

2150.7575 PRESENTATION TO PUBLIC.

Subpart 1. **Requirements for professional identification.** All licensees, when representing themselves in activities relating to the practice of professional counseling, including in written materials or advertising, shall identify the academic degree upon which their licensure is based, as well as their licensure. Individuals licensed on the basis of the equivalent of a master's degree in a doctoral program shall similarly use the designation "M. Eq." to identify the educational status on which their licensure is based, as well as their licensure.

Subp. 2. **Disclosure of education.** At the initial meeting, a licensee shall display or make available to each new client accurate information about the qualifications and competencies of the licensee, including whether the licensee is currently completing the postlicensure supervised practice requirement.

Subp. 3. **Requirements for representations to public.**

A. Unless licensed under Minnesota Statutes, sections 148B.50 to 148B.593, persons shall not represent themselves or permit themselves to be represented to the public by:

(1) using any title or description of services, incorporating the words "licensed professional counselor" or "professional counselor" or otherwise holding themselves out to the public by any title or description stating or implying that they are licensed to engage in the practice of professional counseling; or

(2) representing that the person has expert qualifications in an area of professional counseling.

B. Individuals trained in professional counseling who are employed by an educational institution recognized by a regional accrediting organization, by a federal, state, county, or local government institution, by agencies, or by research facilities, may represent themselves by the title designated by that organization provided that the title does not indicate that the individual is licensed by the board.

C. An individual trained in professional counseling from an institution described in item B may offer lecture services and is exempt from the provisions of this part.

D. A person who is participating in a supervised field experience as part of a degree program or for purposes of licensure by the board may be designated as a "counselor intern."

Subp. 4. **Persons or techniques not regulated by board.**

A. Nothing in Minnesota Statutes, sections 148B.50 to 148B.593, may be construed to limit the occupational pursuits consistent with their training and codes of ethics of professionals such as licensed physicians, registered nurses, licensed practical

nurses, licensed psychologists, probation officers, attorneys, social workers, marriage and family therapists, qualified rehabilitation consultants, natural family planning practitioners certified by the American Academy of Natural Family Planning, and registered occupational therapists or certified occupational therapist assistants. These persons must not, however, use a title incorporating the words "licensed professional counselor" or otherwise hold themselves out to the public by any title or description stating or implying that they are licensed to engage in the practice of professional counseling unless they are licensed under Minnesota Statutes, sections 148B.50 to 148B.593.

B. Use of professional counseling techniques by business and industrial organizations for their own personnel purposes or by employment agencies or state vocational rehabilitation agencies for the evaluation of their own clients prior to recommendation for employment is also specifically allowed. However, no representative of an industrial or business firm or corporation may sell, offer, or provide any professional counseling services as defined in Minnesota Statutes, section 148B.50, unless the services are performed or supervised by individuals licensed under Minnesota Statutes, sections 148B.50 to 148B.593.

Subp. 5. **Other professions not authorized.** Nothing in Minnesota Statutes, sections 148B.50 to 148B.593, may be construed to authorize a person licensed under Minnesota Statutes, sections 148B.50 to 148B.593, to engage in the practice of any profession regulated under Minnesota law unless the person is duly licensed or registered in that profession.

Statutory Authority: *MS s 148B.52*

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