

August 7, 2023

My name is Rick Villarreal and I'm taking over Chair duties for the Private Practice, Business/Industry, & Agency Constituency Group and the Professional Development Committee this coming CCD A year. I'm very excited about all the great programming that we can do for this group and hope that you all will join me for as many events as possible. I recognize the need for professional development that aligns with your CEU needs and I want to deliver high-value PD experiences for our members in private practice. At our last meeting during the Spring CCD A Conference, we talked about ways that we could engage more and about offering professional development opportunities that will help take your business to the next level. I got to know a few of you that day and we all seem to be coming from similar paces with regards to previous work environments - *more on this at the bottom*.

Here is my promise to you, I'll organize 2 meetings this year so that we can network and brainstorm ideas for business and professional development. I will also be running PD workshops this fall on topics related to private practice needs. My vision for the year is to create a workshop around topics related to business, industry, and agency during the spring of 2024, but I'll need your help with that. Below is a list and tentative dates, let me know what you all think.

Private Practice Marketing Basics - Sep 22, 2023

How to Design your Brand - Oct 20, 2023

How to Market your Services - Guest Speaker - Nov 17, 2023

Now... I have an ask. In September I'll be running an event for CCD A called "Bad Systems Beat Good People." It was a spring conference presentation that we had to cancel last minute but now it's back. We'll be discussing the reasons why so many of us have left the higher education workplace, and why the migration to private practice was so strong between 2019-2022. Many of us have worked in higher education and I'd love to share your story in September. Below is a link to the survey that we will be referring to in our presentation. All good data needs a story to make a meaningful impact and your story matters, so please consider filling out the survey. Please feel free to share the link amongst your networks.

tinyurl.com/HIGHREDUEXPATS

Sincerely,



LPC, NCC, MEd., CCSCC

Private Practice,
Business/Industry, &
Agency Constituency
Group Chair