



COURSE TITLE:	Private Practice Seminar
COURSE NUMBER AND SECTION:	CFTD-821
CREDIT HOURS:	1 Credit Hour
COURSE SECTION SCHEDULE:	Fall 2020 Saturdays- September 12th, September 19th, & October 3rd 10am-1:40pm
INSTRUCTOR NAME:	Danielle Zawadzki, LMFT
OFFICE HOURS:	By appointment
CONTACT INFORMATION:	dzawadzki@adler.edu or (312) 767-2057 x 2

COURSE DESCRIPTION:	This seminar is designed to assist students in the early stages of planning for a life in private practice. The focus is on the different aspects of private practice with specific attention to administrative, business and professional components. Addressing self of therapist, professional identity and clinical components of private practice will be highlighted.
COURSE LEARNING GOALS	<ol style="list-style-type: none">1. Students will articulate the benefits and problems associated with starting a counseling practice.2. Students will think critically about entrepreneurship and the role of business in society.3. Students will establish a coherent counseling practice value-proposition and a profitable value-delivery model.4. Students will analyze the importance of marketing and its role in a successful business.5. Students will understand the basics of business administration, budgeting, bookkeeping and third-party payments.

PROGRAM OBJECTIVES/ STANDARDS/ COMPETENCIES	<p>The Doctorate in Couple and Family Therapy Program at Adler University has developed these Student Learning Outcomes (SLOs):</p> <ol style="list-style-type: none"> 1. To understand and apply advanced knowledge of systems, modern, and postmodern Couple and Family Therapy theories. 2. To demonstrate cultural competency with diverse populations in the advanced practice as a Couple and Family Therapist across academic, clinical, research, and supervision settings. 3. To demonstrate knowledge of Adlerian principles that can complement systemic work with couples, families, and individuals. 4. To display advanced application in clinical and supervision skills in the practice of Couple and Family Therapy with specific training in grief, loss, and trauma. 5. To exemplify doctoral-level knowledge, skill, and integration of research in the field of Couple and Family Therapy. 6. To advance sensitivity and knowledge in application of social justice, social responsibility, and oppression with couples and families. 7. To establish a clear professional identity including an ethical consciousness as a Couple and Family Therapy with advanced training in preparation to serve the profession. <p>This course provides students with specific assignments and activities as described in this syllabus to meet the SLO7.</p>
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TEXTBOOKS AND MATERIALS	
REQUIRED READINGS	<p>Grodzki, L. (2000). Building your ideal private practice. New York, NY: W. W. Norton. ISBN-10: 0393709485.</p> <p>Pope, K.S., & Vasquez, M.J.T. (2005). How to survive and thrive as a therapist: Information, ideas, and resources for psychologists in practice. Washington, DC: American Psychological Association. ISBN-10: 9781591472315.</p> <p>Reynolds, G. P. (2010). Private practice: Business considerations. Retrieved from https://www.counseling.org/resources/library/vistas/2010-v-online/article_36.pdf</p>
SUGGESTED READINGS	<p>Kottler, J. A. (2017). On being a therapist. San Francisco, CA: Jossey-Bass. Fifth Edition. ISBN-10: 0190641541.</p> <p>Zuckerman, E. L. (2016). The paper office: Forms, guidelines, and resources, to make your practice work ethically, legally, and profitably. New York, NY: Guilford Press. ISBN-10: 1593858353.</p>

INSTRUCTIONAL METHODS:	Didactic lecture and experiential activities will be used to help students formulate a better understanding of how to create and maintain a private practice.
DELIVERY METHOD:	Synchronous learning via Zoom as well as asynchronous learning via participation in the discussion board on Canvas

ATTENDANCE	<p>Students are responsible for maintaining regular and punctual attendance for each class session. As this is a one credit seminar which only meets twice, you cannot miss any of the class in order to pass it. It is being offered in an intensive format and missing any time renders the student unable to pass the class.</p>								
GRADING AND EVALUATION:	<p>Adler University Grade Scale</p> <p style="text-align: center;"> 95 - 100% A 90 - 94% A- 85 - 89% B+ 80 - 84% B 77 - 79% B- 70 - 76% C 60 - 69% D Below 59% F </p> <p>Student performance will be evaluated based upon the following criteria. It is possible to accumulate 100 points in this class:</p> <table style="margin-left: auto; margin-right: auto;"> <tr> <td>Business Plan</td> <td style="text-align: right;">50 pts</td> </tr> <tr> <td>Private Practice Vision Statement</td> <td style="text-align: right;">25 pts</td> </tr> <tr> <td><u>Self of Therapist Statement</u></td> <td style="text-align: right;"><u>25 pts</u></td> </tr> <tr> <td>Total</td> <td style="text-align: right;">100 pts</td> </tr> </table> <p><i>Students are expected to complete a final course evaluation.</i></p>	Business Plan	50 pts	Private Practice Vision Statement	25 pts	<u>Self of Therapist Statement</u>	<u>25 pts</u>	Total	100 pts
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Total	100 pts								
ASSIGNMENTS:	<p>There are three requirements for the Private Practice Seminar. They are all due by 5pm on October 3rd.</p> <p>Please email completed assignments to Danielle Zawadzki at dzawadzki@adler.edu:</p> <ol style="list-style-type: none"> 1. Business Plan - Formulate the specific components of a business plan (see appendix), in which you must creatively align your own interests with the plan elements while accounting for practical factors that would facilitate or hinder the success of your plan. 2. Private Practice Vision Statement - Expand upon the vision statement in the business plan to include the theoretical and clinical underpinnings which will drive your private practice. Include how you plan to manage the various challenges to life in private practice as discussed in class, as well as what you will do to ensure the creation and maintenance of a private practice. 3-5 pages, APA format. 3. Self of Therapist Statement - Articulate how self of therapist material will impact and influence your private practice. Include main influences in your personal and professional life, as well as how you are will infuse what you do. 2-3 pages, APA format. 								

Academic Honesty	Adler University seeks to establish a climate of honesty and integrity. Any work submitted by a student must represent original work produced by that student. Any source used by a student <i>must</i> be documented through required scholarly references and citations, and the extent to which any sources have been used must be apparent to the reader. The University further considers resubmission of work done partially or entirely by another, as well as resubmission of work done by a student in a previous course or for a different professor, to be academic dishonesty. It is the student's responsibility to seek clarification from the course instructor about how much help may be received in completing an assignment, examination, or project and what sources may be used. Students found guilty of academic dishonesty or plagiarism shall be subject to disciplinary action, up to and including dismissal from the school. Student Handbook: https://www.adler.edu/wp-content/uploads/2020/06/Adler-University-Handbook-19-20-.pdf
Institutional and Department/ Program Policies:	Catalog & Student Handbook: https://www.adler.edu/wp-content/uploads/2020/08/Adler-University-Catalog_2020-2021-Catalog.pdf
Sexual Harassment and Sexual Violence Policy: Disclosure and Mandated Reporting	The Adler University Sexual Harassment and Sexual Violence Policy is available at [https://connect.adler.edu/student-services/student-affairs/Documents/Adler%20University%20Title%20IX%20Sexual%20Harassment%20Policy%20August%202020.pdf]. This policy addresses how information about sexual violence/sexual misconduct that is shared with any Adler University faculty and staff must be reported to the Title IX Coordinator, Ms. Susan Yasecko (syasecko@adler.edu).
Students with Disabilities (ADA Compliance)	It is the policy of Adler University to offer reasonable accommodations to students with qualified disabilities, in accordance with the Americans with Disabilities Act (ADA) and Section 504 of the Rehabilitation Act of 1973 and the B.C. Human Rights Code. If a student with a disability wishes to receive accommodations in order to participate in the courses, programs, or activities offered by the University, the student may request accommodations by contacting Ben Lyon, Director of Compliance (blyon@adler.edu), or by emailing disabilityoffice@adler.edu . The use of these services is voluntary and confidential. Students must request accommodation prior to the implementation of needed accommodation. Accommodations cannot be applied retroactively. Catalog & Student Handbook: http://www.adler.edu/page/campuses/chicago/student-services/catalog-handbook

Note. Instructor reserves the right to alter this syllabus with appropriate notification.

Appendix*Business Plan Outline*

Assignment	Description	Length
Vision Statement	A statement capturing the overall focus of the practice	10-15 words
Mission Statement	A brief overview of the services offered and the purpose of these services	20-50 words
Elevator Pitch	A concise one- or two-sentence statement that students can share with others to explain their private practice	60-100 words
Executive Summary	A brief overview of the contents of the business plan	1-2 pages
Basic Business Concept	A description of the student's specialties, how the private practice is unique, and any limiting factors	1 page
Feasibility Assessment	A reiteration of the basic business concept, a list of competitors, competitive advantage, industry trends supporting the small business idea, demographic trends, maturity of the idea, and regulatory hurdles to overcome	1-2 pages
Value-Proposition	The specific services offered, the time frame of services offered (e.g., 1.5-hour intake and 1.0-hour sessions), the primary general value of the services offered, what clients must do, and the price of services offered	1-2 pages
Gaging the Market	The size of the market in the desired location, market potential, demographic of the client, their barriers to purchase, the potential for getting into the market, the competition (e.g., a list of competitors and the services they offer) in the desired location, the saturation of the local market, and barriers to entering the market	1-2 pages
Organizational Structure	Key personnel required and related service providers	1 page
Legal Structure	Legal form of the business (LLC, LLPC, S-Corp, etc.)	Half page
Value-Delivery Roadmap	The activities and/or tasks of the business adding value to the business (e.g., the design of the program, preparation, marketing, first contact with the client, client intake, professional service, documentation, auxiliary services provided, and termination)	2-3 pages

Financials	A two-year financial overview including anticipated income, expenses (i.e., accounting, legal, advertising, furnishings, rent, education, etc.), and anticipated profit	1 page
Owner's Profile	Your complete CV	Length varies
Appendices	Any other materials supporting the student's business plan (e.g., resources, references, etc.)	Length varies