



KCPA STATUS

BASELINE SURVEY REPORT

A REPORT OF A KCPA BASELINE SURVEY STATUS
CARRIED OUT BETWEEN 9TH DECEMBER, 2022
TO 15TH DECEMBER, 2022 AND PROPOSED
INTERVENTIONS



**KENYA COUNSELLING AND
PSYCHOLOGICAL ASSOCIATION**

KCPA BASELINE SURVEY REPORT

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2022 AND PROPOSED INTERVENTIONS

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INTRODUCTION

This survey had a set of 12 questions and respondents were KCPA members drawn from two Whatsapp platforms: KCPA leaders' platform comprising Board members and county leaders and the other Clinical supervisors' Whatsapp platform. A total of 310 respondents completed the survey. The Supervisors' platform contains 107 members and the KCPA Leaders platform has 116 members which means a total of the extra 87 members were from other forums. The report will state the questions as provided in the Google form and provide the answers given and analyse them.

1. What is the current status or image of KCPA year 2022?

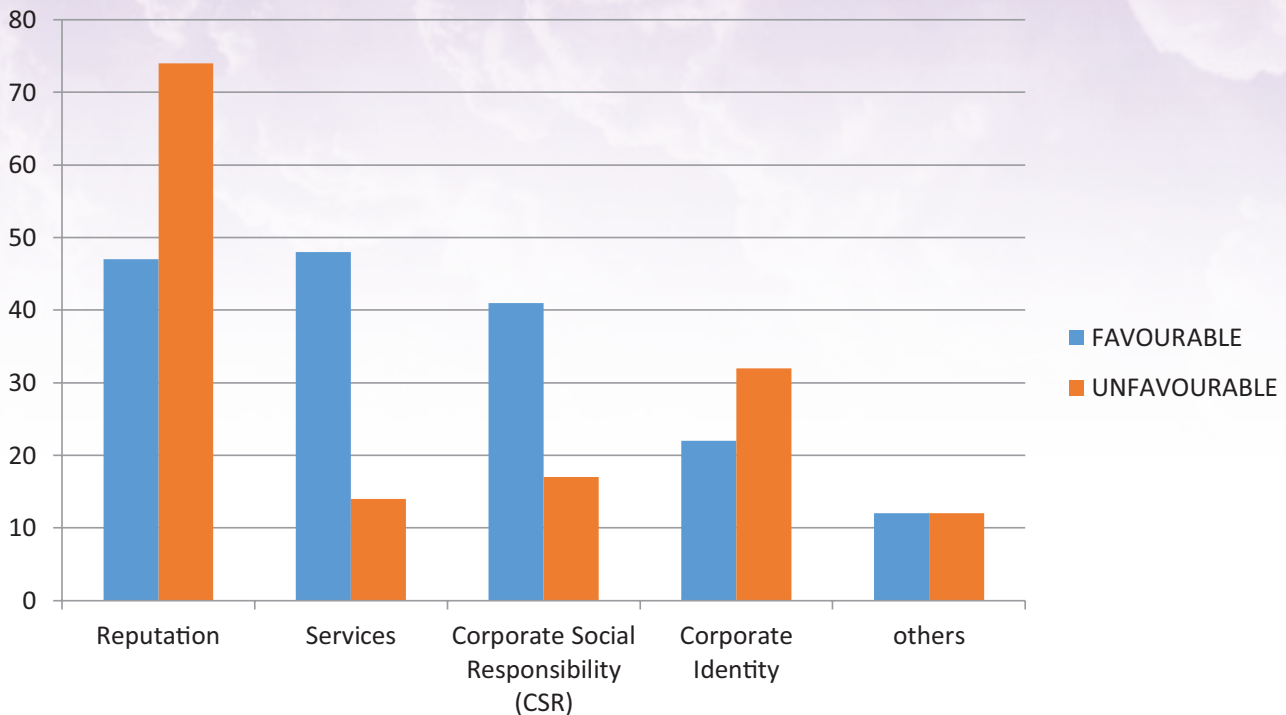
The main objective of this question was to get a holistic and vivid impression held by individual KCPA members towards the organization. 310 members responded to the question and their responses were classified under the following categories:

- i) Reputation
- ii) Services
- iii) Corporate Social Responsibility (CSR)
- iv) Corporate Identity
- v) Others

The findings are summarized in the table below:

S/No	Aspect	Indicator	No. of Responses		Total
			Favourable	Unfavourable	
1.	Reputation	a) Public trust b) Appreciation of leadership	47	74	121
2.	Services	a) Quality Services b) Innovation	48	14	62
3.	Corporate Social Responsibility (CSR)	a) Benchmarking against top performers b) CSR initiatives and activities	41	17	58
4.	Corporate Identity	Vision/Mission/ Quality of KCPA Leadership	22	32	54
5.	Others				15
Total			158	137	310

Graphical Interpretation



Conclusion and Recommendations

The KCPA's image represents a collaborative social construction between the executive, Counsellors and Psychologists as well as the general public. More members feel that KCPA offers quality services and the Association's services depict a high level of ethical responsibility which is the pillar of corporate social responsibility. However, the executive should work on building the reputation of the Association so as to help in more members' acquisition and retention of the already existing members. A particular interpretation of KCPA's image may be proposed by the executive, but that interpretation must in turn be endorsed, or at the very least not rejected by the members.

The new leadership needs to engage in strategic communication with ALL members to restore a successful image of itself and also work to maintain that image by seeking feedback from the stakeholders. KCPA's national leadership should design a Corporate Social Responsibility programme that fits in the scope of practice of Counsellors and Psychologists. This will increase their social contributions and community engagement, especially to address mental health in various communities through the County chapters. Regular Community engagement will help in building public trust because there will be relationship building through every interaction. If members can better reach and engage the public, close the feedback loop, and make data-driven decisions, KCPA will build public trust over time.

2. What is your immediate need as a KCPA member?

The question gave members an opportunity to highlight the issues which require immediate attention. The responses given can be classified under the following sub-headings:

Professional Development

Most respondents were of the idea that KCPA should conduct regular workshops and support supervision aimed to advance the knowledge of counselors and psychologists and also enable them better understand the complexity of counseling as a profession. Student counselors also communicated the need to be mentored by experienced counselors as they struggle with the challenges of meeting the demands of the training institutions and the anxiety in their first encounters with clients.

Employment/ Income Generating Opportunities

Counselors felt the need for the KCPA secretariat to have a meeting with relevant government Ministries, Counties, Departments and Agencies to establish counseling units and have qualified Counselors employed in those units. The association should also create more avenues for counselors to secure jobs. Members expressed their concern about the status of USHAURIANO SACCO. If revived, it will enable KCPA engage in various economic activities which will go a long way in benefiting its members.

Leadership

Members communicated that the new KCPA Chairperson should try and strengthen leadership at the National, Regional and County levels. There should be some facilitation to enable the county leaders carry out various activities at the county level. There is need to hold quarterly regional meetings so that members can get the opportunity to have their needs addressed by officials from the national office without having to travel all the way to the regional office.

Counseling and Psychology Training Institutions

The respondents said there is need to empower upcoming Counseling and Psychology training institutions and also assist the managers of those institutions in the registration processes. KCPA should also be registered as a training institution for it to meet the professional development needs and provide a network for Counselors and Psychologists. The institution should adopt a Research-based curriculum, emphasizing practical skills.

KCPA Constitution

The main purpose of a constitution is to have a working tool that would enhance the organization of KCPA. The responded said there is a need for the new leadership to review the current constitution. This will ensure the smooth functioning of the association and ensure the objectives of KCPA are realized.

Registration and Renewal Fee

There is a general feeling that the fees paid for new members as well as those applying for renewal of their certificates is high.

Others

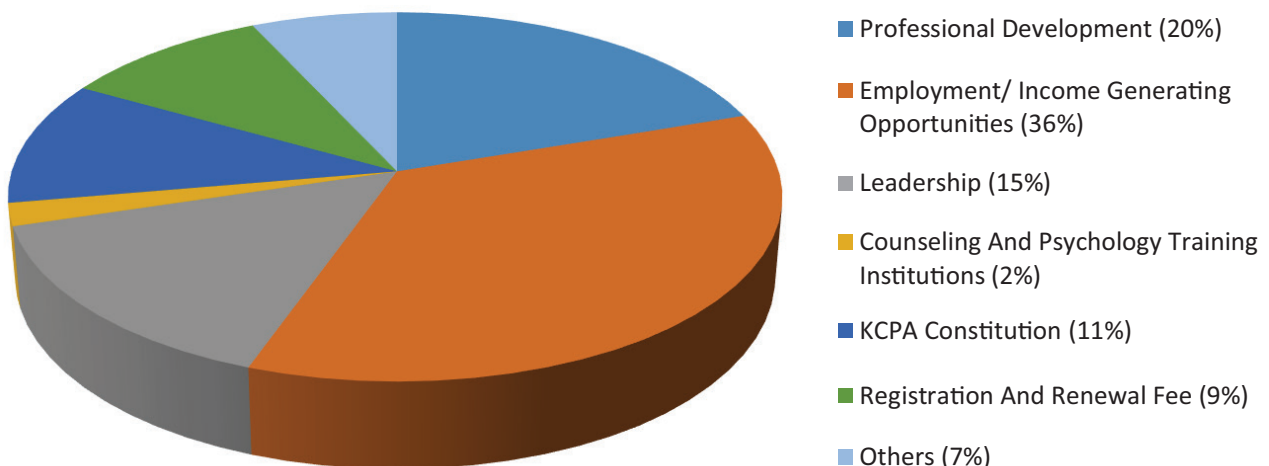
KCPA should:

- i) Have a common platform for ALL registered members to ensure that information sent from the national office is received in real time.
- ii) Create a brand that is ethical, professional, relevant and credible in matters counseling and psychology.
- iii) Build a network where members can make quick referrals across the country.
- iv) Ensure prompt issuance of certificates & membership cards
- v) Be recognized by the Government as a very important profession.
- vi) Update members on its activities and have better organized AGMs that are all inclusive
- vii) Clearly define the functions of each membership category. The issue of whether or not a student member can vote should be addressed.
- viii) Develop a digital registration platform.

The findings are summarized are shown in the table below:

S/No.	Description	Number of Responses	Percentage
1.	Professional Development	63	20%
2.	Employment/ Income Generating Opportunities	111	36%
3.	Leadership	46	15%
4.	Counseling And Psychology Training Institutions	5	2%
5.	KCPA Constitution	38	11%
6.	Registration And Renewal Fee	31	9%
7.	Others	24	7%
Total		310	100%

Graphical Interpretation



Conclusion and Recommendations

The respondents reported that most members' concern is lack of employment and other income generating opportunities. This was followed by the need for Professional Development Professional Leadership and a review of KCPA Constitution in that order. There is a clear indication that a big number of Counsellors and Psychologists are not practicing. This can be attributed to the fact that Counsellors and Psychologists do not have their own unique identity as mental health professionals.

The respondents said there is need to provide members with networking opportunities in the world of Counselling and Psychology and also lobby for recognition of Counselling as a profession, review the current Constitution, the fees paid by new members as well as those renewing their membership. If there is a robust action plan and disciplined execution to have ALL members pay their annual subscription fees without fail, then the amount can be lowered and still have KCPA increase its collection.

KCPA should be involved fully in the curriculum development of Counselling academic programs. This will make the curriculum for Counselling practitioners to be more effective hence maintain high standards at all levels of practice. The role of maintaining and regulating the standards of services offered by practitioners will be easy when KCPA is participating in the curriculum development.

3. In what ways would you want KCPA to grow?

The following suggestions were offered to this question:

Networking and Collaborations

The respondents stated that Counsellors and Psychologists face challenges of lack of mentorship and linkages with experienced role models. There is need for the new KCPA leadership to provide members with networking opportunities in the world of Counselling and Psychology.

Professional Counsellor Supervision

Regular Supervision will also provide a chance for the Supervisors to address any issues before they can become a problem, help Counsellors understand where they excel and where they may need some improvement.

Grow KCPA Membership

The respondents stated that in order to maximize the impact of KCPA, the new leadership should ensure that ALL trained counsellors and Psychologists are duly registered as members of the Association.

Continuing Education

The new leadership should create a culture whereby members feel the need to pursue courses that will make them stay up-to-date on developments in the field of Counselling and Psychology so that they can continue providing the best services

possible to their clients. These may include: Workshops, Seminars, Online courses, Peer consultation, Research etc.

Enforce the Code of Ethics

Each Counsellor comes to KCPA with their own set of values and standards. There's need for the Association to adopt a standard ethical code that Counsellors and Psychologists adhere to and use to work through ethical dilemmas. Some Counsellors belong to more than one organization and thus have access to additional ethical codes. There is need for the Association to sample such cases and use them as case studies to ensure that Counsellors are able to consider ALL available and applicable codes.

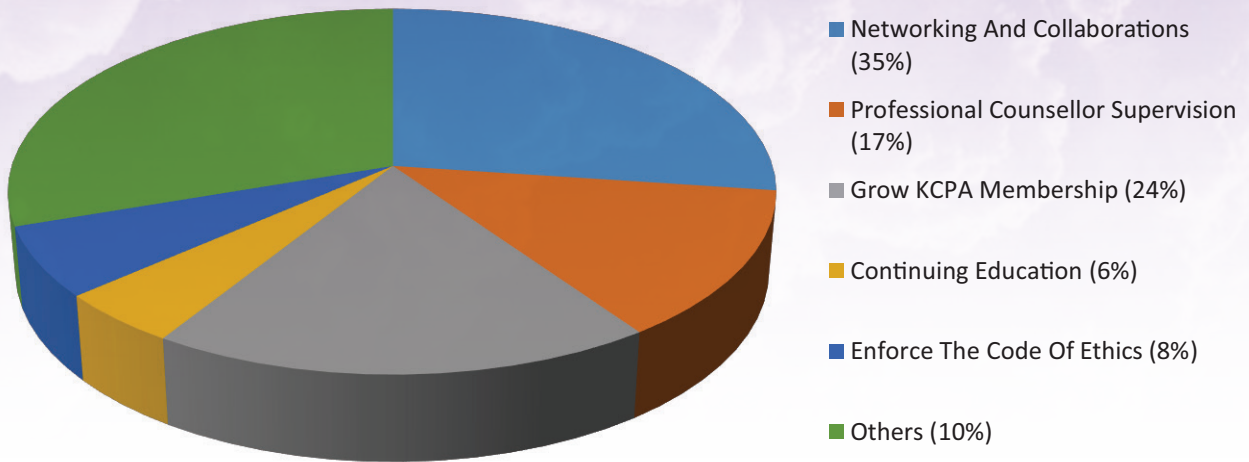
Others

- i) Accommodate and Value members.
- ii) We can grow by tapping the great talents and gifts members have.
- iii) Make standard of operations handbook available to every registered member for professionalism.
- iv) Attention be given on each person individually especially when there is a genuine complain.
- v) Vibrant devolved functional offices
- vi) To advocate on behalf of us to PSC and SRC in regards to employment allowances for counselors and psychologists. And PSC to push that our cadres are well advertised, roles are advertised accordingly according to our specializations.

The findings are summarized in the table below:

S/No.	Description	No. of Responses
1.	Networking and Collaborations	105
2.	Professional Counsellor Supervision	54
3.	Grow KCPA Membership	76
4.	Continuing Education	18
5.	Enforce the Code of Ethics	23
6.	Others	34
Total		310

Graphical Interpretation



Conclusion and Recommendations

What has strongly emerged here is the need for KCPA to grow in FOUR main aspects namely:

- i) Networking And Collaborations
- ii) Grow KCPA Membership
- iii) Professional Counsellor Supervision
- iv) Enforce the Code Of Ethics

KCPA should work closely with both the national and county governments and have Counsellors and Psychologists employed in: All learning institutions, disciplined forces, Public Service Commission, Independent offices, County Public Service Boards and other State Agencies. The Association should find strategies to ensure members are paying their annual prescription without fail. More members means more membership dues paid, which means more help given to the people. New members will also bring in fresh ideas, high energy and untapped potential and this will improve member experience.

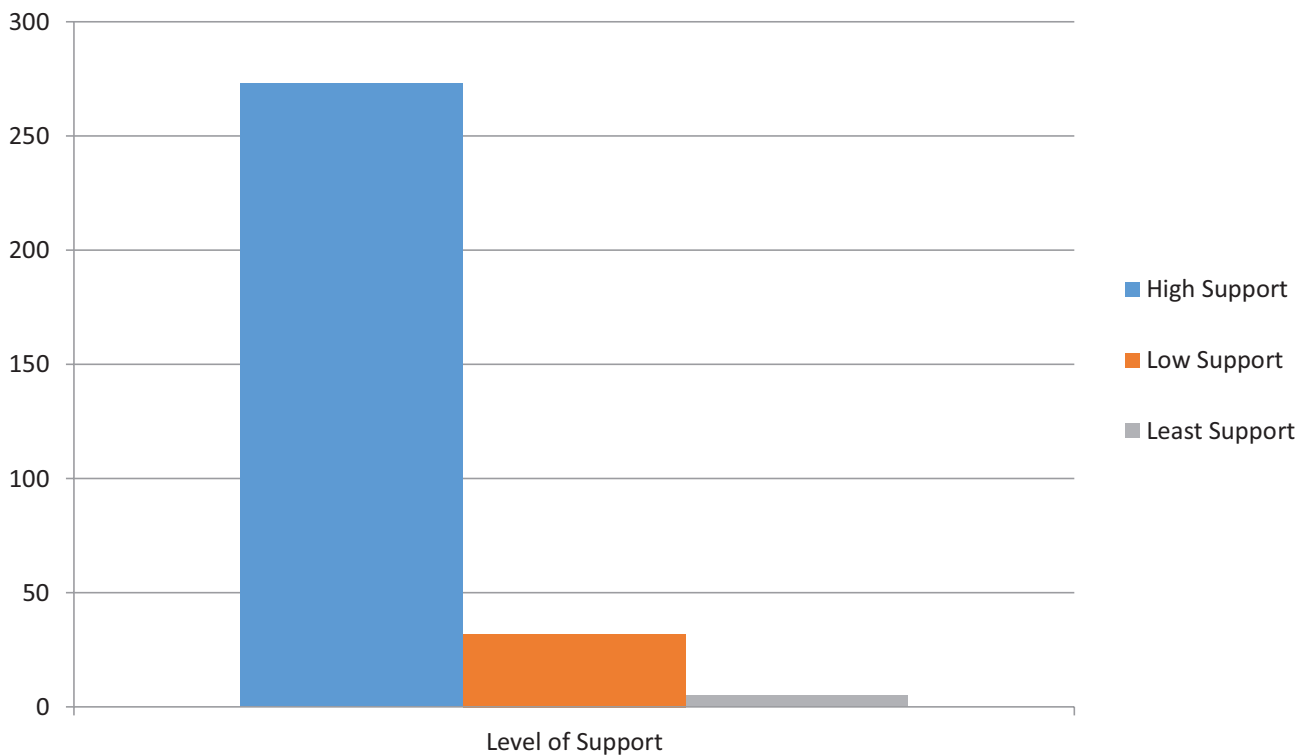
KCPA should have a data base of Counsellor Supervisors in every County and ensure that they conduct regular supervision to practicing Counsellors as this can help them develop their skills by providing constructive guidance and allowing them to receive feedback from the supervisors. It is incumbent upon members of KCPA to familiarize with the statutes of their professional association. This includes a clear understanding of the code of ethics and the consequences for malpractice. After this, the leadership should enforce the code of ethics fully and ensure that members operate within the law.

4. To what degree would you support review of KCPA constitution?

This was a closed-ended question that sought to find out the extent to which members would like to have a constitutional review.

S/No.	Description	No. of Responses
a)	Least support	5
b)	Low support	32
c)	High support	273
Total		310

Graphical Interpretation



Conclusion and Recommendations

Most members do not feel that the current KCPA constitution serves them well. 273 members feel there is an urgent need to do a review of the whole constitution while 32 feel it's only a few articles which need to be looked at. A review of the KCPA Constitution should be carried out to improve and refine the operations of the Association. Most of the concerns that were raised in various questions were constitutional in nature. A review of the Constitution should therefore answer the concerns. These include: The purpose of the Association should be clear and concise and one that may be used to describe KCPA and its activities.

When defining membership, the Constitution should consider the following:

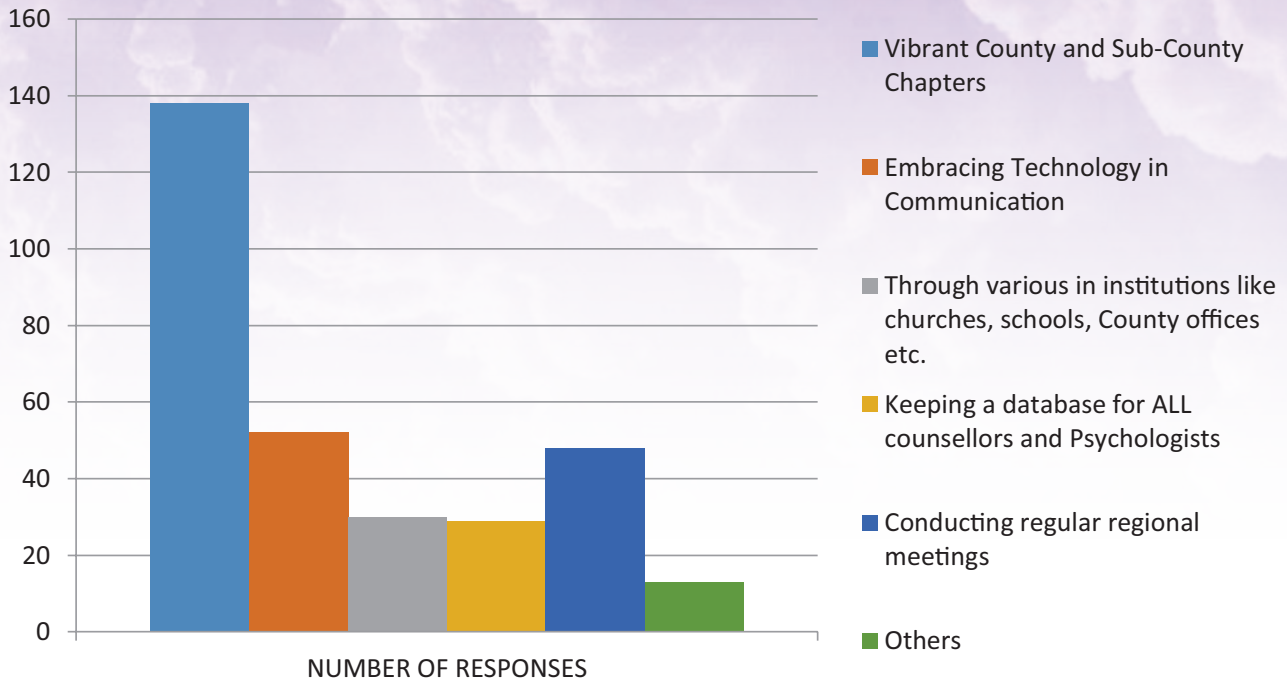
- i) Who is eligible for membership? If non-students are eligible, under what conditions?
- ii) What are the privileges of membership in the Association? Typically membership means eligibility for input in organizational business and to vote in elections and changes to the constitution.
- iii) Organizational Leadership (Officers): KCPA may choose the leadership roles of president, vice-president, secretary and treasurer. The following should how ever be considered:
- iv) Number of leadership roles and name/title of each role
- v) Functions of each role
- vi) Term of office
- vii) Time of year elections are held
- viii) Who's eligible to run for office (Do students need to have been a member in the organization for a number of semesters in order to be eligible to hold office? If nonstudents are allowed membership, are they eligible to run for office?)
- ix) What constitutes removal from office?
- x) What is the procedure for removal from office?

5. How can KCPA reach its members at the grassroots?

The responses are summarized as shown in the table below:

Summary of Responses	Number of Responses
Vibrant County and Sub-County Chapters	138
Embracing Technology in Communication	52
Through various in institutions like churches, schools, County offices etc.	30
Keeping a database for ALL counsellors and Psychologists	29
Conducting regular regional meetings	48
Others	13
Total	310

Graphical Interpretation



Conclusion and Recommendations

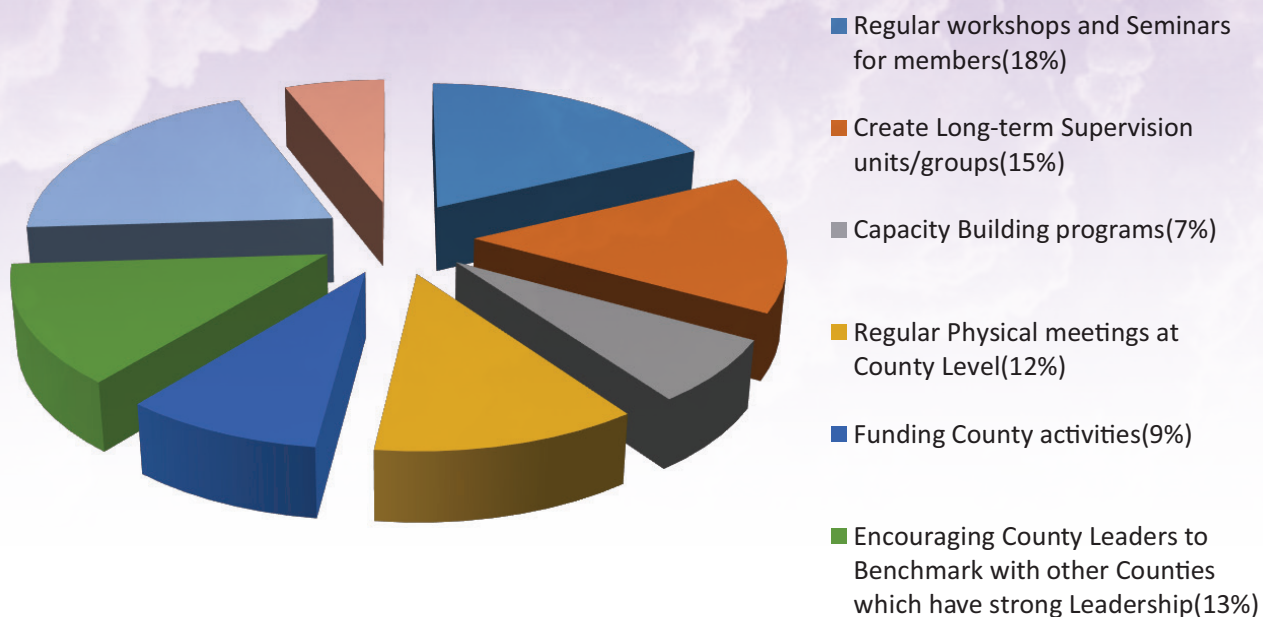
Most members feel that by having vibrant County and Sub-County Chapters, information can flow from the national office to members through their county and sub-county leaders while others feel there's need to embrace Technology and use various platforms such as whatsapp, Short Text Messages (bulky messaging), Telegram, Facebook etc. Some feel through various in institutions like churches, schools and County offices, KCPA is able to reach its members wherever they are. It's clear that all the above means of communication can be used to reach out to members. The choice of the mode of communication will depend on the kind of information to be sent to members.

6. How can we improve KCPA chapters?

The responses are summarized in the table below:

Description	Number of Responses	Percentage
Regular workshops and Seminars for members	57	18%
Create Long-term Supervision units/groups	48	15%
Capacity Building programs	22	7%
Regular Physical meetings at County Level	36	12%
Funding County activities	29	9%
Encouraging County Leaders to Benchmark with other Counties which have strong Leadership	40	13%
Have functional Physical offices at county level	63	20%
Others	15	6%
Total	310	100%

Graphical Interpretation



To improve KCPA chapters, several suggestions were identified but the following stood out:

- i) Have functional Physical offices at county level
- ii) Regular workshops and Seminars for members
- iii) Create Long-term Supervision units/groups
- iv) Regular Physical meetings at County Level

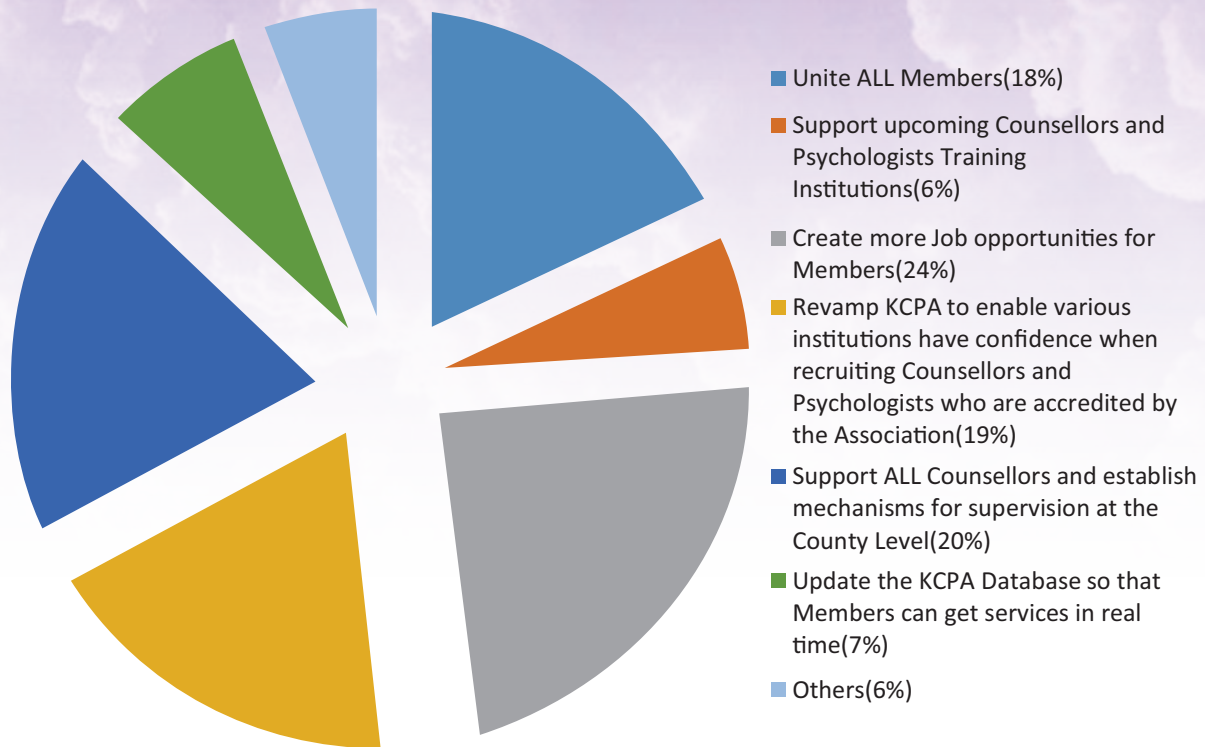
The new leadership should find out the possibility of having physical offices at the regional level i.e: Coast, Eastern, Central, Rift Valley, Western and Nyanza to act as a pilot project for a year or two and then others can be established with time.

7. What are your expectations from the incoming leadership?

The responses are summarized as shown in the table below:

Summary of Responses	Number of Responses	Percentage
Unite ALL Members	56	18%
Support upcoming Counsellors and Psychologists Training Institutions	18	6%
Create more Job opportunities for Members	75	24%
Revamp KCPA to enable various institutions have confidence when recruiting Counsellors and Psychologists who are accredited by the Association	59	19%
Support ALL Counsellors and establish mechanisms for supervision at the County Level	63	20%
Update the KCPA Database so that Members can get services in real time	21	7%
Others	18	6%
Total	310	100%

Graphical Interpretation



Conclusion and Recommendations

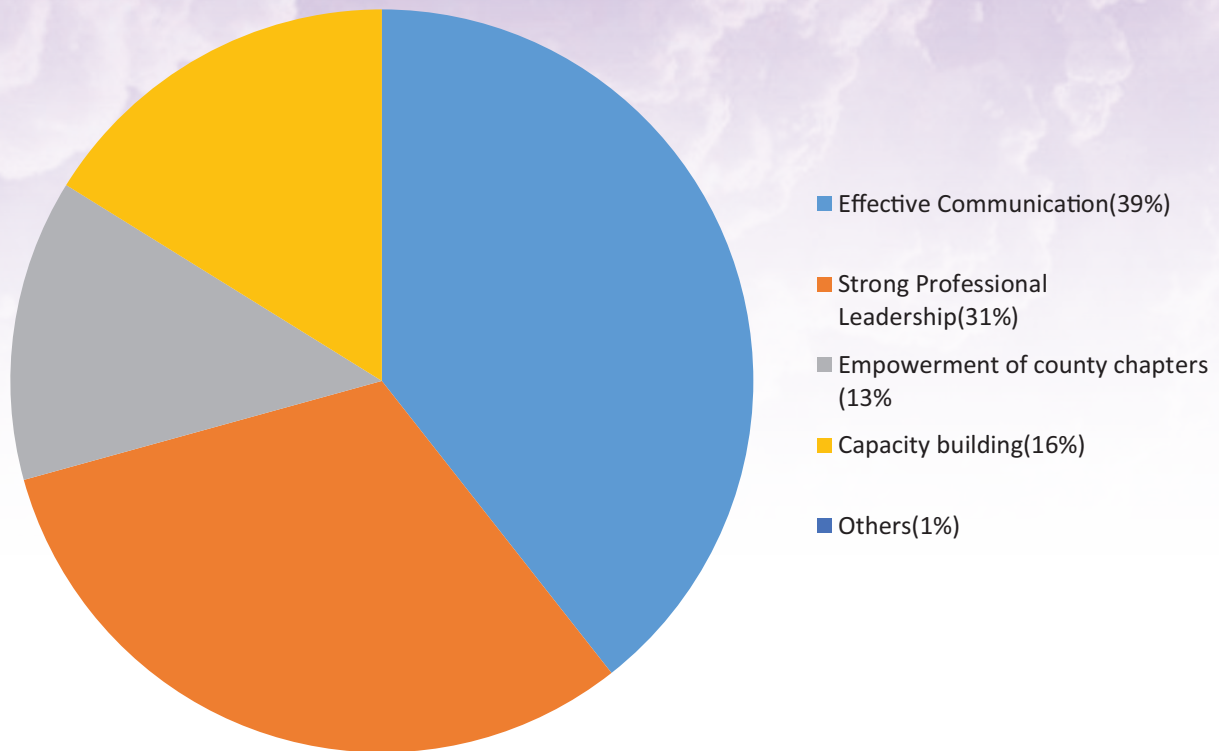
Members expect the new Leadership to create more Job opportunities for Members, support ALL Counsellors & Psychologists, establish mechanisms for supervision at the County Level, revamp KCPA to enable various institutions have confidence when recruiting Counsellors and unite ALL Members so that the Association can have a strong bargaining power in terms of securing job opportunities. There is need for the new leadership to establish connections with ALL members to build trust, share ideas, and help Counsellors to become more effective through strengths development, clear expectations, encouragement and coaching.

8. What should KCPA do to guarantee efficiency and timely delivery of services?

The findings are as shown in the table below:

Summary of Responses	Number of Responses	Percentage
Effective Communication Communication and digitalization of services that ensure prompt responses and openness	120	39%
Strong Professional Leadership Transparency, consultation and proper leadership structure and accommodating ALL members, promotion of team work & networking Strategic planning, strong referral systems and creation of linkages between the National and County chapters	94	31%
Empowerment of county chapters to improve on service delivery	39	13%
Staff Capacity building , involve skilled personnel in research, communication and management	51	16%
Others	6	1%

Graphical Interpretation



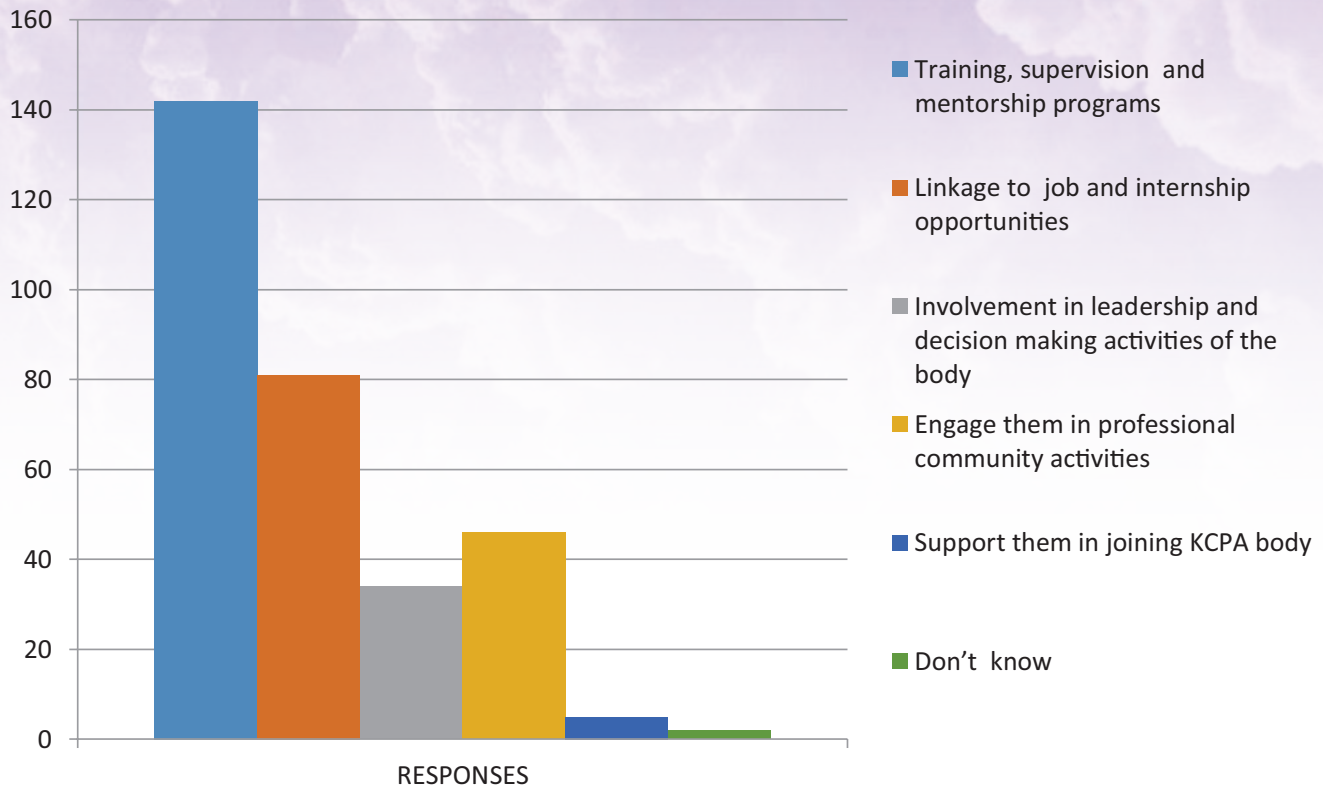
Conclusion and Recommendations

For efficiency and timely services, the new leadership should ensure that there is Effective Communication where information reaches the intended recipient, processed and then feedback sent or received in real time. The Leadership should strive to expose members to regular Capacity building workshops and seminars and also empower county leaders so that they can improve on service delivery. Members' feedback is a way to measure their experience and provide invaluable insight into how the leadership is being felt. It can also identify problems or issues so that they can be addressed in good time.

9. How can KCPA empower young and upcoming professionals in this field?

Description	No. of Responses
Training, supervision and mentorship programs	142
Linkage to job and internship opportunities	81
Involvement in leadership and decision making activities of the body	34
Engage them in professional community activities	46
Support them in joining KCPA body	5
Don't know	2

Graphical Interpretation



Conclusion and Recommendations

To empower young and upcoming professionals in the field of Counselling and Psychology, the leadership should invest in training, supervision and mentorship programs for its members, link them to relevant institutions for internship/ practicum and also job opportunities. There's also need to engage them in professional community activities and involve them in leadership and decision making activities of the Association.

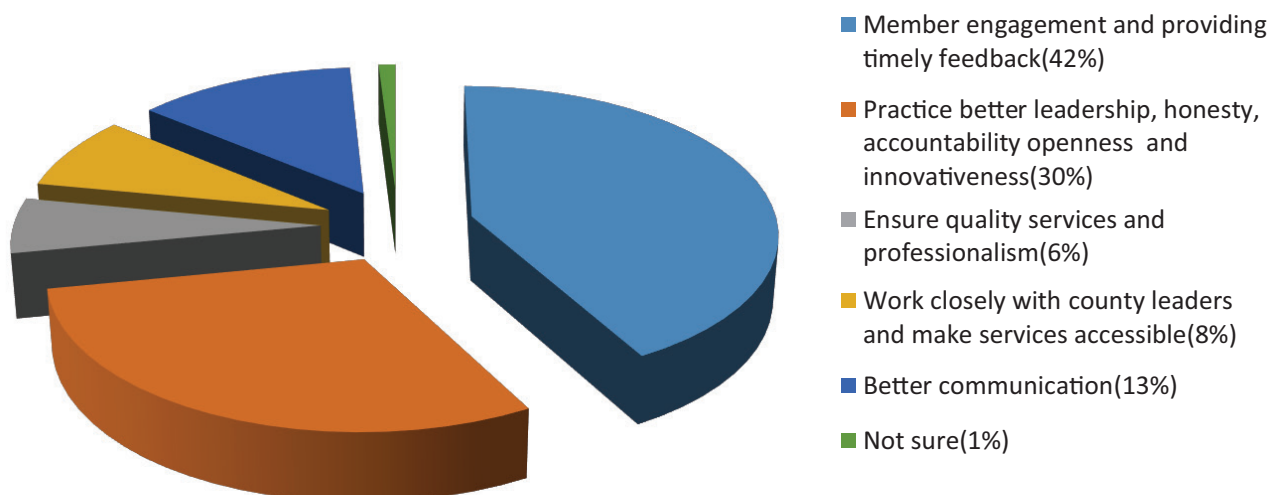
There is need for harmonization of the counselling training curriculum for all the different levels. One of the major roles of KCPA should be to participate in developing and approving of counselling curriculum courses. When this is done in, there is an assurance that proper and adequate training of counselling practitioners is being achieved and this means that young practitioners are equipped with relevant courses in their practice.

10. How can the incoming leadership regain and grow the confidence of KCPA membership.

The responses are as shown in the table below:

Description	Number of Responses	Percentage
Member engagement and providing timely feedback	131	42%
Practice better leadership, honesty, accountability openness and innovativeness	92	30%
Ensure quality services and professionalism	19	6%
Work closely with county leaders and make services accessible	25	8%
Better communication	39	13%
Not sure	4	1%
Total	310	100%

Graphical Interpretation



Conclusion and Recommendations

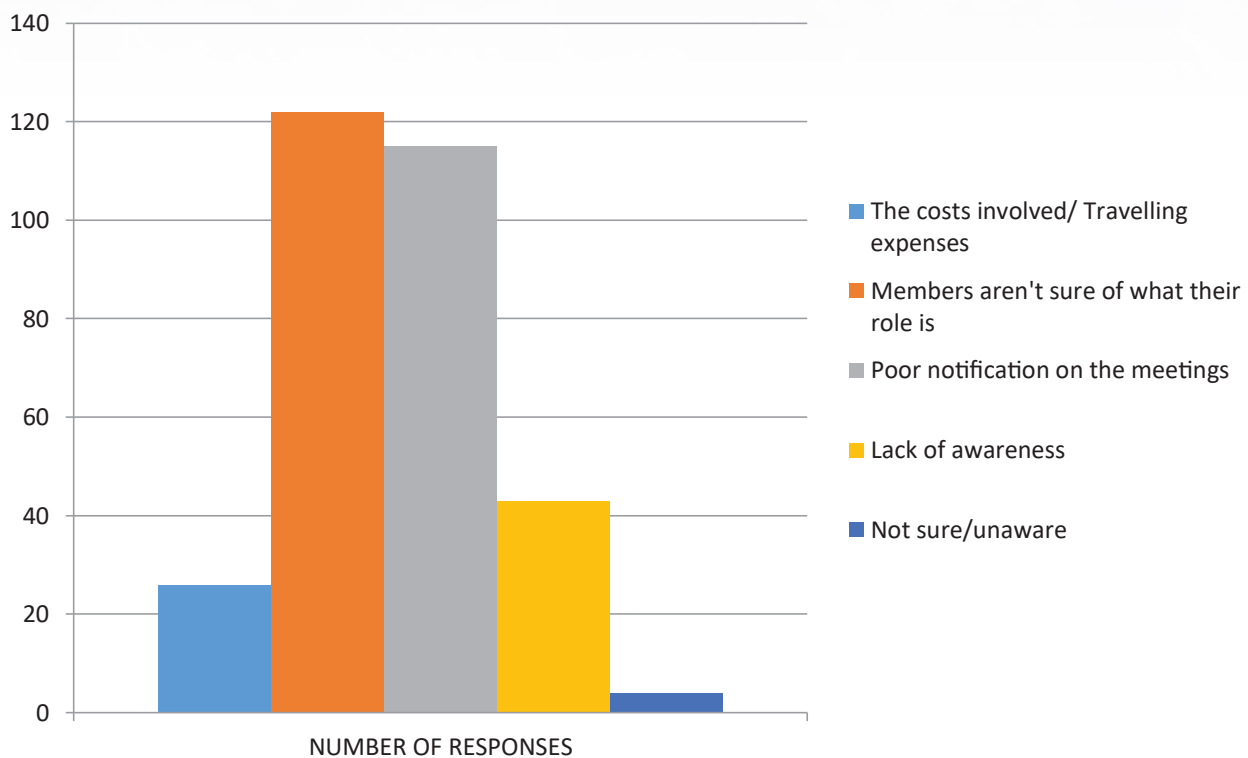
KCPA Members are seemingly divided. For the new Leadership to regain and grow the confidence of the members, there is need to unite ALL members. If members feel part of the Association, then it will be easier to deliver on key areas thus making KCPA an attractive professional body to members and non-members. To achieve this, there should be member engagement in various decision making activities by seeking members' opinion and getting feedback implementing a plan. There should be honesty, accountability, openness and innovativeness while working closely with county leaders and making services accessible to ALL members.

11. What do you think, makes people not to attend AGM meetings?

The responses are summarized as shown in the table below:

Description	No. of Responses
The costs involved/Travelling expenses	26
Members aren't sure of what their role is	122
Poor notification on the meetings	115
Lack of awareness	43
Not sure/unaware	4
Total	310

Graphical Interpretation



Conclusion and Recommendations

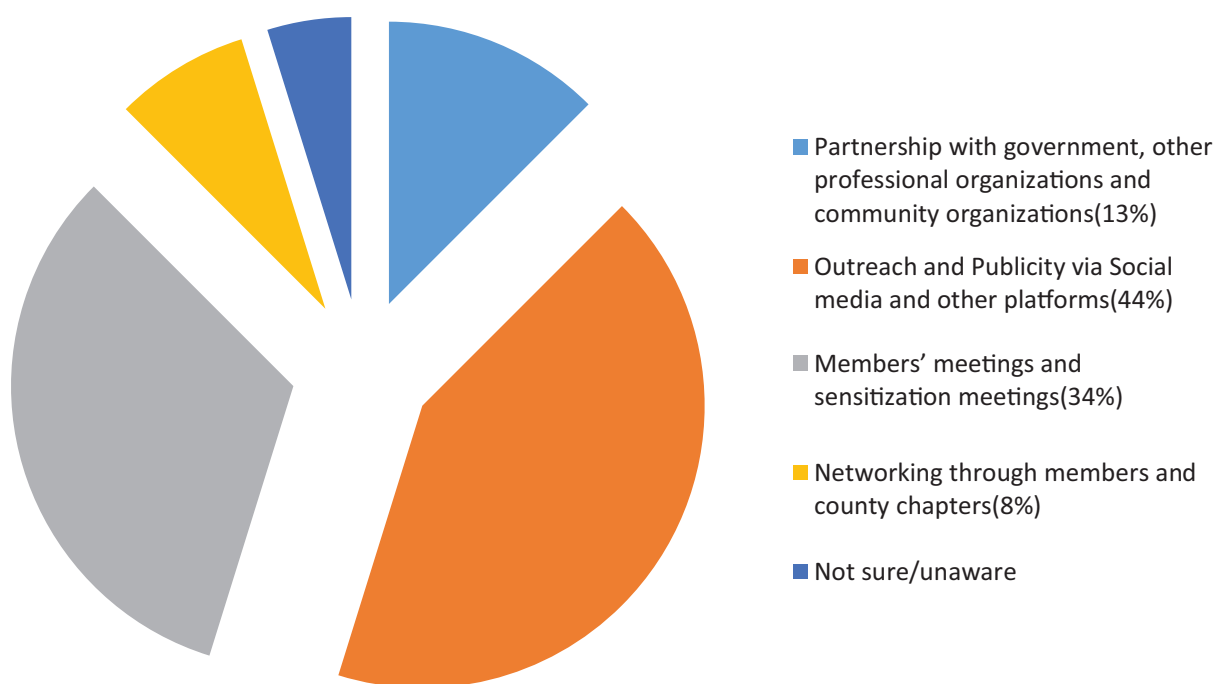
An annual General Meeting is meant for the members who are the shareholders in the Association. KCPA's AGMs have attracted low turnouts mainly due to: poor notifications, lack of information on the relevance of the meetings and the high transport costs to the venue. To ensure that members turn up in large numbers for the AGMs, there should be a calendar of events at the beginning of the year and also sensitize members of the importance of attending the meeting which brings ALL members together one in a year.

12. How can we increase visibility of KCPA? Suggest in the spaces provided below.

The responses can be summarized as shown in the table below:

Description	Number of Responses	Percentages
Partnership with government, other professional organizations and community organizations	41	13%
Outreach and Publicity via Social media and other platforms	136	44%
Members' meetings and sensitization meetings	105	34%
Networking through members and county chapters	24	8%
Not sure/unaware	4	5%
Total	310	100%

Graphical Interpretation



Conclusion and Recommendations

To increase visibility of the Kenya Counselling and Psychological Association, there is need embrace technology and use the available social media platforms. Social media will play a significant role in creating awareness about KCPA and its services/products. There's need to keep KCPA's database up-to-date so that anyone who wants to know more about the Association can get information in real time. As a growing Association, networking will be crucial in boosting visibility. Networking with other relevant organizations will allow the Association's leadership identify some of the challenges and how they can be solved.

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