

Pfeiffer  
UNIVERSITY

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Beyond Boundaries



PFEIFFER  
INSTITUTE *Reach*

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**MARRIAGE &  
FAMILY THERAPY**

## Overview

Pfeiffer Institute *Reach* has been adversely impacted by the COVID-19 pandemic during this fiscal year.

The last two quarters resulted in inconsistent numbers of sessions provided and client fee income, with the final quarter reported income and total sessions provided of the 2019-2020 fiscal year being among the least productive in the clinic's history. The first two quarters were trending ahead of where we were at the same time in the 2018-2019 fiscal year. This fiscal year experienced lower numbers due to four therapist interns graduating and two building their caseloads. This led to a small overall decrease in session numbers and client fees.



Through the 2019-2020 fiscal year, a total of eleven therapist interns were supervised by three AAMFT Approved Supervisors compared to seven therapist interns supervised by two approved supervisors and one supervisor candidate in the previous year.

Throughout the year, the total number of sessions provided was 1,612. The total client fees collected were \$27,755.00 for an average fee of \$17.22. Pfeiffer Institute *Reach* had a waiting list for new clients into the third quarter; however, the waiting list became non-existent due to the impact of COVID-19.

*Reach* provided consistent couple's therapy groups up to March and has not resumed due to COVID-19.

This report documents the current functioning of Pfeiffer Institute *Reach* and indicates that the clinic is actively achieving the mission of the organization.



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## Purpose and Philosophy

Pfeiffer Institute *Reach* (hereafter referred to as *Reach*) was established in January 2013 to provide training opportunities for Master's level graduate students in the Marriage and Family Therapy (MFT) Program at the Raleigh/Durham Campus. *Reach* therapist interns provide direct services for individuals, couples, families, or groups, and serve as servant leaders and community resources for other agencies in the Raleigh/Durham area. The focus of all services, direct and indirect, is on assessing and improving the way relational systems work – whether the system is a couple, family, group, classroom, or agency. *Reach* adheres to the rules and regulations of the American Association for Marriage and Family Therapy (AAMFT) Code of Ethical Principles for Marriage and Family Therapists in the provision of direct and indirect services. In addition, *Reach* adheres to the policy and procedures of the Pfeiffer University Marriage and Family Therapy Program Manual.

*Reach* serves as the primary clinical training facility for the MFT Graduate Program at Pfeiffer University, Raleigh/Durham campus. Each entering therapist intern is required to obtain an adequate amount of their clinical training and all of their AAMFT approved supervision at *Reach*. Further description of obtaining and completing hours are discussed in the “COAMFTE [Commission on Accreditation for Marriage and Family Therapy Education] Requirements” section of the Clinic Policies and Procedures Manual.

Clinical training is obtained through the student's first experiential course (MMFT606 – Practicum - Therapeutic Alliance), participation in community outreach opportunities, an on-site internship in Pfeiffer Institute *Reach*, and continued training through an off-site field placement during their internship (MMFT690), if desired. On-site internship and off-site field placement occur during 3-5 consecutive semesters (minimum of one calendar year) in which a minimum of 500 hours of direct client contact are made. Students begin internship after spending a portion of their first year and a half in classes becoming acquainted with the program, specific clinical requirements, and protocol prior to serving clients. Most students will begin accruing client contact hours at *Reach* during the spring semester of their second year of coursework. During certain courses (e.g., MMFT606 Practicum - Therapeutic Alliance), students are required to observe other student therapists working with the clients at *Reach* and study the Clinic Policies and Procedures Manual during their first year in order to become better acquainted with *Reach* and its operating protocol.

In addition to being a training facility for the MFT Program, *Reach* is also a service facility for the community. *Reach* serves residents of the Raleigh/Durham area and surrounding counties. *Reach* operates much like any other mental health related business; specifically, therapist interns maintain a caseload (i.e., do therapy with clients, complete documentation, establish relationships with other providers, etc.); *Reach* is open during semester breaks; and a professional dress code is enforced for therapist interns. Everyone who works at *Reach* treats every individual with respect and compassion, regardless of how much a client may pay per session.

In May of 2018, Pfeiffer University moved the marriage and family therapy faculty offices and classes to the clinic and began also using the clinic as the campus presence in the Raleigh area.



## Outcomes of Fiscal Year (July 2019 – June 2020)

Over the past four years, the number of therapist interns per semester has fluctuated, with the 2019-2020 fiscal year showing an increase in therapist interns. Although there was an increase in the number of therapist interns during the third and fourth quarters of the fiscal year, which would have allowed *Reach* to serve more clients and end the waitlist of potential clients, the impact of the COVID-19 pandemic significantly decreased the therapist interns' ability to provide client services because of the CDC requirements to mitigate the spread of the coronavirus. The following chart documents the number of therapists per semester since 2017.

### Number of Therapist Interns by Semester

Year	Fall	Spring	Summer
2017	12	10	9
2018	6	9	5
2019	5	5	6
2020	6	8	10

### Client Fee Income of Annual Year

#### Quarterly Income Activity 2017

1 <sup>st</sup> Quarter (Jan-March)	2 <sup>nd</sup> Quarter (April-June)	3 <sup>rd</sup> Quarter (July-Sept)	4 <sup>th</sup> Quarter (Oct-Dec)	2016-2017 FISCAL YEAR Total
\$9,257.50	\$6,739.50	\$8,089.50	\$7,543.00	\$29,752.5

#### Quarterly Income Activity 2018

1 <sup>st</sup> Quarter (Jan-March)	2 <sup>nd</sup> Quarter (April-June)	3 <sup>rd</sup> Quarter (July-Sept)	4 <sup>th</sup> Quarter (Oct-Dec)	2017-2018 FISCAL YEAR Total
\$10,821.00	\$8,783.00	\$6,169.00	\$7,142.00	\$35,236.50

#### Quarterly Income Activity 2019

1 <sup>st</sup> Quarter (Jan-March)	2 <sup>nd</sup> Quarter (April-June)	3 <sup>rd</sup> Quarter (July-Sept)	4 <sup>th</sup> Quarter (Oct-Dec)	2018-2019 FISCAL YEAR Total
\$7,339.50	\$9,927.50	<b>\$13,071.00</b>	<b>\$19,187.00</b>	\$30,578.00

#### Quarterly Income Activity 2020

1 <sup>st</sup> Quarter (Jan-March)	2 <sup>nd</sup> Quarter (April-June)	3 <sup>rd</sup> Quarter (July-Sept)	4 <sup>th</sup> Quarter (Oct-Dec)	2019-2020 FISCAL YEAR Total
<b>\$6,866</b>	<b>\$1,841</b>			<b>\$40,965.00</b>



During this full fiscal year of operation, *Reach's* income has fluctuated every quarter, totaling \$40,965.00, which is \$10,387.00 more than we earned last fiscal year and more than the clinic has earned over the past four years. *Reach* was significantly impacted by COVID-19 during the third and fourth quarters and was trending to earn a significant amount over what the clinic has brought in to date. The third quarter earnings were approximately \$500 under the earnings of the third quarter of 2019. From January 2020 – March 2020, the clinic was operating at full capacity and had a waiting list with eight therapist interns seeing clients. Note the significantly lower numbers in April 2020 to June 2020. The fourth quarter decline coincided with the onset of the COVID-19 pandemic.

## Student Lab Fees of Fiscal Year

### Student Lab Fee

<i>Fall 2019</i>	<i>Spring 2020</i>	<i>Summer 2020</i>	<i>Total</i>
<b>\$625.00</b>	<b>\$1000.00</b>	<b>\$1000.00</b>	<b>\$2,625.00</b>

Lab fees for each student are \$125 per semester. In the fall of 2019, five therapist interns worked at the clinic. One therapist intern graduated; however, four therapist interns entered the clinic, increasing the therapist interns to eight in Spring of 2020. Two therapist interns graduated during the second quarter and two therapist interns entered the clinic, which resulted in maintaining 8 therapist interns during Summer of 2020.

## Lab Fee Spending of Fiscal Year

### Quarterly Expense Activity 2017

<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<b>2017-2018 FISCAL YEAR Total</b>
\$80.59	\$1,133.63	\$487.43	\$249.17	\$2,520.39

### Quarterly Expense Activity 2018

<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<b>2018-2019 FISCAL YEAR Total</b>
\$701.32	\$424.84	\$241.86	\$350.54	\$1,862.76



**Quarterly Expense Activity 2019**

<b>1<sup>st</sup> Quarter (Jan-March)</b>	<b>2<sup>nd</sup> Quarter (April-June)</b>	<b>3<sup>rd</sup> Quarter (July-Sept)</b>	<b>4<sup>th</sup> Quarter (Oct-Dec)</b>	<b>Total</b>
\$82.74	\$471.64	<b>\$199.59</b>	<b>\$16.24</b>	\$1146.78

**Quarterly Expense Activity 2020**

<b>1<sup>st</sup> Quarter (Jan-March)</b>	<b>2<sup>nd</sup> Quarter (April-June)</b>	<b>3<sup>rd</sup> Quarter (July-Sept)</b>	<b>4<sup>th</sup> Quarter (Oct-Dec)</b>	<b>Total</b>
<b>\$724.66</b>	<b>\$5.06</b>			<b>\$945.55</b>

Lab fees are used for physical property needs, office supplies and materials for the clinic itself and therapy reference works for the therapist interns. In this past fiscal year, the clinic attended to the request to lower spending as much as possible; expenditures were significantly less than lab fees, despite the low number of therapist interns generating fees. The supply purchase in the third quarter was significantly increased as the surplus gained from the merging of the campus and clinic was depleted and supplies needed to be replenished. In addition, with the onset of COVID-19, use of supplies significantly decreased as the state was under a Phase 1 mandate and all classes were being taught in the online format and clients that were being seen were receiving teletherapy. Any supplies that were needed that were normally paid for out of the clinic fees were paid for by Pfeiffer University Facilities due to the increased need for handwashing and cleaning to mitigate the spread of COVID-19.

Expenses not included in this report include facility costs such as rent, utilities, cleaning, and maintenance. *Reach's* monthly lease rate in 2019, including taxes, insurance, and common area maintenance (TICAM) was \$5,351.48.





## Client Numbers in Fiscal Year

### Quarterly Client Activity 2017

	<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<i>2016-2017 FISCAL YEAR Total</i>
Recurring clients	482	372	429	522	1,853
New clients	37	31	74	34	142

### Quarterly Client Activity 2018

	<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<i>2017-2018 FISCAL YEAR Total</i>
Recurring clients	476	423	299	451	1,850
New clients	46	19	54	16	173

### Quarterly Client Activity 2019

	<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<i>2018-2019 FISCAL YEAR Total</i>
Recurring clients	459	493	<b>657</b>	<b>509</b>	1,702
New clients	37	48	<b>45</b>	<b>4</b>	155

### Quarterly Client Activity 2020

	<i>1<sup>st</sup> Quarter (Jan-March)</i>	<i>2<sup>nd</sup> Quarter (April-June)</i>	<i>3<sup>rd</sup> Quarter (July-Sept)</i>	<i>4<sup>th</sup> Quarter (Oct-Dec)</i>	<i>2019-2020 FISCAL YEAR Total</i>
Recurring clients	<b>203</b>	<b>152</b>			<b>1521</b>
New clients	<b>30</b>	<b>12</b>			<b>91</b>

As therapist intern numbers have decreased, the clinic has increased the number of hours required of therapist interns from seven client hours per week to ten. Additionally, fewer therapist interns have chosen to have field sites or have spent only a few hours per week at their field sites, choosing to spend more time seeing clients at the clinic.

Between July 2019 and June 2020, *Reach* had a total of 1,521 recurring client sessions. These numbers are lower than the previous year, with the lowest number of clients in late spring and summer 2020. This was due to the impact of the coronavirus pandemic. Despite the occurrence of COVID-19, *Reach* was still able to withstand the economic challenges presented to both the clients and to the clinic.



## Programming at Pfeiffer Institute *Reach*

**Workshops at *Reach*.** Beginning fall 2013, *Reach* began offering free workshops to the community at *Reach*. Topics were decided by therapist interns and developed for each workshop. Low community response prompted exploration of other possibilities. Group topics at *Reach*, which had more community interest were offered multiple times. We plan to decide on a few group topics and offer them multiple times throughout the year in the future. This allows us develop and use the same curriculum multiple times, to set dates in advance, and to assign therapist interns to the groups as needed. We will assess this method and adjust as needed. With the onset of COVID-19 and the space limitations of the clinic, all groups have been paused indefinitely. The table below lists the workshops offered from July 2019 until March 2020.

<i>Dates</i>	<i>Workshop</i>	<i># of participants</i>	<i>Type of Group</i>
<b><i>Once a month</i></b>	Stronger Together: Connecting as a Couple (repeated group)	Varied	<i>Reach</i> psychoeducational and process
<b><i>Once a month</i></b>	Interacting with Confidence: Social Anxiety Support Group	Varied	<i>Reach</i> psychoeducational and process

**NCSU Counselor Education Partnership.** The partnership between the Pfeiffer MFT Program and the NCSU Counselor Education Program has continued. Through this partnership, Pfeiffer MFT students are able to receive their personal growth hours (10 per academic year required by the program) free of charge from interns at the NCSU Counseling Lab, and likewise the NCSU students in specific counseling courses are able to fulfill class-required personal growth hours free of charge from therapist interns at *Reach*. This partnership has continued to be mutually beneficial for both programs. Several NCSU students decided to continue their sessions even after their free required sessions were over.

**Professional Success Talks (PS TALKS).** The marriage and family therapy faculty began offering 30-60 minute Professional Success Talks for therapist interns in fall of 2018. These TED-Talk style presentations provide an opportunity for faculty to teach topics that may not fit in the core curriculum, to be responsive to student requests for specific information, and to offer session and business strategies for success in therapy practice. Topics included the psychological profiles of mass murderers, trauma treatment for specific populations, how to help clients set clear goals, writing treatment plans, and many others.

**Fall Fest Trunk-or-Treat.** On Saturday, October 19, 2019, *Reach* hosted Fall Fest for 53 people. This event was sponsored with the assistance of the MMFT department and a \$100.00 donation from one of the field placement sites. The Graduate Student Association (GSA) took the lead in planning and implementing the event. Fall Fest provided an inviting atmosphere for community members to enjoy holiday activities. The entire event was designed to be inclusive of children and adults with mental, behavioral, or physical disabilities. Children played games, received small toy prizes, and made crafts. Parents received educational information about healthy families, parenting strategies, and mental health disorders in children. Five community members and one alumnae



volunteered during the event. We expected an increased participation in the future; however, Fall Fest 2020 was cancelled due to COVID-19. We hope to host the event in 2021.

## Partnerships for Field Placements

All therapist interns are required to maintain a caseload at *Reach*, and some also choose to see clients at a field placement. Doing therapy at a location besides the clinic affords the interns the chance to work with a different, often specialized, population (e.g., cancer patients), as well as work and network with professionals who are not MFT. Additionally, the Clinic Director visited several field placement supervisors to discuss their experiences and needs to assist in future collaboration.

## Evaluation of Interns

Each semester it is a priority to train students to become competent and skilled clinicians. The following list includes ways in which the faculty, on-site and field placement supervisors, clients, and interns themselves ensure professional and personal growth:

- Faculty
  - Professional Fitness Evaluation – completed by two faculty as a requirement of internship candidacy
- Supervisors
  - Clinical Performance Evaluation – completed by clinic & field placement supervisors each semester
  - Professional Fitness Evaluation – first semester of MMFT 690 by clinic supervisor
  - Live Observation Assessment – by clinic supervisor at least 2 times per semester (1 time in the summer semester)
- Clients
  - Outcome Rating Scale and Session Rating Scale – every session
  - Client Satisfaction Survey – first, fifth, tenth, and last session
- Interns
  - Office Performance Self-Evaluation – assessment of participation in “life” of the clinic (e.g., advertising efforts, professionalism with clients and collateral contacts) each semester
  - Servant Leadership Self-Assessment – final semester of MMFT 690

In addition to evaluations, the students are responsible for meeting the standards and expectations of MMFT 690: Internship in Marriage and Family Therapy. Throughout their experience in internship, the students will demonstrate knowledge of the COAMFTE Core Competencies in assignments and in the application to practice of therapy.

## Plans for the Future

### Increasing marketing focus on relational clients

The third and fourth quarters of the fiscal year brought many challenges for *Reach*. The Site Director had to take on the Clinic Director duties beginning in the third quarter. Also in the third quarter,



*Reach*, as well as the rest of the world, experienced the impact of the COVID-19 pandemic. In addition, the RDU MFT Program was informed that the Board of Trustees had voted to close the program, which means Pfeiffer Institute *Reach* will close its doors to the community in the summer of 2022.

With the impact of COVID-19, the clinic has not needed to create a waiting list; however, in light of the decrease in the numbers of clients because of COVID-19, the Clinic Director will be actively identifying additional avenues for the therapist interns to accrue their hours over the next two years. When we have longer waiting lists, we are able to prioritize couple and family clients and have more couples, families, and children on the caseloads. Therefore, marketing for therapy services will focus on couples, families, and child clients as well as identifying additional field sites

## Updates

The third and fourth quarters of the fiscal year brought many challenges for *Reach*. The Site Director had to take on the Clinic Director duties beginning in the third quarter. Also in the third quarter, *Reach*, as well as the rest of the world, experienced the impact of the COVID-19 pandemic. During the fourth quarter, the RDU MFT Program was informed that the Board of Trustees had voted to close the program, which means both Pfeiffer Institute *Reach* and the RDU MFT Program will close its doors to the community in the summer of 2022. Lastly, *Reach* welcomed a new Clinic Director for the fall 2020 semester.

As culture continues to progress rapidly, Pfeiffer Institute *Reach* can become more in sync with the times by transitioning procedures to electronic options. *Reach* is working with the Finance Office to begin accepting payments via credit or debit card. This transition to accepting payments in this way will ease the transition to electronic health records, which would better serve clients and prepare therapist interns for the current expectations of the profession.

## Conclusion

Pfeiffer Institute *Reach* is accomplishing the mission of training marriage and family therapy interns and providing low-cost therapy services to individuals, couples, and families in the Morrisville, NC community.

