



WISCONSIN COUNSELING ASSOCIATION FALL NEWSLETTER



President's Message *Angie Flannery, LPC, Assistant Director, Community Adoption Center Green Bay, WI*

As the New Year begins, it is often a time to reflect on the changes we want or need to make. A New Year signifies a new beginning. The WCA Board has been looking at several changes for the organization well before the new year. Some of these changes you have already seen with the transition to the on-line newsletter. Other changes in the upcoming year include an improved website with access to professional development opportunities, networking with other professionals and a member's only page, just to name a few. Recently, I began the first step in creating a new website and I have to say that I am very excited at the possibilities of this new site. I know our members will be equally impressed when it is revealed!

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WISCONSIN COUNSELING ASSOCIATION DIRECTORY 2011

President:

Angie Flannery
629 Floral Drive
Green Bay, WI 54301
Cell: 920-366-7262
aflannery19@yahoo.com

President Elect:

Tammy Scheidegger
Mount Mary College
2900 North Menomonee River Parkway
Milwaukee, WI 53222
414-258-4810 ext 468
scheidet@mtmary.edu

Past President:

Renae Reljic
University of Wisconsin-Oshkosh
800 Algoma Blvd
Oshkosh, WI 54901
Phone: 920-494-1475
reljicr@uwosh.edu

Midwest ACA Representative:

Angie Flannery
629 Floral Drive
Green Bay, WI 54301
Cell: 920-366-7262
aflannery19@yahoo.com

Secretary:

Donna Yelvington
3504 Monroe
Two Rivers, WI 54241
Phone: 920-905-0922
yelvington911@yahoo.com

Treasurer:

James F. Krems
5390 Clarice's Circle
Stevens Point, WI 54481
Phone: 715-344-2453
jmak@charter.net

Technology Chair:

Kelli Saginak
University of Wisconsin-Oshkosh
800 Algoma Blvd
Oshkosh, WI 54901
Phone: 920-494-1475
saginakk@uwosh.edu

Graduate Liason:

Jennifer Newport
Graduate student at UW Oshkosh
newpoj35@uwosh.edu

COMMITTEES:**Journal Editor:**

Mark Gillen
University of Wisconsin-River Falls
410 South Third St. WEB 231
River Falls, WI 54022-5001
Phone: 715-425-3890
Fax.: 715-425-3242
mark.gillen@uwrf.edu

Newsletter Editor:

Cindy L. Anderton
Department of Counselor Education
Winther Hall 6035
University of Wisconsin-Whitewater
Whitewater, WI 53190
Phone: 262-472-5401
andertoc@uww.edu

WISCONSIN COUNSELING ASSOCIATION DIRECTORY 2011

Membership Chair:

Deborah Wetzel
Lawrence University
525 E. College Avenue
Appleton, WI 54911
Phone: 920-832-7188
Deborah.wetzel@lawrence.edu

Professional Liaison Chair:

Roger Gantzarow
1 Sun Down Ct. Apt B
Madison, WI 53707
gantzarowh@att.net

Advocacy/Public Relations: (vacant)

Professional Development/**Summit Chair:**

Kelly Melvin
1810 Robin Ave. Apt. S102
Oshkosh, WI 54902
Phone: 262-337-0793
melvik86@uwosh.edu

Ethics Chair:

Carrie King
Mount Mary College
2900 N. Menomonee River Parkway
Milwaukee, WI 53222
Phone: 414-258-4810 ext.318
kingc@mtmary.edu

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Recently, I began the first step in creating a new website and I have to say that I am very excited at the possibilities of this new site. I know our members will be equally impressed when it is revealed!

So, as WCA continue to make changes and resolutions to improve the benefits and services offered to it's members, we encourage our members to make changes that improve the professional counseling field by becoming involved or sharing their ideas with the Board.

Please contact me at aflannery19@yahoo.com if you have questions or comments or would like to attend a Board meeting, or if you would like to get involved with WCA.

Let's make 2012 a great year!!

Angie Flannery

President—Elect's Message
Tammy H. Scheidegger, Ph.D., NCC



As I write my quarterly update, I find myself wondering about the year that is drawing to a close as well as anticipating the year ahead.

The Fall Summit was a success. I think that the keynote lunch address captured the hearts and minds of many in attendance. Were you able to envision your own journey through childhood or adult life challenges and see the path to resiliency? Did Dr. Scofield's resiliency remind you of a particular client? Whatever it was that resonated with you, I hope that you carried that spirit and promise into your work. Instilling hope is really at the heart of our profession so any time that I can be reminded of the hope that exists in the life stories of those we interact and work with, I feel blessed. I hope you do too!

There are several exciting things to anticipate for the WCA in 2012. First, we'll be launching the newly designed WCA website that will more effectively meet the needs of our members as well as the interests of the general public. We are hopeful that the public will visit our website to find useful information on a variety of mental health topics and to get connected to LPC's in their area. So, it is only a matter of time before your member benefits begin to translate into getting connected to clients that are in need of services. We hope that each of you will use the website more often too. Second, we will be launching a Public Service

Announcement (PSA) highlighting the services of Professional Counselors and directing those in need of information and services to our website. If you have connections to or contacts with media outlets in your service area, please be sure to let someone on the WCA Board know so that we can make arrangements to tap into those resources. The PSA was developed by the Texas Counseling Association and is being adapted for use by branch organizations across the country. The Midwest Region, of which our WCA is a member, has covered the majority of the costs associated with producing the PSA specifically for us so that our financial obligation is minimal. Our neighbor to the south, the Illinois Counseling Association, is sharing their marketing expertise and technical savvy – that will aid in our efforts to keep our costs on this project to a minimum.

Finally, I'd like to ask you to save the date for the 2nd annual Spring Intensive Workshop co-sponsored by WCA and Mt. Mary College: **Friday, May 11, 2012**. Dr. Mary Hess will be presenting on "A Biologically Respectful Approach to Clinical Work with Families." The content of her presentation will include the following:

- awareness of developmental stages of brain growth that affects behavior;
- how the body expresses the mind; and,
- techniques to make clinical work more effective.

The Spring Intensive Workshop is designed to give practitioners practical

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President-elect's Message Cont...

strategies and tools they can begin implementing immediately.

The cost for the CEU's will be reasonable and there is no traffic or parking hassles at Mt. Mary College. It will be a great day. Look for e-mails and registration information early in March.

Wishing everyone a productive and prosperous new year,

Tammy Scheidegger

You can contact Tammy Scheidegger at:
scheidet@mtmary.edu



Sometimes our fate resembles a fruit tree in winter. Who would think those branches would turn green again and blossom, but we hope it, we know it.

~ Johann Wolfgang von Goethe



Get Involved with WCA!!!

Have you ever thought about getting more involved with our organization? We currently have several ways to be more active and would love for you to become involved in one of the following positions:

Treasurer: Handles bank account of the organization, pays bills as needed and processes membership payments. Works closely with the President and Membership Chair.

Technology Chair: Manage the website content and make changes as needed. Within the next few months, we will have a new, updated website. This position will work closely with the President, Newsletter Editor.

Public Relations/Advocacy Chair: Attend meetings at the Department of Safety and Public Services Board and other duties as needed to advocate for our organization and/or profession

Call for Submissions Wisconsin Counseling Journal



The Wisconsin Counseling Journal (WCJ) is seeking article submissions for possible publication in the fall 2012 edition (WCJ is published annually).

The WCJ places emphasis on original, data-based research, but will consider conceptual articles (e.g., position papers, innovative program development, case studies). All manuscripts submitted for review are subject to a peer-review process involving members of the editorial board.

The journal is focused on topics of interest to counselors, including the following four areas:

Innovative Methods includes thorough descriptions of techniques, strategies, skills, and activities that have been developed and/or implemented by counselors.

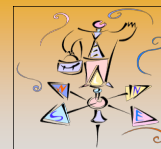
Theory & Research variety of manuscripts, both qualitative and quantitative, that describes original research as well as literature reviews on topics pertaining to counseling.

Professional Development primarily describes, through manuscripts and position papers, ways in which counselors can continue to cultivate and enhance their professional identities. Training strategies for counseling students as well as continuing education for experienced counselors will be highlighted.

Current Issues affecting counseling and counselors features manuscripts and position papers that detail contemporary issues. Authors are invited to explore topics of interest to counselors.

The 2008 Edition of the Wisconsin Counseling Journal was awarded Best Journal - Small Branch by ACA at the 2009 Annual Conference in Charlotte, NC. For submission guidelines, contact Mark Gillen, editor, at Mark.gillen@uwrf.edu or see detailed instructions at <http://www.uwrf.edu/CSP/Wisconsin-Counseling-Journal.cfm>.

New Directions: What does it Mean? By Donna Yelvington



What does it mean to be a full-time graduate student in the community track, the Secretary on the Wisconsin Counseling Association Board, and a volunteer within the community?

This past semester I completed a practicum in the K-12 school track through Lakeland College's Green Bay campus. You may ask why a practicum in school as I am pursuing a degree in community? I view education, both school and higher education, as belonging to the greater community. We are a part of the great conversation, the one about systems and about thinking outside the box to find answers in the 21st century which may not have been available to us before.

We, as community counselors, do develop community partnerships with many professionals and associations to support our clients and the community in which they live. With new research-based evidence we can pursue answers for ourselves professionally, for our clients, and for our community. These community networks and professional connections allow us to pursue answers to questions which have been with us for a very long time.

This next semester, I will be in a community practicum through Lakeland's Fox Valley campus. And I will be returning to the site of my school practicum, my community high school, through one of my community sites, Riverhill Psychological Associates, S.C. With Dr. Soeldner, I will

be working with the school counselors to provide community groups to address life after high school graduation.

Although community counselors work with schools in the traditional role of the community counselor, this program will focus on students spending time thinking about how what they do now, on the skills they develop now, will shape their future. The program is very tentative at this time, but needless to say, I am very excited about the possibilities available in this opportunity. The potential here is a driver of my passion to pursue a Masters in Counseling in the community track.

Being on the Board of the Wisconsin Counseling Association (WCA) has given me the opportunity to experience first-hand how the WCA works for its members. I find myself already anticipating how the new website being developed will offer more information and convenience to WCA members. And I have come to appreciate the value of lobbying efforts which are needed to support the professional work of counseling. The opportunity to write this article supports my passion to do more as a future professional counselor.

Volunteering is a recent addition to my life. As a volunteer with Family Services in Green Bay, I am a Sexual Assault Advocate. The Sexual Assault Center in Green Bay is seeking local funding and dona-

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tions as they face state budget cuts in 2012. As a volunteer, I am also answering telephones at the Manitowoc County Domestic Violence Center. With these small volunteer commitments I understand the true value I will bring as a community counselor to support members of the community when they are most vulnerable. These volunteer activities drive my passion.

With all of these activities I am able to satisfy, for now, my passion for counseling. It is a quiet passion which some may find difficult to understand with the many loud and glitzy distractions which exist today in our society. But this passion is growing stronger with each day. With each corner I round in this process I am surprised, pleasantly, by this growing passion within me. You see, I have a vision of my community high school graduating 100% of its students prepared to pursue their goals as they know them at the time they graduate. These goals will change over time, but the skills, the worldview they need to pursue their evolving goals, will not. And I have a vision of the role of the community counselor as a part of a community partnership to support the members of the community in many life transitions as an advocate, as a life-coach.

Donna

You can contact Donna Yelvington at:
Yelvington911@yahoo.com

Past-President's Message

*Renae Reljic, LPC, Assistant Professor,
University Wisconsin Oshkosh,
Professional Counseling Dept.*



Upcoming Elections

Phew it has been a busy holiday, client, and legislative season. Our faithful lobbyist, Ann Jablonski has been sending more and more information out regarding bills that could affect us as professionals. In addition, I cannot speak for all of you, but my client list just keeps growing due to the stress in our communities.

With all of these factors in mind, WCA needs a to continue its history of strong leadership and representation to help us keep moving forward as a profession. None of us can do it alone, with our busy schedules. It is time to choose our next WCA President. I can speak from experience that being WCA President is fulfilling both professionally and personally. It was such a wonderful experience to work with all of our members and to help where I could. The President works to focus all of our efforts to create the best outcome for us as a professional whole. You just might be our next leader.

Please email me at reljicr@uwosh.edu if you are interested in nominating someone or yourself.

~ Renae Reljic

Social Media and Counseling Ethics

By Carrie King, Ph.D., NCC
WCA Board Ethics Chair

A former client sends you a friend request to your personal Facebook page.
That may be easy to ignore.

A former client sends you a friend request to your personal Facebook page with an accompanying message that indicates that they are suicidal. Depending on how and if you've addressed the use of social media with your former client, that may be considered unethical to ignore.

Every seven to 10 years the ACA Code of Ethics is reviewed and revised. The last revision of the code was published in 2005 with new standards addressing technology and counseling (e.g. phone/online counseling, ensuring confidentiality, client identification, jurisdiction issues). Revision of the ACA Code of Ethics is again underway with a tentative publication date of three years from now. One of the areas of focus for the revisions is again technology, specifically the use of social media.

When I think about how technology has impacted my work in counseling, I reflect on the times email, instant messaging and social media has affected the decisions I have had to make around mandated reporting (due to the threat of self-harm- cutting, suicidal ideation, drug use, indiscriminate sex). For example, when I worked as a counselor in a high school, it was not uncommon for a parent, student or teacher to show me electronic communication sent between student-student or student-teacher, or communication posted on MySpace or Facebook that indicated a minor student was in 'serious and foreseeable harm'. The teenagers in these cases had no intention of a counselor seeing this information, yet with knowledge of the situation, I was expected to act accordingly. Other times, I'd be working from home in the evening or on weekends and would access my email and find an alarming message from a student. Whatever the situation, I frequently found myself in a position where I had to decide whether to make a mandated report because of electronic client/student communication that I didn't solicit.

As technology use by both counselors and clients expands and evolves, other issues will emerge. I frequently ask myself what I should do when technology is brought into the "traditional counseling setting". What boundaries do I establish?

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Social Media and Counseling Ethics Cont...

Am I responsible for ensuring the confidentiality of the client/student when they are giving someone a play-by-play of the session in progress via text message or Facebook? Do I demand that iPad's and phones are turned off, or not brought into the counseling session (after reasonable requests are ignored)? When is client phone use (texting, emailing, etc) counter-productive or distracting? How do I ensure privacy (no recording or video devices secretly recording the session)? Is this my own issue? Does any of this really matter?

So while some may quickly and easily find answers to these questions that suit them, others, like myself, may turn these questions over and over only to uncover more questions and ethical dilemmas that have come from our own counseling practice experiences.

I recognize that generational differences in technology use exist. For some it is as if it is an extension of their body, and separation from their devices is anxiety provoking. Any ethics around these sorts of technology issues may be informed by research on the efficacy of therapy or the impact on rapport development when electronic devices present.

While professional counselors wait for the updated Code of Ethics to address social media issues, there are excellent resources to guide our practice. An online article written by Zur (2011) offers a list of questions for counselor to think about before responding to a client's friend request and an example of a social media policy that can be added to one's informed consent, as well as issues around confidentiality and dual relationships. Other common sense suggestions include setting the most strict privacy settings on personal social media sites, carefully choose what information or pictures you share, use extreme caution around accepting friend requests from former or current clients or family members of those clients, and establish clear therapeutic boundaries, discussing with clients at the start and termination of the counseling relationship how and if you will communicate with them through social networking sites, email, etc.

Carrie King

You can contact Carrie King at: kingc@mtmary.edu

References

Zur, O. (2011). *To Accept or Not to Accept? How to respond when clients send "Friend Request" to their psychotherapists or counselors on social networking sites*. Retrieved month/day/year from <http://www.zurinstitute.com/socialnetworking.html>.

Dear WCA Members,

Are you interested in attending a conference focusing on “sex, drugs, and ... the internet? Plus a 3 hour session on Ethics?

The Iowa Mental Health Counselors Association (IMHCA) would like to extend an invitation to members of the Wisconsin Counseling Association to join them for this year’s conference April 12-13 in Des Moines. Recognizing that we are all professional counselors, they have been kind enough to allow WCA members to attend their IMHCA Conference at the MEMBER discounted price.

More information about the conference is available through their website at www.inhmca.net. Go to the website and then click on the **2012 Conference Registration (doc)** link.

WCA members who wish to take advantage of this offer need only write “WCA Member” on your registration form when you send it in.

We’d like to thank Jim Wilwerding, IMHCA Board Treasurer, for helping to extend this offer to all of the members of the Wisconsin Counseling Association.

Save the date if you are Interested!!!

IMHCA CONFERENCE
April 12-13, 2012
Merle Hay Road Holiday Inn, Des Moines

Happy New Year
Wisconsin Counseling Association
Members!!!

Call for Submissions to the WCA Spring 2012 Newsletter

During every WCA president's annual term, WCA has endeavored to publish four newsletters in the spring, fall, winter, and the summer. The next edition of the newsletter is due this April 2012 and the WCA Board would love to have more articles written and submitted to the newsletter by you the WCA membership.

Things that might be interesting to our readers could be anything of the following (list is not exclusive):

- Updates on state and national legislation efforts that might impact our profession
- Newsworthy items of professional interest to counselors in Wisconsin
- Updates on insurance billing practices, best practices, and innovative ideas or new treatment modalities
- Updates on the concerns of school counselors in trying to meet student needs
- Creative counseling practices related to individual, group, and couples and family treatment
- Inspiring poetry, music, or art that describes some of the issues that our client's face and overcome
- Conferences, events, or advocating/volunteering opportunities

We are also accepting articles (research based or practice oriented) that are approximately 400 to 600 words long that might have relevance for practicing counselors in the state of Wisconsin.

Articles and items for consideration can be sent to the editor Cindy Anderton at andertoc@uww.edu for consideration in the April 2012 newsletter.

Due date for articles and any other submissions are March 21, 2012.

I look forward to hearing from you.

~ Cindy Anderton

Maintaining Ethics and Legality
*By Kelly Melvin, Professional Development/
Summit Chair*

The negative consequences ethical and legal issues can have on counselors and clients if obligations are not known, followed, or compromised in some way can be tremendous. The fluidity of ethical boundaries is concerning. There are several things to consider, and while it is great to have good intentions as a counselor, it is also incredibly important to know the greater ethical and legal implications of our actions and the opposing viewpoints that affect our decisions as counselors. Although there is not always one right answer to an ethical dilemma, as counselors, we need to trust that using resources such as the law, consultation, and ethical models and standards will keep us practicing legally and ethically.

In practice, ethical and legal issues can arise quickly and sometimes without foresight. The ethical and legal complications and consequences as a result of a compromised situation with a client can be enormous and a lot of these situations do not have concrete, cut and dry solutions. Ethical issues are scary. Moving from state to state heightened my awareness of state differences in reference to what state licensure constitutes as a “competent” counselor. Some legal and ethical issues can be compromised simply by differing relationships or diversity; and when differing state laws are involved, things can get complicated pretty quickly.

In considering the complexity of the relationships counselors create with their clients, and the unforeseeable situations that might arise, it seems as though an accurate professional informed consent

could be as large as a novel! There are so many situations that can arise without prediction. It is important, however, that counselors learn to anticipate some of the ethical and legal issues that can arise in a therapeutic relationship (Remley, Jr., T. P. and Herlihy, B. (2010). *Ethical, Legal, and Professional Issues in Counseling*. Upper Saddle River, NJ: Pearson Education, Inc.). Counselors can be comforted by keeping records and consulting with peers, supervisors, and attorneys.

Records are used to protect the counselor, show progress, ensure continuity of care, and help the counselor reconnect with their client if some time has passed between visits (Remley & Herlihy, 2010). Different agencies require different systems of record keeping. It is important to know what your employer expects in terms of record keeping as they generally have a sense about how the notes can be used in litigation if it should ever arise. When keeping notes it is always important to keep their purpose in mind and recall that clients have the right to view them at any time. In a legal situation, the counselor can negotiate with attorneys and clients to release only necessary information. Because all situations are different it may not be necessary or useful to expose the entirety of a client’s file when asked to do so. Consulting with an attorney that is familiar with the counseling field is recommended.

Issues regarding ethics and legality can have huge impacts on individual

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Maintaining Ethics & Legality Cont...

counselors, clients, and the counseling profession. The differing licensure requirements outlined in each state gives testimony to the varied views on these issues just in this country, let alone the diversity considerations that counselors need to be aware of with each client (Remley & Herlihy, 2010). Continuing education is one way to try and remain a competent professional in the field. There are ways to do the minimum; however, earning CEUs relevant to your practice is essential and can help counselors practice legally and ethically. Make it a point to attend relevant conferences, consult and gain different experiences as it relates to your current and potential clientele.

Adopting an Ethical Model

It is important to consider using an ethical model in practice. Ethical models provide a consistent method to the sometimes complicated relationships and decisions clients and counselors make. The adoption of an ethical theory is important to work as counseling professionals so we can ensure legal and ethical practice (Remley, Jr., T. P. and Herlihy, B. (2010). *Ethical, Legal, and Professional Issues in Counseling*. Upper Saddle River, NJ: Pearson Education, Inc.). When considering which ethical decision making model to utilize, counselors need to consider their own moral principles. As human beings, counselors also view the world within their own experience and hence may put more priority on one aspect of morality, which is why consulting is generally an important element in the process of a decision making model (Remley & Herlihy).

Ethical issues can get complicated re-

latively quickly and several things need to be considered before taking action on an identified ethical issue. While sometimes ethical issues are difficult to notice until they are underway, if it is possible, it is important to be able to identify whether a situation is an actual ethical dilemma. If it is, then the use of an ethical model can come in very handy. When reflecting on how to take action on an issue, counselors need to take into account the law and the ethical obligations of our profession. The ethical standards of the American Counseling Association (American Counseling Association (2005). ACA code of ethics. Alexandria, VA: Author.) lay out the bare minimum ethical obligations we have as counselors; however, they may exceed the expectations of the law. While it is important to have at least a minimal understanding of how the law works in your practicing state in regards to counseling, developing a professional relationship with an attorney familiar with issues related to the helping professions is key to addressing ethical issues while protecting yourself as well as your client. Some agencies will provide access to attorneys, but if you are in private practice, consulting with an attorney should be considered a business expense (Remley & Herlihy, 2010). In relation to clients, counselors have power and this can come with greater need for ethical responsibility. The 2005 ACA code of ethics stands mainly to protect clients from harm, whereas the law is more likely to protect the counselor (Remley & Herlihy).

Documenting, in addition to recording progress (or lack thereof) with a client, serves to protect counselors from getting in trouble with the law. It is important to consult with supervisors, peers, and mentors in

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counseling field whenever you feel like there might be an ethical dilemma occurring; however, it is important to consider whether there are any issues you might unintentionally disregard just because of your own perspective of a situation. Adopting an ethical theory as your own could be a very comforting piece of your professional identity.

The American Counseling Association provides a document on their website www.counseling.org called A Practitioner's Guide to Ethical Decision Making by Holly Forrester-Miller and Thomas Davis, which uses the ACA Code of Ethics (2005) as a guide in the model's process. Another article, *A Social Constructivism Model of Ethical Decision Making in Counseling* by R. Rocco Cottone (Cottone, R. R. (2001). A Social Constructivism Model of Ethical Decision Making in Counseling. *Journal of Counseling Development*, 79, 39-45.) provides an introduction to another type of ethical decision making model available. This model moves the decision making outside the individual into the social constructs and interpersonal relationships involved in the situation of a presenting ethical issue. The model breaks down the process to five steps: (1) obtain information from those involved, (2) assess the nature of the relationships operating at that moment in time, (3) consult valued colleagues and professional expert opinion, (4) negotiate when there is a disagreement, and (5) respond in a way that allows for a reasonable consensus as to what should happen or what really occurred (Cottone).

This model shies away from right vs. wrong and tends to lean towards man-

aging the relationships in a way to meet the needs of everyone involved while upholding the law and ethical standards. It operates within the professionalism of counseling.

Cottone (2001) introduced the concept of the ethical model of social constructivism occurring well before any ethical dilemma occurs. The author discusses the importance of avoiding any *linkages of vulnerability* by creating a strong connection to other counselors and attempting to stay within situations where right and wrong do not present themselves. While it is important to lay the ground work to address ethical issues in a competent manner as they arise; they may not be entirely circumvented by avoiding *linkages of vulnerability* as mentioned above. If you are curious to look into more ethical decision making models, a good article to read is called *Ethical Decision Making Models: A Review of the Literature* (Cottone, R. R. & Claus, R. E. (2000), Ethical Decision Making Models: A Review of the Literature, *Journal of Counseling Development*, 78, 275-283.).

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