Contents

3 Editor Insights

4 Headquarters Update

7 Meet Dr. Craig Cashwell
   2014-2015 CSI President

10 CSI DayS 2014

15 PART I: CSI Milestones
   1985-1994

21 Global Professional Identity
   Interview with Dr. Sam Gladding

25 Advocacy in Action
   Recent Licensure Developments in Ohio

30 Positive Use of Social Media

34 Counselor Community
   Engagement

35 Journal of Counselor
   Leadership and Advocacy

37 Leadership Directory
Editor Insights

Are you ready? For what, you ask? It is a loaded question, but we are celebrating 30 years of Chi Sigma Iota and you are invited to celebrate with us! I don’t think it was too much of a surprise if you have looked at the cover of this edition of the Exemplar or have visited the CSI website lately. This is going to be a year full of celebrating what we do best, focusing on advocacy, leadership, and professional identity.

Starting with this edition, we are offering updates on CSI events and activities as well as highlights of the great advocacy efforts of our leadership. To begin this year, we introduce our new CSI President Dr. Craig Cashwell who provides some highlights from the 2014 CSI DayS events in Honolulu, Hawaii. Dr. Cashwell has identified professional identity as his theme for the year, so it was befitting that we interviewed Dr. Sam Gladding, who visited the Philippines recently, to explore a global professional identity in the counseling profession.

Milestones will be a theme for each regular edition of the Exemplar this year. We will hear from those involved in the Milestones Project and a Commentary from Founding CSI Executive Director Dr. Tom Sweeney on CSI’s history. The second half of this edition includes several important articles on advocacy, counselor community engagement, and the use of social media to engage counselors in these activities. Last but not least, we celebrate the launch of our new journal!! Are you ready, now? Hold on.....here we go!!
Celebrating 30 Years of Excellence!

This year marks the 30th anniversary for Chi Sigma Iota. We’ve come a long way, baby! More than a few things have changed, but our mission has remained unchanged through the years. CSI’s growth can be attributed in large part to the mission and vision of our founders. CSI has always been committed to Promoting Excellence in the Profession of Counseling.

CSI’s fiscal year runs from May 1st to April 30th. A snapshot of membership statistics, calculated May 1st of each new year, provides a graphic depiction of chapter and membership growth:

<table>
<thead>
<tr>
<th>YEAR</th>
<th>ANNUAL NEW MEMBERS</th>
<th>TOTAL INITIATED MEMBERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1984-1985</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>1994-1995</td>
<td>1,875</td>
<td>12,367</td>
</tr>
<tr>
<td>2004-2005</td>
<td>4,358</td>
<td>45,146</td>
</tr>
<tr>
<td>2013-2014</td>
<td>6,838</td>
<td>95,394</td>
</tr>
<tr>
<td>2014-2015</td>
<td>?</td>
<td>&gt;100,000</td>
</tr>
</tbody>
</table>

This year, we will reach a milestone with more than 100,000 total initiated members. Over 15,000 remain active, and the number of active chapters is at an all time high. The activity level of chapters also has increased. Just over 95% of our 269 active chapters submitted an annual report in May, the highest percentage of chapters reporting ever.

Support to Counselor Education

Along with growth in membership and chapters is an increase in rebates provided to chapters. CSI provides a rebate to each active chapter of $10 per active member per year. This year more than $120,000 will be sent in rebates to chapters, raising the total of rebates over the last 30 years to more than $1,000,000. CSI’s direct support to counselor education has always been a hallmark of the Society, and it remains a priority.
In addition to rebates, CSI provides support to counselor education through chapter grants, excellence in counseling research grants to members, fellowships and internships, and awards. Various contests, including the Leadership Essay Contest, Counselor’s Bookshelf contests, and professional member forms submissions, among others, have resulted in direct financial support to members.

**Member Benefits**

Support to members results from a variety of member benefits, beginning with the CSI Certificate of Membership and lapel pin, access to the many features of [csi-net.org](http://csi-net.org), and the opportunity to participate in grants and contests. The newly redesigned online CSI *Exemplar* is available to every member of CSI as part of your membership.

Beginning in June of 2014, CSI’s *Journal of Counselor Leadership & Advocacy*, a source of cutting-edge information on professional and clinical issues, is available as a member benefit and resource. Access is restricted to members who log in – and while on the website, be sure to update your member profile, add your picture and vita, and sign up to be a part of our statewide and regional networking groups and any of our groups for counselors to network and share on topics of mutual interest: Counselor Community Engagement Network, Global Network, CSI All Members Network, Professional Advocacy Network, and Professional Counselors Network.

CSI’s webinars continue to provide exceptional professional development opportunities and CEUs at no charge to members. Non-members pay a fee of $39 per webinar. Based on the number of attendees at our webinars and the number of members who view our recordings, in the past year alone this membership benefit was worth more than $165,000 to our members. An added benefit is the automatic generation of CEU certificates. After attending or viewing a webinar and completing a survey or quiz, members need only to log in to their member profiles to view their list of CEU certificates and open and print each one.

**Professional Counselors Advocating for Professional Counseling**

Less visible as a member benefit is the advocacy CSI conducts on behalf of chapters, members, and the counseling profession. Since our inception in 1985, CSI has had four strategic planning goals:

1. Promoting and recognizing academic and professional excellence in counseling scholarship, leadership, advocacy, and practice.
2. Supporting and enhancing a strong counseling profession that fosters wellness
3. Inspiring and supporting excellence in personal, academic, and professional practice.

4. Providing an organizational structure to implement the CSI strategic plan.

Each of these goals is integral to decision making by CSI leaders at all levels of the Society. The mentoring provided by Chapter Faculty Advisors and leadership training for members is designed to “develop exemplary leaders for the counseling profession.” A review of the leadership lists of other counseling organizations reveals a preponderance of CSI members serving in key leadership positions. CSI’s Executive Council and list of Chapter Faculty Advisors reads like a directory of Who’s Who in the counseling profession!

CSI’s mission, vision, and core values are the foundation for advocacy efforts on behalf of clients and advocacy to promote the counseling profession. This year, our leaders have chosen to demonstrate CSI’s commitment to professional advocacy through a continued and renewed focus on professional identity. Through writing, research, chapter activities, member activities, conference programs, and collaborative projects with ACA, CACREP, and NBCC, we will work to make a difference that will affect the life and work of each counselor in a proactive and positive way. Please join the team — there is a lot to do and we need each professional counselor, counselor-in-training, and counselor educator to work collaboratively to achieve our common goals!

CSI Executive Director
Dr. Jane Myers announces research grant recipients with the help of Drs. Laura Shannonhouse and Stephen Kennedy during 2014 CSI DayS in Honolulu, Hawaii!
Advocacy and Professional Identity: An Interview with Dr. Craig Cashwell, 2014-2015 CSI President
by Bradley McKibben, Upsilon Nu Chi

“While much can be said about our progress as a profession, even more needs to be said about what remains to be done and the requirement for new leaders as we move into the future.”--Dr. Tom Sweeney

Amid many changes and potential changes swirling about in professional counseling, the above quote by Dr. Sweeney in *Professional Counseling Excellence through Leadership and Advocacy* echoes as a call to action for counselors as we advance into an ever-evolving professional frontier. Increasingly, counselors are asserting themselves via a strong professional identity, and CSI has long been a champion of this very movement. As the incoming President of CSI International for 2014-2015, Dr. Craig Cashwell is advancing the call to emphasize advocacy to strengthen professional identity. This article highlights Dr. Cashwell’s theme for the coming year as President and digs a little deeper into what this theme means for him personally and professionally.

Dr. Cashwell is a member of the Upsilon Nu Chi chapter at The University of North Carolina at Greensboro where he also works as a Professor in the Department of Counseling and Educational Development. His theme for the coming year, advocacy to strengthen professional identity, holds multiple meanings for him. He defined professional identity as, “…understanding what it means to be a professional counselor, advocating for the profession and for clients, having a clear training curriculum for our profession, strengthening regulations for counselor licensure, and increasing the number of accredited counselor education programs.” A former Chair of the CACREP Board, Dr. Cashwell’s vision embodies the counselor education piece of CSI’s Six Advocacy Themes: “To ensure that all counselor education students graduate with a clear identity and sense of pride as professional counselors.”
While speaking with Dr. Cashwell, it was clear that he has a broad perspective of where the profession is at currently, from whence it came, and where it needs to go. He stated that the counseling profession has grown considerably in the last 25 years, and “we are poised to take ourselves to the next level.” All 50 states now have licensure laws for professional counselors, and this gives counselors the strength to assert ourselves professionally. Along with growth, Dr. Cashwell emphasized that there has been some fragmentation that has weakened the profession. For example, those who worked diligently on the ACA 20/20 Initiative encountered struggles in defining the profession. This struggle, Dr. Cashwell noted, highlighted some of the broader fragmentation and growing pains that exist in the profession beyond the 20/20 Initiative.

Dr. Cashwell expressed several steps that need to be taken in order to strengthen counselors’ professional identity. First, he stated that more counselor education programs need to be accredited. The Council for Accreditation of Counseling & Related Educational Programs (CACREP) has established strong education standards, and these standards uniquely emphasize training and mentoring of counselors by counselors. Organizations like CSI and CACREP have defined clearly what it means to be a professional counselor.

Also, he stated that counselors need to be intentional about asserting a uniquely counselor identity. “Professional identity is more than professional associations [with counseling organizations],” he stated, “It is credentialing, licensing, where you are publishing your research, where you are going to conferences and taking students to conferences, and whether or not your work is serving the counseling profession.”

Another next step expressed by Dr. Cashwell is strengthening existing licensure laws. He recognized the hard fought victories in securing counselor licensure in every state, as well as the compromises made to achieve these victories. “Now that every state has licensure, it gives us strength and now we have to strengthen what it means to be a professional counselor.”

When asked specifically why he chose this theme as CSI President, he replied that there is much movement occurring in the profession around professional identity and, “I’m excited to be a part of it.” Further, he explained that CSI has advocated for counselor professional identity since its beginning, and his emphasis on professional identity in the coming year is but an extension of CSI’s efforts. At CSI Days this year in Hawaii, Dr. Cashwell hosted a panel on professional identity and recognized top leadership essay contest writers who attested to the value of professional identity. In the coming year, he plans to continue a professional dialogue on this issue and to collaborate with partners in the profession on issues such as licensure laws and portability.

Professional identity also connects with Dr. Cashwell at a personal level. He stated, “Professional identity reflects a clear sense of who I am as a counselor; I was trained and mentored by counselors and we are different than other mental health professionals.” He noted that many people associate what they do with who they are, and so it is with counselors. “Identity formation is hardly a linear process, either for us as individuals or for counseling as a profession and much work remains yet to be done in strengthening and forming who we are as a profession.” As he spoke, it was clear that Dr. Cashwell is both incredibly passionate and fiercely humble in his views of professional counseling, counselor professional identity, and the opportunities he has to play a role in professional identity development as CSI President.
In sum, Dr. Cashwell emphasized enthusiasm and excitement about his coming term as CSI President. “It is an honor to serve an organization that has been on the cutting edge of professional identity and advocacy issues from very early on,” Dr. Cashwell said, “We still have to strengthen professional identity even though it has improved thanks to organizations like CSI and CACREP.” His spirit of advocacy for a strong professional identity reflects the servant leadership philosophy of CSI, and his efforts, along with CSI, seek to bring the counseling profession on par with other professions who proudly express their own professional identities. Dr. Sweeney urged that “…even more needs to be said about what remains to be done…” for the profession, and Dr. Cashwell, as the 2014-2015 CSI President, is giving voice to what needs to be done.
CSI DAYS 2014

BY CRAIG S. CASHWELL,
CSI PRESIDENT
“If you build it, they will come” intoned the mysterious voice in the 1989 film, *Field of Dreams*. The leadership of Chi Sigma Iota built a dynamic program for the 2014 CSI Days held at the annual American Counseling Association convention in Honolulu, Hawaii, and between March 27 and March 29, they came, even though the sun and sand of Waikiki beach was just a short walk away. Although overall conference attendance and attendance at CSI Days activities was lower than usual, we built it…and they came.

The focus of CSI Days 2014 was Advocacy to Strengthen Professional Identity. This is my presidential theme and will be a focus area for CSI in the coming year.

On March 27th, the CSI Executive Council met to do the business of the organization and Leadership Fellow/Intern orientation was conducted. Congratulations to the following people who were selected from among a competitive applicant pool as a CSI Intern or Fellow:

**Leadership Interns:**
* Janice Byrd – Rho Upsilon  
  University of Iowa  
  *Elizabeth Ener – Rho Kappa  
  University of North Texas

**Leadership Fellows:**
* Emily Bess – Rho Beta –  
  University of Virginia  
* Lauren Breedlove – Upsilon Nu Chi  
  University of North Carolina at Greensboro  
* Robin Dufresne – Alpha Omega  
  University of Toledo  
* Laura Gallo – Rho Upsilon  
  University of Iowa  
* Matthew Glowiak – Omega Zeta  
  Walden University  
* Kara Hurt – Rho Kappa  
  University of North Texas  
* Sandra Logan – Beta  
  University of Florida  
* Caarne White – Chi Upsilon Chi  
  Capella University
Over the course of this year, these Leadership Interns and Fellows will work with CSI mentors and staff to provide important leadership to CSI and to grow in their leadership potential.

CSI Leadership Fellows Emily Bess and Sandra Logan welcome CSI members to the 2014 CSI Annual Business meeting in Honolulu, Hawaii.

CSI was fortunate to have three dynamic, talented, and inspirational women present CSI-sponsored educational sessions. Dr. Nicole Hill presented on Embracing Our Role as Leaders: Counselor Community Engagement as the Catalyst for Excellence. Dr. Cheryl Holcomb-McCoy presented on Transformative Leadership in Counselor Education. Finally, Dr. Casey Barrio Minton presented on Professional Advocacy through Research and Program Evaluation. Additionally, there were 25 CSI poster sessions where professional and student members presented their research and scholarly work related to the CSI mission. Additional information about the educational and poster sessions is available at: [http://csi-net.org/?2014_CSI_Day](http://csi-net.org/?2014_CSI_Day).

The afternoon of Friday, March 28th saw a flurry of CSI activities as the Leadership Workshop was followed by the CSI Delegate Business Meeting, the CSI Awards Ceremony, and the CSI Reception. For me, a personal highlight of the CSI Days activities was the Leadership Workshop. A panel of noted experts spoke on the topic of Advocacy to Strengthen Professional Advocacy: Leaders Across Generations. The workshop was, as the title suggests, focused on counselor professional identity and how we can advance our profession by advocating for a clear and strong professional identity. A “wrinkle” in the leadership workshop this year was that panel members were selected who represented various stages of their career to focus on the past, present, and future of counselor professional identity. Dr. Tom Sweeney spoke from a late career perspective, providing a rich context of the history of our profession, including
struggles and advances gained over the last 30 years. Dr. Vicki Kress spoke from a mid-career perspective, focusing on the current state of counselor professional identity, including recent changes to the licensure law in her home state (Ohio) that strengthen professional identity. Finally, Dr. Jason King spoke from the early career perspective, focusing on key focal points for the future to promote a strong counselor identity. This was a fantastic, thought-provoking presentation! Discussions are underway to present an abbreviated version of this presentation as a CSI webinar in the future. Stay tuned for the opportunity to hear this powerful presentation from the comfort of your own office or home.

Another nuance this year was a revision to the focus of the Delegate Business Meeting. The Executive Committee decided that part of the business meeting would focus on training that would help the delegates in their work as Chapter Leaders or Chapter Faculty Advisors. This year, Dr. Cheryl Pence Wolf and Dr. Stephen Kennedy led training on how to best use the new CSI Website to support chapter development.

The CSI Annual Awards Ceremony is always a celebration. CSI, which promotes excellence among all counselors, has the opportunity to represent some of the most outstanding accomplishments of its members. Congratulations to all of the award recipients!

Finally, the CSI reception provided the opportunity for old friends to visit and new friendships to be formed. Much laughter and many hugs were the only agenda item for the reception.

On Saturday, March 29th, CSI activities began early as CSI leaders clutched their coffee and headed to 7:00 a.m. meetings. There were meetings for CSI Committee Chairs, Editors, JCLA Editorial Board, CSI Committees, Chapter Leaders, and Chapter Faculty Advisors. In addition, CSI Leadership Fellows and Interns met to process and debrief their conference experiences.

I want to express my gratitude to all of the volunteers without whom CSI Days would not be possible. I have long ceased to be surprised at the giving spirit of those who work tirelessly to promote the CSI mission. In keeping with the CSI mission which states, in part, that CSI serves to “recognize high attainment in the pursuit of academic and clinical excellence in the profession of counseling,” the many volunteers who worked together to make CSI Days a success did so with a generous and gracious spirit. When this much talent and wisdom is coupled with a giving heart, MANY good things happen. Thank you!

Dr. Craig Cashwell accepts the CSI President’s gavel during CSI Days events.
Thanks, also, to my colleagues on the CSI Executive Council, the Committee Chairs and members, the LFI Interns and Fellows and, last but not least, Dr. Jane Myers, our Executive Director. It does, indeed, take a village.

CSI Days 2015 in Orlando, Florida will be a unique celebration, as CSI will celebrate 30 years of promoting excellence in counseling. Stay tuned for exciting news of how we will honor this legacy of advocacy and excellence at the ACA Conference in Orlando.

## 2014 CSI Award Recipients

<table>
<thead>
<tr>
<th>Award</th>
<th>Chapter</th>
<th>Recipient</th>
</tr>
</thead>
<tbody>
<tr>
<td>Outstanding Service to Chapter</td>
<td>Mu Tau Beta</td>
<td>James McMullen</td>
</tr>
<tr>
<td>Outstanding Research</td>
<td>Alpha Upsilon Alpha</td>
<td>Lindy Parker</td>
</tr>
<tr>
<td>Outstanding Practitioner-Supervisor</td>
<td>Beta Phi</td>
<td>Laura Sollenberger</td>
</tr>
<tr>
<td>Outstanding Practitioner</td>
<td>Omega Delta</td>
<td>Jennifer Del Corso</td>
</tr>
<tr>
<td>Outstanding Entry Level Student</td>
<td>Beta</td>
<td>Rachel Henesy</td>
</tr>
<tr>
<td>Outstanding Doctoral Student</td>
<td>Chi Upsilon Chi</td>
<td>Steven DeMille</td>
</tr>
<tr>
<td>Outstanding Chapter Faculty Advisor</td>
<td>Beta Phi</td>
<td>Nancy Sherman</td>
</tr>
<tr>
<td>Outstanding Newsletter (Large Chapter)</td>
<td>Zeta</td>
<td></td>
</tr>
<tr>
<td>Outstanding Individual Program (Large Chapter)</td>
<td>Eta</td>
<td></td>
</tr>
<tr>
<td>Outstanding Chapter (Large Chapter)</td>
<td>Mu Tau Beta</td>
<td></td>
</tr>
<tr>
<td>Outstanding Chapter (Small Chapter)</td>
<td>Alpha Chi</td>
<td></td>
</tr>
</tbody>
</table>

2013-2014 Past President Vicki Kress, Executive Director Jane Myers, President Andrea Dixon, and President-elect Craig Cashwell at 2014 CSI DayS!
PART I

Advocacy and Archives: CSI Milestones in Counseling- The First Decade 1985-1994

by Caroline O’Hara and Laura Shannonhouse

Commentary by Dr. Thomas J. Sweeney, Executive Director, Chi Sigma Iota, 1985-2012

Three years ago, the idea for the Milestones project was born out of curiosity, appreciation, and a desire to engage in professional advocacy. As the 2011-2012 CSI Leadership Interns, we both were afforded the opportunity to participate in the summer Chi Sigma Iota (CSI) Executive Council (EC) meeting. At that time, we learned more about the Principles and Practices of Leadership Excellence (CSI, n.d.) and discovered the importance of preserving the history of our prized organization.
We are honored to have been invited to write a series of three articles for the *Exemplar* throughout the 2014-2015 year celebrating CSI’s 30th anniversary year!

This first article will share information about what the Milestones project is. We also will elaborate on the first decade of the evolution of CSI. The second and third articles will explore the second and third decades of CSI’s development, respectively. We will now explain what the Milestones project entails and how it is rooted in CSI leadership principles.

According to the Principles and Practices of Leadership Excellence, which was developed by the CSI Academy of Leaders for Excellence in 1999, the preservation of history of an organization is a crucial and ethical foundation for the continued growth and development of the organization. Preservation of history involves having a comprehensive understanding of an organization and being grounded in its history in order to move forward effectively. Interviewing leaders and reviewing key artifacts are two ways to achieve this principle. By learning about where CSI has been, we can better serve its needs and promote informed, dynamic, and responsive growth for the future of CSI and professional counseling.

We developed the Milestones project to provide a resource for CSI members and chapters interested in educating individuals about the history of CSI and the impact of particular Milestones on the counseling profession. Our goal was to create an accessible, comprehensive, and succinct resource for members to promote the principle of preservation of history. If members and chapters are better grounded in the history of CSI (including its achievements, evolution, and turning points), then the members will better understand how the organization has evolved and thus how we can promote healthy and sustainable progress.

This project is a historical timeline that enables members to review major milestones and click on brief video hyperlinks for a deeper understanding from Dr. Tom Sweeney, CSI Executive Director Emeritus. The following themes and milestones are underscored: (a) rationale and inception of CSI; (b) consistency of training, professionalization, certification, and licensure; (c) major collaborations with other professional counseling organizations; (d) membership and chapter growth and expansion; (e) the Counselor Advocacy Leadership Conferences; and (f) the development of various awards, fellowships, and internships.
Now we will shift to highlighting some of the major milestones that occurred during the first decade of CSI. This information will soon be available online with linked video clips to an interview with Dr. Sweeney whose commitment and passion continue to shine. Below are some of the major developments in the evolution of CSI and the counseling profession. As you review them, ask yourself where might we be without professional advocacy?

### 1985-1994 CSI Milestones

<table>
<thead>
<tr>
<th>Year</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>1985</td>
<td>Chi Sigma Iota, the International Counseling Academic and Professional Honor Society, was established January 1, 1985.</td>
</tr>
<tr>
<td>1986</td>
<td>After one year, CSI already has 32 chapters and 600 members.</td>
</tr>
<tr>
<td>1987</td>
<td>The first annual CSI State Conference at Youngstown State University is held.</td>
</tr>
<tr>
<td>1988</td>
<td>Dr. Jane Myers creates the CSI Leadership Manual.</td>
</tr>
<tr>
<td>1988</td>
<td>The merger of CSI and Rho Chi Sigma (Rehabilitation Honor Society) occurs.</td>
</tr>
<tr>
<td>1988</td>
<td>The first chapter outside of the US (Philippines) is established.</td>
</tr>
<tr>
<td>1990</td>
<td>The Executive Director reports that 8,000 copies of the brochure “Counseling Services: Consumer Rights and Responsibilities,” developed in conjunction with NBCC, have been distributed.</td>
</tr>
<tr>
<td>1990</td>
<td>This year marks the first inter-organizational coordinated effort to enhance the professional identity of counselors. Representatives include Dr. Ted Remley (AACD Executive Director), Dr. Jane Myers (AACD President), Dr. Tom Clawson (NBCC Executive Director), Dr. Adair (NBCC Board Chair), Dr. Thomas Sweeney (CSI Executive Director), and Dr. Larry Loesch (CSI President). Goals included the following:</td>
</tr>
<tr>
<td>1990</td>
<td>• To determine what organizations are doing to promote counselors and counseling.</td>
</tr>
<tr>
<td>1990</td>
<td>• To determine how organizations can support each other’s endeavors.</td>
</tr>
<tr>
<td>1990</td>
<td>• To determine how organizations can work together to provide collaborative and coordinated efforts to promote counselors in the counseling profession.</td>
</tr>
<tr>
<td>1991</td>
<td>The Oral History Project “Voices and Remembrances: Oral Histories of Pioneering Counseling Professionals” is completed and released. Many scholars and leaders in the profession discuss the importance of scholarship, relationships, optimism, and advocacy.</td>
</tr>
<tr>
<td>1992</td>
<td>Practitioner Awards are established.</td>
</tr>
<tr>
<td>1994</td>
<td>CSI reaches 140 chapters and 11,000 members.</td>
</tr>
</tbody>
</table>

Commentary by Dr. Thomas Sweeney

First, I want to thank and commend Drs. O’Hara and Shannonhouse who, as CSI Interns, took it upon themselves to conceptualize, propose and execute the Milestones Project with the videographer assistance of Michael Porter. As they noted, the principles of leadership require that the futurists among us first of all be stewards and students of the history upon which we build.

I have been invited to comment on their work related to the first decade of 1985 through 1994. Their first category “Rationale and Inception of CSI” seems particularly notable for an introduction to the Milestones Project.

Why Another Counseling Association?

The need for another organization for professional counselors came about in the early 1980’s with the realization that our identity as a distinct profession was not yet established in higher education, state credentialing, national legislation, or in the mind of the publics that we sought to serve. As one of the first and likely most vocal to call attention to the urgent need for the licensure of counselors, I was keenly aware that it would be a decades long process to achieve counselor credentialing state by state. As is yet true today, there are those in other helping fields that do not welcome counselors into what has been their domain.

Also, in the early 1980’s, the Council for the Accreditation of Counseling and Educational-Related Programs (CACREP) and the National Board of Certified Counselors, Inc. (NBCC) were created by actions of the American Counseling Association Governing Council (ACA, then known as the American Personnel and Guidance Association). These were huge steps forward for us as a profession, but their presence was little known at that point in time and their collective impact would be years in process.

Syndicated columnists and radio talk show hosts often referred those needing counseling to their pastors, general medical practitioners, psychologists or other “therapists.” The faculty and adjuncts of related professions educating counselors would hang their professional license or membership certificates on their university office walls proudly identifying themselves as psychologists, marriage and family therapists, and other “related” professions such as educational administration, student affairs, and educational psychology. Many students, and even some faculty, were confused with respect to pride and advocacy for their career choice as a professional counselor. Students aspiring to doctoral programs reported being advised to seek their degrees from established and credentialed professions.

Having served in a number of elected and appointed positions within counseling organizations, I became convinced that we needed a different kind of organization, an organization that would be exclusively by and for those whose career preparation and identity were to be a
professional counselor, counselor educator or counseling supervisor. I wanted it to be dedicated to excellence in preparation and practice. In short, we needed an honor society.

When I broached this idea with a few colleagues, they immediately agreed that it would have a special place and value among counseling organizations. In fact, a few volunteered to help fund the start up with lifetime membership contributions. In addition, the dean and counseling program faculty in the College of Education at Ohio University generously supported the chapter and society with space, postage, printing, telephone, local chapter initiation events and related expenses during our first seven years.

After only one mailed invitation to establish chapters of the counseling honor society, the applications from counselor education programs started coming in. No further such notices were needed. Counselor educators recognized that they could have an immediate influence upon those entering the profession by instilling a genuine sense of pride and clear identity as counselors. These were too often missing in class experiences or textbooks of the day.

To date, CSI has contributed over a million dollars in direct funding to counselor education programs and continues to do so by well over $100,000 annually. As a consequence, CSI has become a co-curricular partner in counselor education through the terrific volunteer work of Chapter Faculty Advisors who are the real heroes in this effort.

Unity and Collaboration

Drs. O’Hara and Shannonhouse noted two other especially important attributes of the Society. Unity and collaboration have been a part of our mission. Rho Chi Sigma Rehabilitation Counseling Honor Society (RCS) leaders came to CSI leaders in the late 1980’s with a proposal that they merge with CSI. RCS preceded CSI by a few years but the hope for a unified profession of counselors was already a goal for them as well. RCS chapters and members were welcomed into CSI and are still an important part of our identity. Indeed, CSI encompasses all specialties of counseling equally.

CSI collaboration took several other forms even in its early years. CSI made donations to the ACA library and to the Association for Counselor Education and Supervision (ACES) conference bulletins, was an exhibi-
tor at both ACA and the ACES conferences, presented panelist programs of scholars at both conferences, published a monograph on Counseling Futures as a supplemental reading for use in counseling classes, and jointly developed and distributed with NBCC a free Client Rights and Responsibilities pamphlet and poster for counselors’ offices. In addition, CSI participated in and helped support the 1990 ACA Professionalization Conference in Washington D.C.

CSI is still partners with all of these organizations and likewise they contribute to its mission and members in a variety of beneficial ways.

International?

I had envisioned CSI as the “Counseling Society International.” CSI has members educated in the U.S. that are now located all over the world. At one time, CSI had chapters in Europe and Japan but they were associated with American programs for overseas personnel and no longer exist. The authors noted that our first international chapter in the Philippines was established in 1988 (Iota Phi). It celebrated its 25th year in 2013 and continues with good works for Filipinos devastated by a variety of natural disasters. Another Philippine-based chapter (Alpha Sigma Omega) has been established in recent years.

As CACREP and NBCC help to advance counseling globally, we should see our international presence grow as well. In the meantime, our website serves as a window to those abroad who are curious about what counseling entails and who it is that helps by “fostering wellness and human dignity” for all.

Dr. Sam Gladding had the recent pleasure of being the guest speaker at the Alpha Sigma Omega chapter initiation in the Philippines. Read the next article on the activities of our CSI members in the Philippines!
In Search of a Global Professional Identity:
An Interview with Dr. Sam Gladding
by Bradley McKibben, Upsilon Nu Chi

Professional counseling is growing and thriving in many countries around the world. Along with growth comes the question, “What does it mean to be a counselor in an increasingly global society?” Chi Sigma Iota International (CSI) has been working to expand its global presence to assist counselors in evolving and professionalizing the discipline. In the Philippines, the Alpha Sigma Omega and Iota Phi chapters promote CSI’s servant leadership philosophy by hosting regular training programs for counselors throughout the country and by providing service to persons affected by disasters in the Philippines and throughout Asia. For example, Alpha Sigma Omega provided disaster management training to members in collaboration with the University of the Philippines Extension Program. They deployed trained volunteers to evacuation camps at Villamor airbase and in local schools to provide assistance to individuals and families affected by Typhoon Haiyan, the worst typhoon to ever hit the Philippines. Similarly, Iota Phi has a long tradition of volunteer efforts for disaster relief in the Philippines.

In May 2014, Dr. Sam Gladding (Pi Alpha) traveled to Manila and delivered the keynote address to the Philippines Guidance and Counseling Association (PGCA) annual conference at which PGCA members were celebrating the organization’s 50th anniversary. He also spoke at and participated in the initiation ceremony for the Alpha Sigma Omega chapter at the University of the Philippines – Diliman. Dr. Gladding is a professor and chair of the Department of Counseling at Wake Forest University, a lifetime CSI member of Pi Alpha, and former President of CSI International.

At the PGCA conference, Dr. Gladding delivered a speech that focused on being a competent counselor in a global society. He also provided a workshop on being creative as a counselor in a global society to nearly 800 attendees. His speech for Alpha Sigma Omega highlighted the benefits of being a CSI member, the role that CSI plays in the global professionalization of counseling, and the responsibilities that come with being distinguished as a CSI member. Dr. Gladding’s recent involvement in the Philippines, along with previous international involvement in counseling efforts, has provided him with an understanding of and appreciation for global professional identity. He graciously shared some of his experiences from his trip to the Philippines and how these experiences have shaped his understanding of professional identity on a global counseling scale.

“There was a willingness and a dedication to sharing and caring that strikes me as very genuine and very positive.”
-Dr. Sam Gladding
“As soon as I arrived in the Philippines, I was well taken care of,” recalled Dr. Gladding in his warm demeanor, “[Everyone] was gracious, welcoming, and made sure all my needs were met.” He noted that everyone had a welcoming spirit, a listening ability to hear what others had to say, and a spirit of volunteering. He was struck by the ongoing volunteer efforts of PGCA and Alpha Sigma Omega in areas devastated by Typhoon Haiyan. Such ongoing efforts highlight counselors’ commitment to sustained community engagement and service, and counselors and CSI chapters in the U.S. could learn much from the successes of counselors and CSI members in the Philippines.

Dr. Gladding noted that the secret to these successes may lie, at least in part, in a more collective societal view. “There was a willingness and a dedication to sharing and caring that strikes me as very genuine and very positive,” he recalled. He continued that counselors and CSI members in the Philippines are “…seeking betterment for others, giving generously of themselves, realizing that people are multifaceted, and looking at the whole person.” In this way, counselors optimize helping people reach their full potential through individual and collective contexts. In contrast, seeing the whole person can be a struggle for counselors in the U.S., at least for beginning counselors. “Counselors in the U.S. tend to see a piece rather than the whole gestalt, and this can be a problem if we don’t work to see the whole person,” Dr. Gladding cautioned. Though reasons for these differences are multifaceted, culture likely plays a role.

Just as counseling uniquenesses among countries are opportunities for learning and celebration, similarities are equally important, for it is in the commonalities that we can identify the core components of a global counseling identity. Two important commonalities that Dr. Gladding noted among several countries he has visited, including the Philippines, are standards that guide the profession and a commitment to excellent service. He stated,

[The Philippines] has counseling standards and they do counseling well. I have been a Fulbright Scholar in Turkey as well and they do counseling well too. Other countries such as Malaysia have standards, do good work, and take pride in what they do. In my visits to these places I can see that
counselors are always looking for the next goal or way to spread and enhance the profession and those with whom they work.

It can be said then, that an effort to grow the profession and to reach those who may need assistance lies at the core of counseling no matter where one is on the globe.

Another core component of global professional identity is that counselors and counseling are constantly evolving. Dr. Gladding highlighted that we all have visions of who we are as helpers, this is universal, yet we need to be aware that our services are part of a person’s experience. People also have other experiences, and counselors have to be humble and knowledgeable in what we do professionally. In a reference to Gordon Allport, Dr. Gladding contended that counselors need to “…always be growing and doing for others as well as taking care of ourselves.”

The quest for global professional identity appears to exist as so many things in counseling do – as a journey rather than a destination. “Counselor” may mean slightly, or very, different things to different groups of people, but beneath the wondrously woven tapestry of culture lie the ties that bind: commitment to excellence; efforts to expand and professionalize services; recognition of a counselor’s role in a person’s life and wellness; and ongoing personal growth. From this core, counselors around the world can support and learn from one another. Dr. Gladding said aptly, “It is not about us taking what [counselors in the U.S.] have to [other countries] as much as learning together.”
In these common themes, CSI is active and exemplary. Dr. Gladding pointed out that organizations like CSI and the International Association of Counseling (IAC) both are advancing the professionalism of counseling around the world. “I am encouraged by this,” he added, Counseling is a vital global entity, and the part CSI plays in that is important.” Thus, being a member of CSI means being part of an increasingly global family that is united in purpose and diverse in composition. The opportunities to learn from one another are limitless. As Dr. Gladding aptly concluded, “In the Philippines, counselors are unique in so many ways. They also show the universal nature of how powerful counseling is and can be.”

Undoubtedly, Dr. Gladding had a considerable impact on those with whom he interacted in the Philippines. Alpha Sigma Omega President Ces Resurreccion said:

Dr. Gladding personifies a very professional counselor, not only because of his professional expertise, but also [because of] his genuine personhood. His profound experience in the counseling field has given us palpable and creative ways to deal with clients. Despite his remarkable accomplishments, he remains humble, accommodating, and magnanimous. His service to the profession is beyond measure!

As counseling grows around the world, counselors are challenged to understand the true nature of a shared, global professional identity in order to advocate effectively for clients and for the profession. Counselors in the Philippines exemplify a proud understanding and assertion of professional identity through service and professionalization efforts. Iota Phi, the first CSI chapter established in the Philippines, has been promoting excellence in counseling since 1988. This chapter will host its next initiation in August in conjunction with the International Guidance Summit; CSI Executive Director, Dr. Jane Myers, will offer opening comments for the conference on behalf of CSI. Alpha Sigma Omega, established in 2011, has already cemented itself as a highly active chapter dedicated to and capable of sustained community engagement initiatives. CSI members in the Philippines embody CSI’s mission of promoting “…a strong professional identity through members who contribute…” Indeed, these members are the ground-level generators and preservers of values and ethics in counseling.

**Alpha Sigma Omega Chapter Officers and University of Philippines Faculty**

*Left to Right: Liezel Angeles (Vice President), Vivien Magbata (Treasurer), Dr. Leticia Penano-Ho, Jacklyn Cauyan (Faculty Advisor)*
ADVOCACY IN ACTION:
CACREP Degree Required for Counselor Licensure of Ohio Residents
by Victoria E. Kress, 2012-2013 CSI President
Consumers of counseling services typically come to us when they are struggling, vulnerable, and in pain. We are privileged that they trust us during their darkest hours. Such trust requires our most earnest concern and competence.

Advocacy Matters

Accordingly, each of us must be committed to doing whatever we can to advocate and to ensure that our profession develops in a healthy, productive fashion. When I was a graduate student, I recall being touched by CSI’s message of both professional and client (or consumer) advocacy. At the time though, and perhaps like most of you reading this article, the concept of advocacy felt elusive; I did not have a clear sense of how could I be an advocate.

As I have moved forward in my career, I have learned that if we pay attention, we find that life places multiple revolving – and evolving – advocacy opportunities right in front of us. We just need to be aware so that when they are presented to us we know to mobilize and move. We also need to know where to find the resources (e.g., people, information) we need to support our efforts.

Advocacy Efforts in Ohio

One December day, I received a phone call from the governor’s office asking if I would be willing to serve on my state’s counseling board. I embarked on a journey that was to be one of the most amazing professional experiences of my life. Serving on the board for six years, I had the opportunity to work with many non-counselor professionals who had ideas and skill sets that were unique from anything to which I previously had been exposed. Serving on the regulatory board, I was able to consider our profession from a vantage point that I had never before experienced.

I learned that the other helping professions required graduation from an accredited program (in their respective specialty areas) in order to become licensed (e.g., physicians, dentists, nurses, psychologists, social workers). I noted that this mandated accreditation was a part of what contributed to these professions’ professional image, prestige, and ability to receive third-party payments for the services that they provided. It also became clear to me that the natural evolution of respect for any profession involves an increased emphasis on standards in general, and educational standards in particular. To achieve their charge of protecting the public, consumer public licensing boards are in fact expected to require their professions’ accepted standards of preparation.

Professional Preparation Standards: The Starting Point for Professional Development

Our national counselor education standards are developed with input and feedback by the stakeholders of the counseling profession, including students, faculty, practitioners and consumers. In addition, they are conceptualized as the minimum criteria for one to enter the profession. These standards are not arbitrary and excessively rigorous. These educational standards are also reviewed and revised every five years after extensive review and input from stakeholders.

As a member of CSI, you are surrounded by people who place a premium on standards.
CSI has always emphasized educational standards and encouraged all counselor education programs to become nationally accredited. In fact, to establish or reactivate a chapter by current CSI Bylaws, a counseling program must be CACREP-accredited or be in the process of seeking CACREP accreditation. No other counseling organization requires a degree in counseling from an accredited program as a minimal criterion for admittance.

Part of my work on my state’s counseling board involved reviewing the counseling programs within my state as well as the counseling programs across the country. It quickly became apparent to me that in Ohio, because most of our in-state programs were CACREP-accredited, we were well situated for a possible move to requiring counselor education program accreditation. What followed were 3 years of hard work by many amazing, skilled professionals who cared about making this change to our counseling practice.

From Vision to Reality

In reflecting on my personal experience of this process, there are many stories that could be told and various lessons that I learned both personally and professionally. But what strikes me most are two things: how smoothly the process progressed and the important role professional advocacy efforts played in bringing about this significant yet singular change in the statute.

The ease with which this revised law was passed begs the question: why was this such a smooth transition? I think perhaps the most important reason the process unfolded so smoothly is rooted in the historical groundwork that was laid by our counseling pioneers and advocates. The work that these counselors did in the early 1980’s to establish a solid counseling practice act that placed an emphasis on a strong counselor identity was forward thinking. These leaders, who include multiple CSI International past-presidents, made sure that counselors were able to have a broad scope of practice (i.e., they could diagnose, treat and complete assessments/evaluations) and only counselors could get licensed as counselors (i.e., not counseling psychologists, social workers, family therapists). These decisions served to strengthen the prestige and unique identity of professional counselors in Ohio.

This firm foundation empowered counselors in Ohio to aspire to equivalent expectations for educational standards as other fields did for their licensees. The seeds were planted early and over time, and with maturation, Ohio was ready for the move to requiring CACREP accreditation as an educational standard. It was no accident that this happened when it did; this
was a change whose time had come. It only needed the right people in the right place at the right time to see it through. For me, this 30+ years of professional evolution highlights the importance of long-term visionary thinking. The actions we either take or do not take today tend to have long term consequences that impact our future in either positive and negative ways. Fortunately for Ohio counselors, there were visionaries who took action to follow their passion for the profession. Then it became our responsibility to do our part and move our profession to the next stage in our evolution.

Inclusive, Measured Efforts Result in Positive Outcomes

CSI’s Counselor Advocacy Leadership Conferences Report (csi-net.org/?Advocacy_Themes) details six advocacy themes arrived at by representatives from key counseling associations. Two of the themes, inter-professional collaboration (i.e., establishing collaborative working relationships with organizations, groups and disciplines outside of our profession) and intra-professional collaboration (i.e., establishing collaborative working relationships with organizations, groups and disciplines within our profession) stand out for me as especially important in the success of our efforts. People from within and outside of our profession were included in all discussions and drafts of the bill.

Some people from outside of Ohio have questioned our decision to move toward requiring CACREP accreditation for in-state counseling program graduates. This is unfortunate since similar requirements in other states will ultimately benefit not only consumers of counseling services, but also the identity, prestige, and development of our profession. It also will increase the move toward portability of counselor credentials across states. Objections to the change that I have heard are based upon incomplete or inaccurate information about the process and results of our changes.

In response to the expressed concerns, I want to highlight that this statute change was an amicable, collaborative process. All stakeholders were deliberately and actively engaged in conversations about the changes. The few non-CACREP Ohio programs were consulted so that the impact of this change on their programs could be assessed and their voices could be heard.

Counseling associations within the state were at the table providing feedback throughout the process. We met and worked with various groups (e.g., the Ohio Rehabilitation Counseling Association) and worked to build enough flexibility into the bill to meet everyone’s needs (e.g., a generous 2018 grandfather clause was included to provide non-CACREP programs enough time to receive accreditation. In addition, anyone who graduates before 2018 can at any point get licensed in Ohio assuming that they meet the licensure requirements).

Care was also taken to ensure that even those who did not know about the proposed changes were protected. For example, counselors from out-of-state are not required to be from CACREP accredited programs (they will still be held to the educational and training standards previously in place), but if they are from a CACREP accredited Clinical Mental Health Counseling, Addictions Counseling, or a Clinical Rehabilitation Counseling program it will be easier for them to get licensed as they will not be required to complete the additional coursework historically required.
To my knowledge there was absolutely no dissent being expressed about requiring CACREP accreditation for Ohio programs as this bill went to the legislature. Ohio counselors and our stakeholders were ready for this change. The groundwork was laid and the positive result was earned. **Professional counselors in Ohio are now on par with the other helping professions with respect to requiring their profession’s educational standards of preparation.**

**YOU Can Be an Advocate**

To be an effective advocate, counselors must draw upon their passions and translate these into action. There is no cookbook for becoming a good advocate and all advocacy initiatives will require a unique, acquired skillset. Most advocacy efforts also will take you into uncharted waters. In fact, most people who engage in any new initiative begin by feeling uncertain about their advocacy skills. What is important is that one thoughtfully and deliberately seize opportunities to apply his or her passions and to create change when and how they can.

Counselor advocates must also be able to reach out for help when they need it and work collaboratively with people both in and out of their familiar circles. We should all take a moment to reflect on how much significance there is in our action and inaction; what we do really does matter. It can make a difference in ways that we may not even be able to imagine. As a member of CSI, you are surrounded by people who value excellence in all that you do and who will want to support you in your advocacy efforts as well. We have the resources to help; will **you** accept the invitation to act on your passion?

---

**Call for Student Reflections**

2014 Fall Exemplar

**Advocacy begins with the person, so how do you see yourself as an advocate?**

**Reflections should include how you see yourself as an advocate within the profession of counseling. This can include activities as a CSI chapter member, awareness of self as an advocate, and/or future advocacy plans.**

Submit 500 word reflection by September 15, 2014 to:
Dr. Donna Gibson
exemplar@csi-net.org
Positive Use of Social Media to Promote Professional Advocacy, Counselor Community Engagement, and Leadership
by Dr. Stephen Kennedy, CSI Director of Member Services

When a group called Boko Haram kidnapped hundreds of girls from a boarding school in Nigeria, the horrific story initially received limited media attention. The Nigerian government did little to respond, so people in that country turned to social media to advocate for the missing schoolgirls. The hashtag #BringBackOurGirls, initiated by a lawyer in Nigeria, was shared more than one million times as prominent figures such as Michelle Obama used Twitter to spread the news. As the story received more publicity, a petition that another Nigerian started on Change.org collected more than 450,000 signatures. The international attention motivated other nations to send security teams to help locate the girls, and the Nigerian government began announcing plans to secure their release. Social media had helped to raise awareness of the situation and motivate leaders to take action (Kristof, 2014).
More than 100 CSI chapters use social networking sites, which provide opportunities for CSI members to share important news and encourage participation in meaningful projects. Social networking sites offer several advantages: they are easy to join; site administrators can update them from either computers or mobile devices; messages posted on them can reach a large audience quickly; multimedia such as photos and videos can be shared; and site members can RSVP for events (Thackeray & Hunter, 2010). CSI chapters also have access to interactive blogs and discussion forums on their chapter groups at csi-net.org. Social media can be utilized in a variety of ways, and it is important for chapter leaders to consider how they can use these tools for professional advocacy, counselor community engagement, and leadership.

Professional Advocacy

One part of CSI’s mission is to promote advocacy for professional counselors as well as the clients they serve. CSI International’s Facebook page includes monthly posts by Stephanie Burns and Daniel Cruikshanks, CSI International’s Professional Advocacy chairs. When Drs. Burns and Cruikshanks offered a webinar on "Writing Congress to Acquire Medicare Reimbursement for Counselors," their messages on CSI’s social media sites advised members to watch the webinar and participate in this important initiative. CSI chapters have also used social media to notify their members about opportunities for advocacy. An example is CSI’s Omega Lambda Iota chapter at Virginia Commonwealth University, which has used its Twitter site to share legislative action alerts from the American Counseling Association and state organizations.

In addition to advertising specific professional advocacy projects, social media can help CSI members to engage in discussions about advocacy. Facebook posts by Drs. Cruikshanks and Burns have encouraged CSI members to reflect on questions such as, “What does advocating for the profession of counseling mean to you?” and “What is the hardest part of advocating for the profession of counseling?” By facilitating the sharing of ideas, social media can enable CSI members in diverse communities to discuss advocacy. In addition to the chapter groups at csi-net.org, CSI members can join networks for all of the chapters in their state or region.

One of CSI’s major projects in the coming year will be to partner with CACREP and promote their annual Advocacy Week. In 2014, Advocacy Week activities included letter writing campaigns and a video contest for students in counselor education programs. Videos from the contest, which focused on advocating for CACREP’s role in the counseling profession, were posted on YouTube and can still be viewed. CACREP used Facebook and Twitter to promote their Advocacy Week activities last year, and CSI members can follow CACREP and CSI’s social networking sites for updates about the events in 2015. Chapters will be able to share these posts on their social networking sites so that CACREP’s advocacy projects reach an even larger audience.

Counselor Community Engagement

Social media can encourage community engagement by counselors on global and local levels. When Typhoon Yolanda (Haiyan) caused widespread devastation in the Philippines in November 2013, CSI Headquarters and CSI International’s Counselor Community Engagement committee used social media to support the Alpha Sigma Omega and Iota Phi chapters as they worked to provide aid locally. CSI members were invited to join a blog in the
Global Network Group on the CSI website and to receive updates from chapter leaders in the Philippines. The interactive blog allowed members to learn about ways to support Iota Phi and Alpha Sigma Omega’s relief efforts, including their “adopt a student” fund, a job placement program, and a trip to provide counseling services in the region that was most significantly affected by the typhoon.

Many CSI chapters have found ways to promote counselor community engagement through social media. For example, CSI’s Mu Upsilon chapter at Marshall University used their Facebook group to motivate chapter members to create “shoebox gifts” for children in the community. Their Facebook posts directed members to a YouTube video that provided instructions on how to make the gifts. Mu Tau Beta at UNC-Charlotte, which maintains one of the largest CSI chapter Facebook groups, was able to notify nearly 200 chapter members about a fundraising opportunity to support local people with disabilities. Posting a photo gallery after the event helped to show its impact. Because all members of these chapter Facebook groups were able to see these announcements in their Facebook “news feed,” using social media encouraged awareness of and participation in the projects.

“*One part of CSI’s mission is to promote advocacy for professional counselors as well as the clients they serve... social media can help CSI members to engage in discussions about advocacy.***”

**Leadership**

Leaders in numerous settings use social media to connect with the people they represent. For example, Barack Obama has been called the “Social Media President” because he uses 15 different social networks to reach millions of supporters, including more than 50 million who follow his YouTube channel (Gonzales, Vodicka, & White, 2011). In CSI chapters, social media can be utilized to deliver messages from chapter leaders, encourage participation in chapter elections, and invite prospective leaders to get involved in committees. Instead of having a single person post updates on their Facebook group, Mu Tau Beta allows multiple officers and committee chairs to post on the group so that they can promote involvement in their respective areas. In addition to following CSI’s Social Networking Policy, however, it is important for chapters to consider their university’s social media policies regarding who can post on the sites, what type of content is acceptable, and if content needs to be screened or removed if it is deemed unacceptable (Tillman, Dinsmore, Chasek, & Hof, 2013).

Social media also offers opportunities to introduce new leaders and recognize them for their service. New chapter leaders can use social media such as a Facebook note or an online video to introduce themselves to members, including alumni who are no longer on campus.
The Alpha Omega chapter at the University of Toledo regularly uses Facebook to recognize chapter members who have accepted leadership roles both within and outside of CSI. By reading announcements or watching videos that chapter leaders have posted on social media, members will feel more connected to the chapter and will have greater awareness of its activities.

Chapters can use social media to advertise a variety of useful resources, such as professional development events, jobs, articles, and websites. Because so many different types of content can be shared, it is important for chapter leaders to be intentional about posting professional advocacy, community engagement, and leadership opportunities regularly. By sharing these types of opportunities on social media, CSI chapters can help to empower new leaders and promote positive changes both locally and globally. Chapters that do not currently use social media can learn how to set up a new site and submit it for approval by visiting: www.csi-net.org > Chapters > Internet Presence > Social Networking.

**References**


Counselor Community Engagement (CCE) aligns with the vision of CSI to foster wellness and human dignity and includes listening to those in need to work cooperatively to determine how best to provide support (CSI, 2013). Yet, CCE can be challenging for chapter leaders to put into practice. Chapters can struggle with how to coordinate effectively and implement meaningful activities in their communities. Chapter leader and leadership fellow of CCE, Christine (Peeper) McDonald, explained her lack of understanding CCE motivated her to learn more and to join the CCE committee on the international level. Since her involvement, she has gained valuable insight into how other chapters are engaging in CCE, but continues to struggle with her own chapter. Two major themes emerged from her inquiries about CCE at her chapter. The first was that CCE sounded like a great concept, but moving that concept into a space of concrete action was hazy. In other words, “I want to incorporate CCE, but I don’t know how to go about it.” The second theme centered in that CCE is a worthwhile endeavor, but members must be invested or it will not succeed. These complex issues may be common to other chapters wanting to explore more options in CCE.

Chapter leaders and CFA’s are called to create a culture of CCE in their own chapters, under the spirit of servant leadership. At the international level, CSI headquarters and the CCE committee are addressing these themes through the use of the new CSI website. The new website includes a space for chapters to post, update, and blog about their community engagements in their own chapters and communities. It is hoped that the CCE Network will become a great resource for the many chapter leaders looking for various ways to implement CCE with their own membership. We are calling on chapter leaders to share their successes, their questions and their activities on the CCE Network. It is essential to build and sustain an international culture of CCE that values, interprets and reflects the experiences of chapter members. Please commit to sharing at least one item from your chapter on the CCE Network in the next semester. We may find as we share the story of our successes, the strength of the CCE culture will permeate to chapters that need our help!
Welcome to the

Journal of Counselor Leadership and Advocacy

Casey A. Barrio Minton, Editor

On behalf of the Editorial Board of the Journal of Counselor Leadership and Advocacy (JCLA), I am proud to announce the release of Volume 1, Issue 1!

A little over five years ago, the CSI leadership team had a serious conversation regarding the future, challenges, and growing edges of our profession. We recognized the importance of continuing to develop a strong literature base for our profession; however, we were concerned about the lack of a formal venue for discussing out-of-the-room counseling issues that impact our ability to do that which we are prepared to do. During that conversation, we envisioned a professional forum for dialogue regarding leadership, advocacy, and professional issues.

We designed JCLA to promote the development of leaders to serve in diverse counseling settings, bring awareness to professional and client advocacy initiatives, and provide a forum for discussing professional issues through high-quality scholarship. JCLA will be published each spring and fall and is available to all active members of Chi Sigma Iota.

In the first issue, we are proud to feature a variety of articles of interest to our members. In the first issue:

• Woo, Henfield, and Choi offer a review of literature regarding professional identity;
• Owens and Neale-McFall propose a model for formation of professional identity;
• Goodrich, Hrovat, and Luke delve into professional identity for Kenyan Teacher-Counsellors;
• Irassi and Osborn explore counselors’ experiences using two evidence-based approaches;
• Hoy and Holden provide insights about counselors’ attitudes and interest in working with clients with schizophrenia;
• Wahesh and Myers explore leadership excellence among CSI chapter presidents; and
• Fulton and Shannonhouse provide a case example of leadership development through counselor community engagement.
To access your issue of JCLA, visit www.csi-net.org, click on Publications, and then click on the Members-Only Access link. You must be logged in to your CSI account for the link to work. Your journal access should open in a separate page.

I sincerely hope you find JCLA helpful for your professional development. JCLA welcomes empirical, theoretical, and conceptual pieces focused on leadership, professional and client advocacy, and professional identity for counselors, counseling students, and counselor educators. Because evidence-based practice is at the heart of the counseling profession, JCLA will occasionally publish exemplary scholarship related to evidence-based practice in counseling practice, supervision, and education. If you are interested in submitting a manuscript for publication, please visit www.tandfonline.com/ucla to view author guidelines and secure a link to our ScholarOne submission site. If you are interested in serving on the editorial board or as an ad hoc reviewer, please send a letter of interest and CV to JCLA@csi-net.org.

Journal of Counselor Leadership and Advocacy
Editorial Assistants

Haley Stulmaker
2013-2014 Editorial Assistant

Janice Byrd
2014-2015 Editorial Assistant
Leadership Directory
2014-2015

Elected Officers

Dr. Andrea Dixon
Past-President

Dr. Craig Cashwell
President

Dr. Spencer Niles
President-Elect

Dr. Amanda La Guardia
Secretary

Dr. Melissa Luke
Treasurer