

COMMUNICATIONS

Whitney Meyerhoeffer
Report to the Board of Directors
March 2017

OVERVIEW OF PRESENTATION

- Analysis of current programs
- Current projects in the hopper
- 5-year plan

BRANDING

- Re-branded Standards and Ethics
- Re-branded Practice Briefs and White Papers
- Released annual report and budget

AMHCA Code of Ethics

Revised October 2015



AMHCA Standards for the Practice of Clinical Mental Health Counseling

Adopted 1979
Revised 1997, 1999, 1999, 2003, 2011, 2015, 2016



2015-16
Annual
Report
of the
American
Mental
Health
Counselors
Association

AMHCA 2016-17 Budget

INCOME		EXPENSES	
DUES		CONFERENCE	
Total Dues Revenue	799,000	TOTAL CONFERENCE	150,000
NONDUES INCOME		ADMINISTRATION	
Annual Conference	185,000	Professional Services	36,200
Publications Income	41,100	Personnel	624,200
Partners	1,100	Occupancy Expenses	151,550
Donations	21,200	TOTAL ADMINISTRATION	810,950
Other Income	130,700	COMMITTEES	
TOTAL INCOME	\$1,338,000	TOTAL COMMITTEES	1,500
		GOVERNANCE	
		TOTAL GOVERNANCE	14,700
		MEMBER SERVICES	
		Web Page	21,600
		Legislative Activities	1,200
		TOTAL MEMBER SERVICES	22,800
		MEMBERSHIP	
		TOTAL MEMBERSHIP	48,300
		PUBLICATIONS	
		JMHC	48,600
		Advocate	44,100
		TOTAL PUBLICATIONS	92,700
		TOTAL EXPENSES	\$1,153,950

The Professional Identity of Clinical Mental Health Counselors

An American Mental Health Counselors Association White Paper
By Mark S. Gerig, PhD, LMHC



Emerging Clinical Practice Brief

From the Advancement for Clinical Practice Committee of the American Mental Health Counselors Association

Thriving in a New Era of Neuroscience: Understanding How Brain Science Can Inform Clinical Practice



EMAIL MARKETING

- Implemented personalized automated emails in community
- Redesigned newsletter
- Added chapter leader newsletter Jan 2017

Industry Benchmarks

Open Rate: 36%

Click Rate: 16.14%

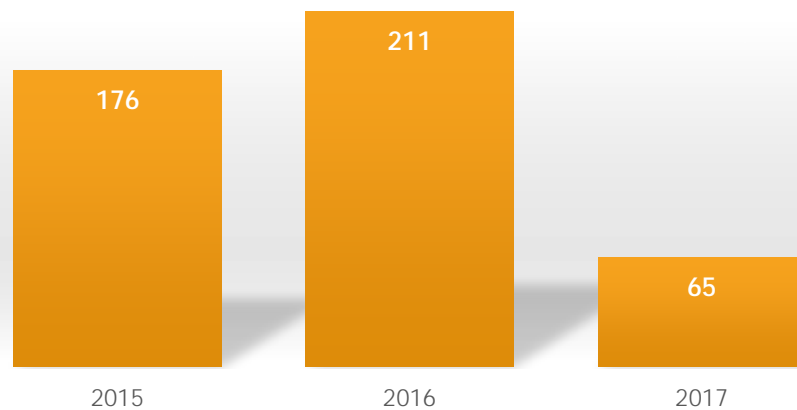
72% of email subscribers are sent 1-5 emails per month

16% of email subscribers are sent 6-10 emails per month

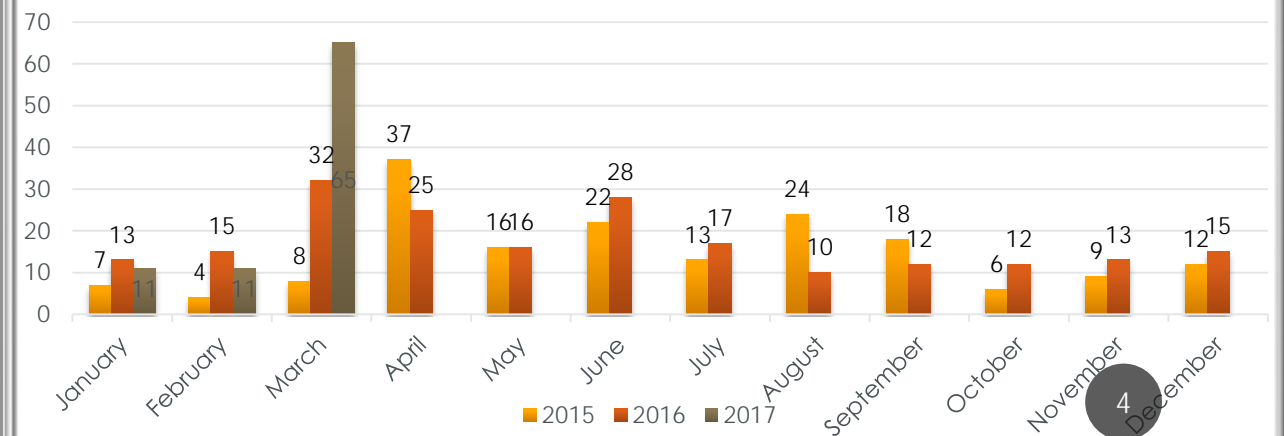
6% of email subscribers are sent 11-15 per month

From the 2016 Association Email Marketing Benchmark Report

Number of Emails Per Year



Number of Emails by Month



ADVERTISING

- Offering more opportunities
- Offering partnerships
- Working with Association Revenue Partners, Inc.
- Working with Melissa to create better way of tracking by month
- Cultivating leads


PUBLICATIONS

- *Journal of Mental Health Counseling*
 - Renewal Rate 87.7%
 - Retention Rate 87.7%
 - Decline of 12% from 2016
- AMHCA White Papers
 - Top 3 Most Downloaded
 - *Treating Trauma and Chronic Distress*
 - *Behavioral Health Counseling in Health Care Integration*
 - *Understanding Suicide Prevention*
- *The Advocate Magazine*
 - 2016 Feature: History of AMHCA
 - 2017 Feature: NBCC
 - May 2016: Most time people spent reading online
 - November 2016: Most impressions online
- Emerging Clinical Practice Briefs
 - Top 3 Most Downloaded
 - *How to Become a Medicaid Mental Health Provider*
 - *Changing Behavioral Health Care Workforce*
 - *The Need for Early Mental Health Screening and Intervention Across the Lifespan*


WEBSITE DEVELOPMENT

- Moved everything to “Connections” (Higher Logic)
- Adjusting for UX
- Higher Logic Super Forum 2016
- Increased frequency of uploading members to amhcajournal.org

The screenshot shows the homepage of the American Mental Health Counselors Association. At the top right, there is a "Contact Us" link and a user profile icon. The main header features the organization's logo, a blue flame-like shape, and the text "American Mental Health Counselors Association". Below the logo is a navigation menu with links for Home, About, Learn, Events, Career, Advocacy, Communities, Online Store, and Join. A search bar is located on the right side of the navigation menu. The main content area is divided into three columns, each with a white icon on a dark blue background: "Discuss" (speech bubbles), "Learn" (lightbulb), and "Advocate" (megaphone). Each column has a brief description of its content. Below this is a section with three columns: "Latest Discussions", "Latest Blogs", and "Upcoming Events". Each column displays a recent post or event with a small profile picture, title, author, and date.

Contact Us 

American Mental Health Counselors Association


Home About Learn Events Career Advocacy Communities Online Store Join 

Discuss
Engage with your peers to and discover what has worked for other mental health counselors. Collaborate on everything from licensure portability to methods of the clinical interview.


Learn
Keep up to date with the latest in practical applications of clinical counseling methods.

Advocate
Familiarize yourself with legislative issues that are impacting the profession. Get the tools you need to advocate for your profession both locally and at the federal level.

Latest Discussions

 Possibility of Group Health Insurance as Membership
...
By: Shaney McCoy, 13 hours ago
Posted in: Open Forum
Hello All, I've been absent from this board for

Latest Blogs

 Start Over: GOP Hard-Liners Force Delay on Obama-Care Repeal Vote*
By: Joel Miller 4 days ago
Posted in: Open Forum
Trump Administration Plans to Move On to other

Upcoming Events

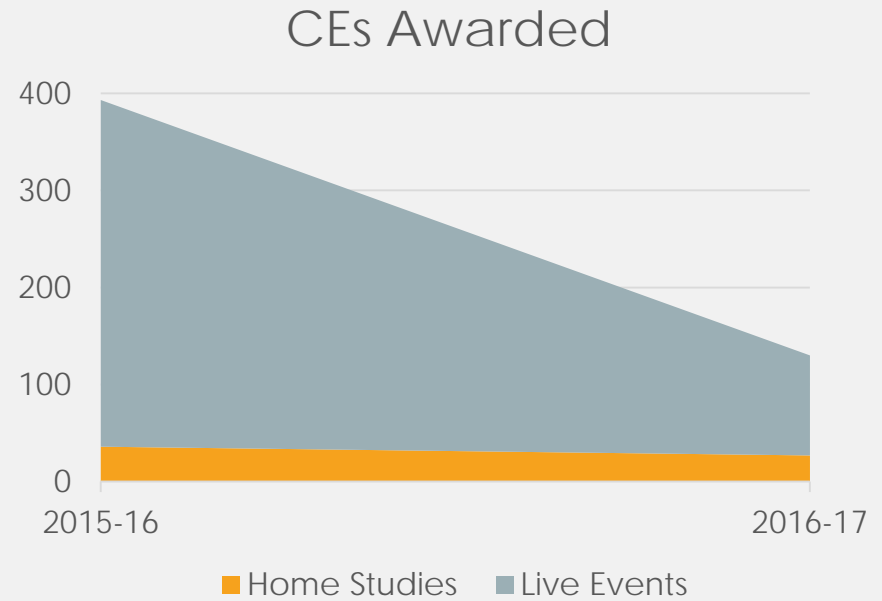
Beyond "Fix My Kid" Mentality: Motivating Parents in Therapy
Mar 31, 9:00 AM - 4:00 PM (ET)
Florence, SC, United States

CONFERENCE

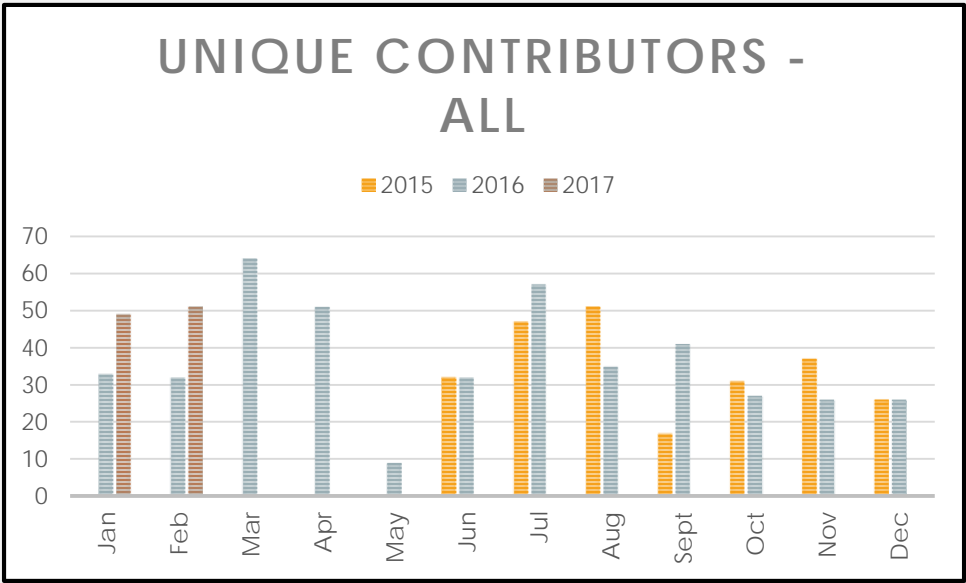
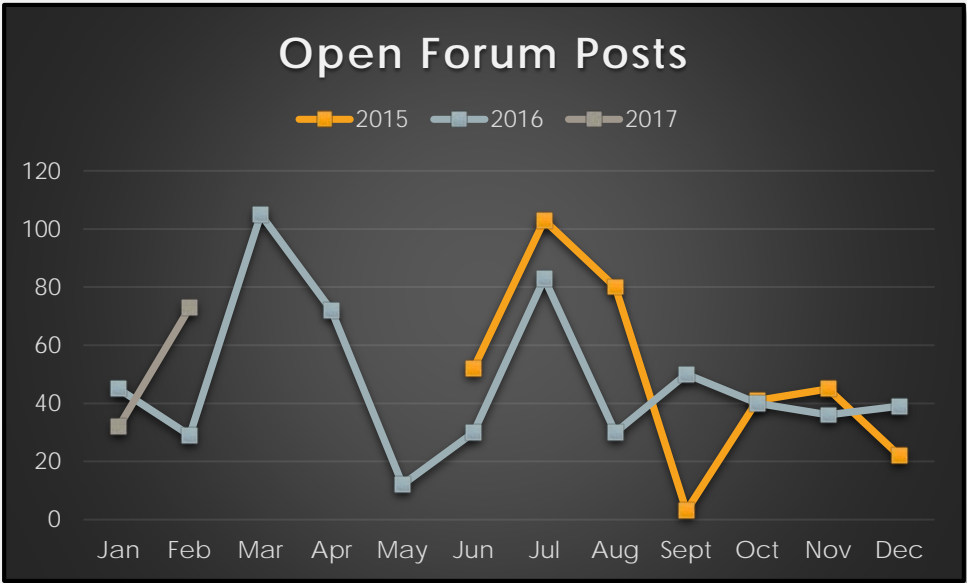
- Conference emails going to all in database
- Great relationships with last year's sponsors due to exhibitor reception
- Starting a #AMHCA2017 community for those registered
- Possible webinar for students and/or first timers
- Branding toolkit created
- Personalized emails for those put in the community to help get them excited
- Feb Magazine featured conference
- Good working relationship with Scott Circle
- Implemented new policies regarding refunds and presenter registration deadlines
- Conference mailer dropping ~4/1

CONTINUING EDUCATION

	# of Webinars	Avg # of Reg	Avg % of Att	# of Free Webinars
2013-2014	2	64		0
2014-2015	25	59.36		3
2015-2016	13	25.85		2
2016-2017	4	62.25	65%	2

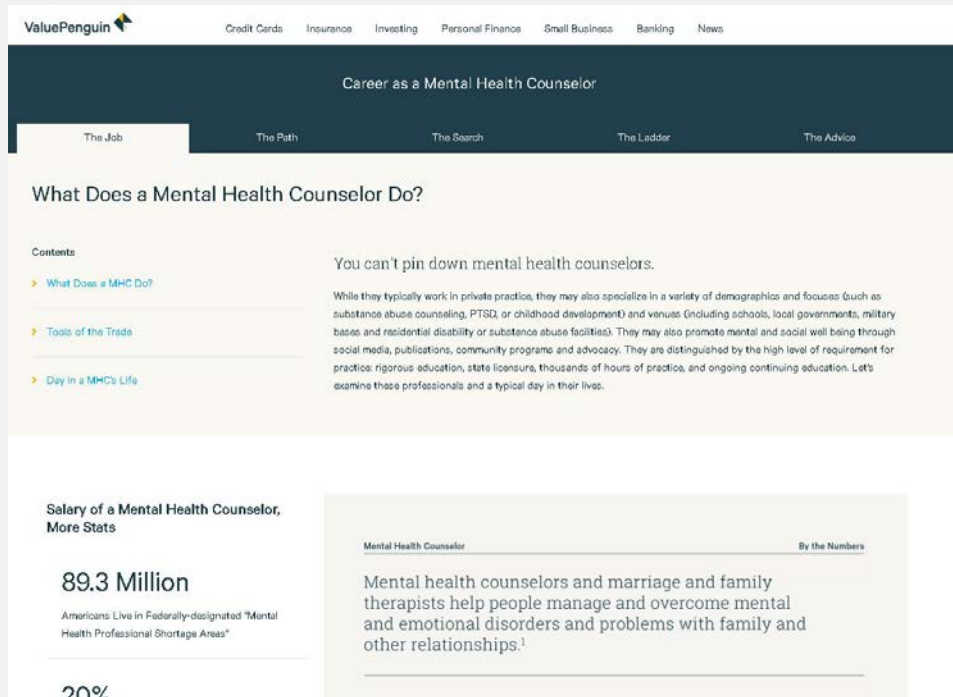


COMMUNITY ENGAGEMENT



PUBLIC RELATIONS

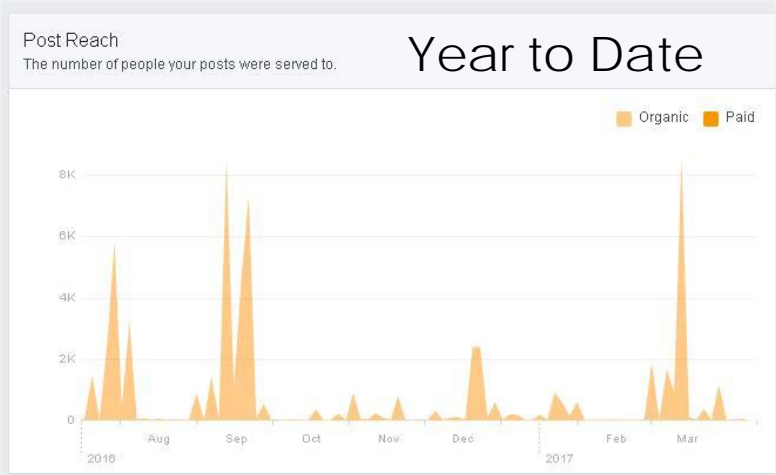
Contributed to ValuePenguin Career Site
-Suzanne Walker and Keith Mobley



How Clinical Mental Health Counselors Can Stop an Impending Crisis -Joel Miller



SOCIAL MEDIA



Top 10 Videos [Browse all content](#)

Video	↓ Watch time (minutes)	↓ Views
Impact of Election and What to Expect in 2017	1,190 25%	147 19%
The ABCs of Cognitive Behavior Therapy	599 13%	37 4.9%
OnlyYouMedicare2016	514 11%	94 12%
Risk Prevention Compliance with Ethical Stand...	365 7.7%	17 2.2%
Getting on Health Insurance Panels and Netwo...	350 7.4%	21 2.8%
Private Practice Webinar: Compliance and Wor...	261 5.5%	33 4.3%
Counseling People with Cancer	224 4.7%	11 1.4%
062514 AMHCA	159 3.3%	13 1.7%
What makes AMHCA different?	149 3.1%	84 11%
Practice for Profit	137 2.9%	13 1.7%

CURRENT PROJECTS

- Website Redesign
 - home page, move domain, end user in mind, better database, SSO with *amhcajournal.org*
- Fewer HTML emails
 - sway, easier faster designs, more personalization
- Community Engagement
 - use of wikis, increase connections and personal touches
- Publications
 - private practice magazine issue, annual report, leadership handbook, new standards
- Continuing Education
 - webinar on hypnosis, webinar on private practice, ask me anything, article in magazine
- Conference
 - Designing community around conference
- Advertising
 - streamlining and farming out
- Public Relations
 - Another article w/ USA Today scheduled

5-YEAR PLAN

- Increase workflow capabilities of AMHCA (sharepoint site, board involvement)
- Expansion of website add-ons (component relations, speakers bureau, volunteer module, microsites)
- Community engagement (continue to advance w/ higher logic)
- Mobile app or very responsive website (tweak and ensure as mobile friendly as possible)
- Develop magazine (increase advertisement, expand article author selection, tweak design)
- Rebrand organization and Journal (work with PPF to rebrand organization and Journal in order to move branding into a more 21st century and flexible feel)