master's degree level RCE programs" (www.crc certification.com/pages/resources-links/11.php).

Question from Larry Sinsabaugh

Commission on Rehabilitation Counselor Certification is the group that your speaker was trying to say.

Answer from Gloria Dansby-Giles - Presenter

That is correct. See the above response.

Question from Che Walker

What is the future outlook for CACREP vs. CORE accreditation? Will CORE continue to be a recognized benefit in the realm of Rehab Counseling?

Answer from Gloria Dansby-Giles - Presenter

I think that there is an article on the CACREP home page that addresses this issue.



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Question from Stephanie Welder

What is rehab counseling?

Answer from Gloria Dansby-Giles - Presenter

Rehab counseling is known as rehabilitation counseling. You can obtain more information from www.crc certification.com.

Question from Yolanda Wilson

What are the requirements to specialize in adolescent counseling when the only label you have had is LPC Intern, now LPC, but have more experience with children and teens?

Answer from Gloria Dansby-Giles - Presenter

Maybe the ACA Code of Ethics (2005) addresses this under C.2.b New Specialty Areas of Practice. This section states: "Counselors practice in specialty areas new to them only after appropriate education, training and supervised experience. While developing skills in new specialty areas, counselors take steps to ensure the competence of their work and to protect others from possible harm."

Question from Julie Yaekel-Black Elk

How can we encourage counselors and psychologists in the field to become approved supervisors by state licensing agencies? Being approved in both Wisconsin and Minnesota I find doing supervision very rewarding, but also my responsibility

Answer from Gloria Dansby-Giles - Presenter

Perhaps this can become an advocacy project for a state counseling association, division or interest area.

Question from Latria Rogers

How can I use my mental health background to get into the school system as a school psychologist?

Do you think that the board at the state level will merge and review the background of mental health and enter the school system? I have found it very hard to get into the school system?

Answer from Gloria Dansby-Giles - Presenter

There are licensure or certification requirements for a school psychologist by a state licensure board or a state department of education in your state. Be sure to check the requirements in your state.



Comments

Comment from Morvel Baldwin

She is headed in the right direction for her marketability skills but will this still hinder her acquiring her future career plans in the work force? Then what should she do? There is a lot of competition for jobs in the Counseling field, now. Could marketability still be a problem in employment?

Comment from Tonya McKoy

For supervision...she may need to try organizations like youth villages

Comment from Kevin Stouffer

Has she identified "who" and "issues" she really wants to treat? I think a plan might start in a general way but it should be focused at some point to match the desired practice.

A client on vacation might be on-line in state one day and seeking a consultation or counseling from out of state the next day.

It sounds like two states could regulate the same online session if it crosses state lines.

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