



Texas
Counseling
Association

FY 2026

TCA STAFF PRESENTATION



TCA Staff



Chyenne Degelman

**VP of Operations and
Member Services**



Bobbie Lawrence

**Leadership Resources &
Special Projects Manager**



Noah Jones

Public Policy Analyst

TCA Staff



Daniela Ornelas

**Membership & Marketing
Coordinator**



Nicole Lucero Coleman

**Membership and
Marketing Director**

Photographs TBD

Jan Friese: Interim CEO

Natalie Weber: Education & Events

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TCA CONTACTS FOR RESPONSES/INQUIRIES

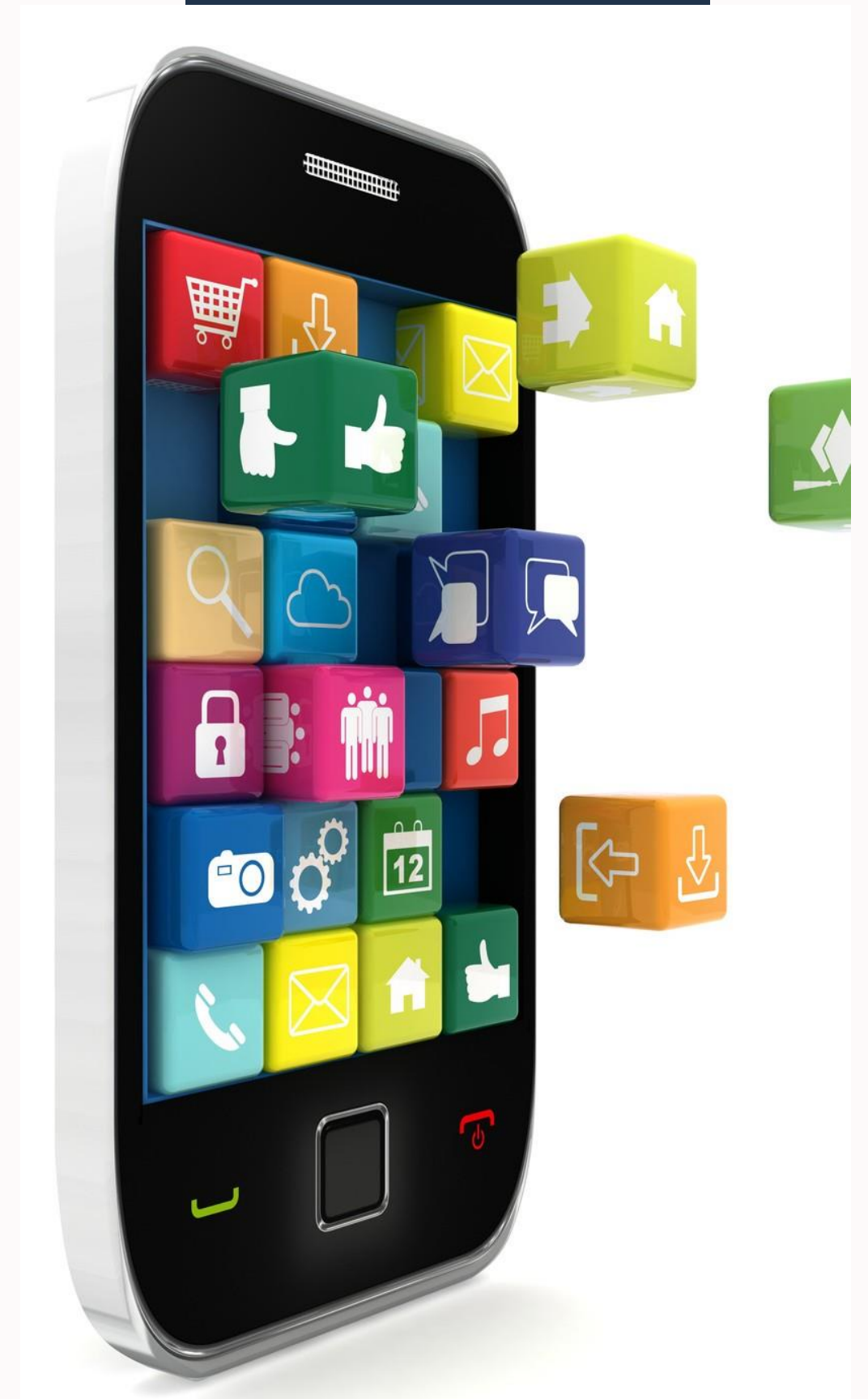
- **CE Education:** Natalie Weber
- **Advertising, Marketing, Website Updates:** Nicole Lucero Coleman
- **Events and Sponsorships:** Natalie Weber, Chyenney Degelman
- **Membership and Event Registration Support:** Daniela Ornelas, Nicole Lucero Coleman, Chyenney Degelman
- **Leadership Support:** Bobbie Lawrence
- **Public Policy & Advocacy:** Noah Jones
- ***Website Troubleshooting Support (tech transition):** Chyenney Degelman



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Leadership Training

MEDIA, MESSAGING, AND MARKETING



TCA MARKETING:

HOW WE SUPPORT YOU...

- Division/Chapter Website Updates
- Eblast Messaging to Division/Chapter Members
- Social Media Support for Division/Chapter Groups
- Liaison Support for Specific Initiatives

TCA MARKETING PROCESS

- All CE events must be approved prior to marketing
- All marketing requests must be submitted via Jotform
- Allow up to 10 business days to fulfill requests
- Requests for specific dates can be made for email communications, but please recognize that TCA has a predetermined communications schedule based on our overall communication plan.

HOW TO SUBMIT A REQUEST FORM

Web and IT Support

Please allow up to 10 business days for staff to complete requests.

Website & E-blast Request →

**Division, Chapter, committee, and President e-Blast/Website
Update Form →**



[Visit](https://txca.org/resources/leadership-governance/resources-forms-reports)

<https://txca.org/resources/leadership-governance/resources-forms-reports>

You must be logged in to view this page

Social Media

Social Media Content Submission Form →

Social Media Operating Manual →

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TCA TECHNOLOGY

CHAPTER & DIVISION WEBSITES



[Home](#) [Membership](#) [Newsletters](#) [Leadership](#) [Bylaws](#) [Join/Renew](#)



Division/Chapter websites will be rolled out soon.

Texas Association of Marriage and Family Counselors

Welcome to the Texas Association of Marriage and Family Counselors

TAMFC is a division of the Texas Counseling Association .

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TCA TECHNOLOGY COMMUNITIES

Connect, Share, and Grow with TCA's Online Community.

ANNOUNCEMENTS

Add Announcement Create a new announcement for display here.

Add Announcement

RESOURCES

Create a Library Entry This Library has no recent entries. Share a file or link by creating a new Library Entry.

Create a Library Entry

TCA Member Community

Community Home

Threads 0

Library 0

Blogs 0

Members 1

Latest Discussions

Start a Discussion This Discussion has no recent posts. Gain insight by starting a conversation with your fellow community members.

Start a Discussion

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BEST PRACTICES: SOCIAL MEDIA

- Know **what platforms work best** for your audience
 - ex: Leverage LinkedIn & FB to post about events
 - ex: Leverage Instagram w/ imagery & video content
- **Utilize Facebook and LI Groups** to create an environment for chapter/division members to ask questions and share information
- **Ask meaningful questions** to generate engagement
- **Post weekly at a minimum**

BEST PRACTICES: CONTENT

- **Use Canva** to create content (*free version*)
 - flyers, videos, photos, templates, etc.
- Be sure to continually **update chapter and division websites**
- **Focus on benefits** in addition to features (events, activities, CEs)
- **Create sharable content**
- **Balance the messaging** (inspire, connect, inform, educate, remind, etc.)



BEST PRACTICES: ENGAGEMENT

- **Posts & Messenger/Private Message** - Respond to all questions and comments on social media
- **Social Media posts** - Post about trending topics, ask interesting questions
- **Email blasts** - Provide value for your readers
- **Chapter/Division meetings** - Invite Guest Speakers, including perspectives outside of counseling
- **Actively recruit** - Future members and future leaders



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Leadership Training

CE Programs

FY 2026



CE Programs

- Benefits and Conditions
- Required Information
- In-Person & Webinars
- Due Dates and Timeline
- Sample Timed Agenda
- References
- Additional Considerations and Links

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Benefits of Using TCA for Your Event

- All programs are eligible for SBEC, LPC, NBCC, LMFT, LCDC, SW, Licensed Specialist in School Psychology and Psychologist continuing education hours. (Your event can draw diverse practitioners).
- Applications are reviewed by a team of professional counselors to ensure the program complies with the criteria set forth by each regulatory body. (Less stress for you when you know your event will count towards your members' renewal requirements)
- TCA handles online registration and payments for you (instead of managing credit card information on your phone and taking checks to the bank).

Conditions for Using TCA's Provider Number

- Any Chapter or Division that uses the TCA continuing education provider number(s) will be required to utilize the TCA online event registration system.
- Chapter and Division CE events should avoid conflicting with any TCA Board meetings, conferences, or major events.
- TCA assesses a nominal administrative fee to help defray costs associated with website hosting, marketing and promotion, credit card processing fees, and labor.

Information needed to submit for CE Credit

- Program Title and Content
- Presenter Information
- 3 Measurable Learning Objectives.
- CV or resume for all presenters
- Timed Agenda of Program
- Bibliography/References
- Contact for the event (person doing the submission not the speaker)
- Number of CEs requested (must match timed agenda)
- Location, date, time
- Cost for members and non-members

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In Person Events

- Chapter or division selects the location and uses paper attendance forms and evaluations.
- Certificates are given at the event.
- Attendance is scanned as one pdf and evaluations (select only 5) are scanned as a separate pdf
- Example label:
CTCAneurodivergenceEVALS06242023

Use of TCA Zoom Webinar

- Webinar requests will be accepted in the order received. Do not fill out until you have received the program approval letter.
- Event attendance from Zoom is sent to the chapter or division.
- Evaluations pop up at end of webinar and in post-event email.
- Chapter/Division sends certificates based upon participants' time in attendance.
- Depending on staff availability, some webinars will be started by the chapter or division host. Webinars without TCA staff require a practice session to go over the hosting log-in and protocols.
- Can opt to record the webinar but cannot offer CEs after the live event.

	1-3 Programs	Webinar	Workshop 4-10 Programs	Conference 11 or More Programs
Proposals due	30 days prior/45 days for Ethics	30 days prior/45 days for Ethics	60 days prior	90 days prior
Registration window	3-5 business days	3-5 business days	5-10 business days	10 business days
Marketing requests	10 days prior to event	10 days prior to event	15 business days	45 days prior
Webinar request due/webinar practice	NA	Within 3 days of program approval/practice is week of event	NA	NA
Evals/attendance due to TCA	10 business days after event	10 business days after event (N/A if using TCA Zoom)	10 business days after event	15 business days after event

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SINGLE PROGRAM TIMELINE



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Timing of Your Submission

Be Aware of High Demand Times for Volunteers and Staff

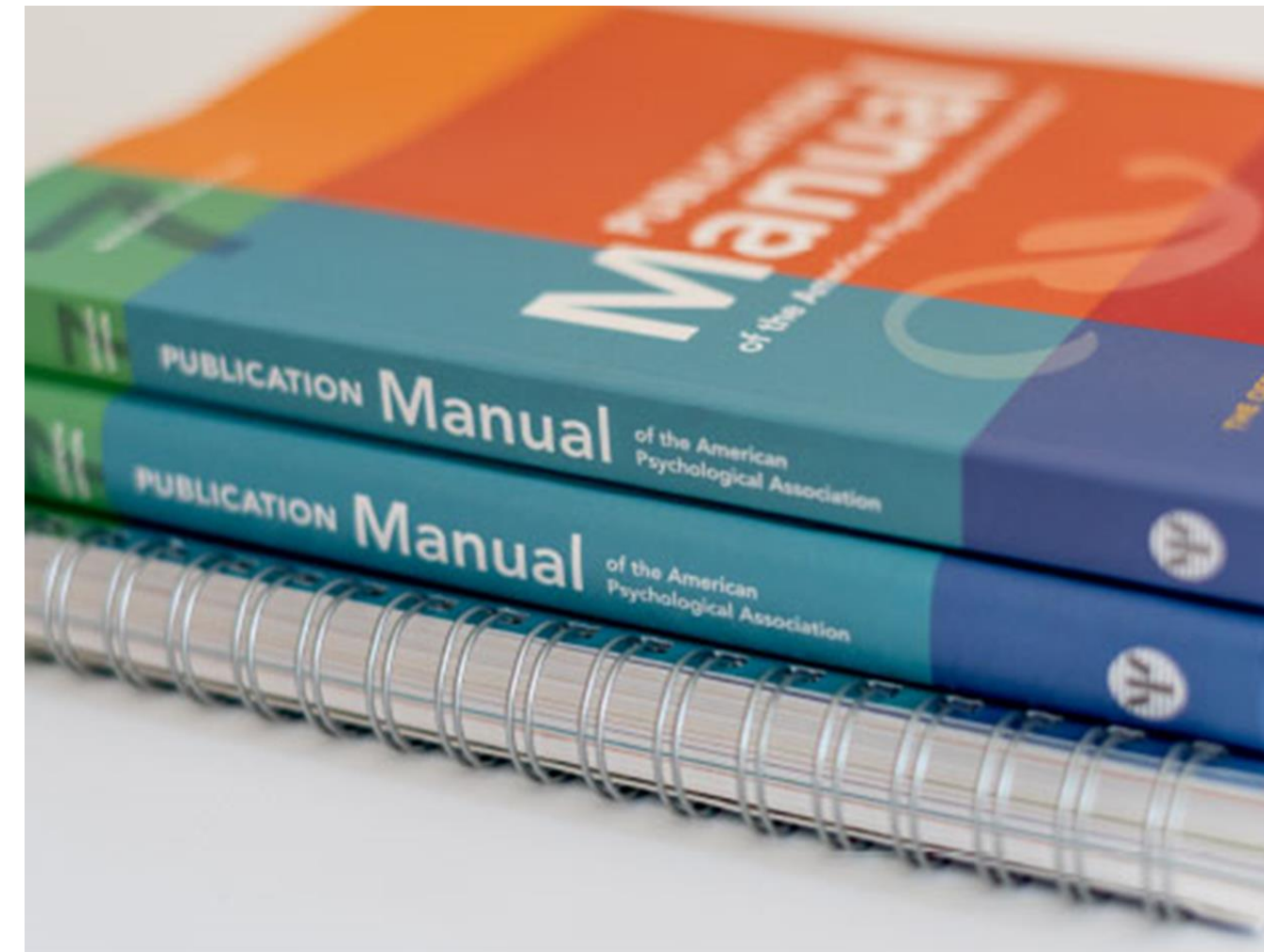
- Board/Senate and Professional Growth Conference in late October/early November
- TCA office closure December 22-January 1st
- Professional School Counseling Conference in February
- Board/Senate and Leadership Training Institute in June
- FY leadership transitions during the beginning of July
- Please allow extended time for staff and volunteers to complete the review process

Sample Timed Agenda

- **7:00-7:10** Introduction of speakers, and background information on topic
- **7:10-7:30** Definitions, historical overview of topic
- **7:30-7:45** Small group case study
- **7:45-7:55** Share case study findings with larger group, discuss
- **7:55-8:25** Program frameworks, implementation strategies, and begin developing a plan
- **8:25-8:30** Q&A and evals

References

- We need a minimum of 5 references that are from the field of counseling.
- At least 2 should be from peer reviewed journals and at least 3 should be current (within the past 5 years)
- References should be in APA 7 format
- [Purdue OWL](#) (Online Writing Lab)
- [APA.org](#)



Additional Considerations



Registration

- Cost of programs are determined by information on your submission form
- Zoom link sent one day prior to paid registrants
- List of registrants given 2 days prior to event after registration closes for in person events



Marketing

- Fill out Marketing request form
 - Fill out website update form
 - Complete e-blast request for region or division members
 - Determine social media outreach
- Follow NBCC Marketing guidelines if creating flyers, promotional materials



Planning Conferences

- Schedule a meeting with TCA staff
- Determine space needs, lodging, assistance with contracts
- Set sponsorship levels and abide by NBCC guidelines

Important Links: Put launch timeline here (website info)

[CE Approval Submission](#)

- Opens August 1, 2026

After Program Approval:

Webinar request

[Marketing Request](#)

[LTI CE Resources](#)

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Leadership Training

Advocacy & Public Policy

FY 2026



Engaging the Legislature

We rely upon our members each legislative session to craft our Public Policy Agenda and help us engage legislators.

During the session, TCA engaged our membership in the following ways:

- Our weekly “Advocacy Insiders”
- Testimony opportunities for professional counselors
- Calls to action on bills and issues impacting the profession
- Three Advocacy Days at the Texas Capitol



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Your Action Led to Progress!

The 89th Texas legislative session ended on June 2nd, and TCA's counselors used their voice to deliver wins across the board

Our victories included:

- Raises for school counselors
- Improvements to the Program for Mental Health Professional Loan Repayment
- Requiring excused absences for student mental health appointments
- Recognition of LPC Associates in statute
- The creation of the Mental Health Pipeline Program in higher ed

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2025-26: The Interim

The time between each legislative session gives us time to reflect, engage, and prepare for the next session

What we see during the interim:

- Bill implementation
- Rule drafting
- Committee meetings & Committee reports
- State agency budget requests
- Brainstorm & prep for next session

TCA has liaisons to multiple state boards, including:

- Behavioral Health Executive Council
- Texas State Board for Examiners of Professional Counselors
- State Board for Educator Certification

FY 2026

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Advocacy Resources

TCA members get access to great resources for engaging in advocacy and public policy work

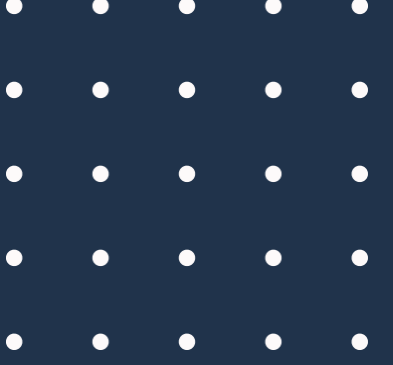
- Our website contains two main pages for advocacy:
 - Public Policy Page
 - Advocacy Hub
- Each page has different focuses, the Public Policy page shows the resources you can use to get started. Our Advocacy Hub highlights the important work our members engage in with their policy efforts.
- PLEASE EMAIL noah@txca.org!

FY 2026

Texas Counseling Association



Important Information & Reminders



- All resources and presentations will be available on the LTI Landing Page, located on the TCA website, under the "Resources" tab at the top-right of the TCA homepage. You must be logged into your TCA membership profile to access the documents.
- We have placed resources into groups based on leadership roles for quick access. However, please reference all resources as you need them. For example, directors, you will likely find resources under the president's groups that will support you in your role.
- As a reminder, TCA's Fiscal Year 2026 begins on July 1st. The month of July is extremely packed for TCA staff, as it also includes closing out the fiscal year for accounting records and the annual audit. It is imperative that we receive all of your expense vouchers and applicable receipts by July 8th to ensure we can process them before we close out FY2025. The expense voucher was provided in the Know Before You Go Email sent on Tuesday from Bobbie Lawrence, with details on required receipts. It is also located at the top of the LTI Resources page. Please remember to sign-in each day, and after the scheduled lunch on Saturday, as reimbursement requests are checked against attendance sheets. Detailed meal receipts are required for all meals, including any that you may have billed to your hotel room. Please email expense vouchers and receipts in a single, combined file to bobbie@txca.org by July 8th.

FY 2026

