

**Board of Directors Meeting for
OCASA
Thursday, April 10, 2014 2:30 pm – 4:00 pm
Teleconference**



Call-in:

TOLL FREE 1.877.394.5901

LOCAL 416/905 416.645.1179

PARTICIPANT CODE: #1125286 NEW!

MEETING AGENDA

	Name	Region/College	Term	
1.	David Belford President	West, Fanshawe	2011	2014
2.	Chantal Thiboutot, Vice President	East, La Cité Collégiale	2011	2014
3.	Riley Burton, Secretary	North, Confederation	2011	2014
4.	Alanna McDonell Treasurer	East, Algonquin	2011	2014
5.	Rick Helman Past President	East, Loyalist	2009	2013
6.	Bridget Woodcock	Central, Humber	2012	2015
7.	Greg Murphy	East, Durham	2012	2015
8.	Krista Pearson	North, Sault	2012	2015
9.	Jane Cooper	West, Mohawk	2012	2015
10.	Kristi Harrison	Central, Centennial	2013	2016
11.	Kelly Murray-Scott	West, Lambton	2013	2016
12.	Janine Foster	East, St. Lawrence	2013	2013
Resource				
	Diane Posterski	Executive Director, OCASA		

Agenda Item #	Agenda Item	Resources
1.	2:30 pm Call to order Chair: Dave Belford	
2.	Approval of the Agenda (Motion to approve)	
3.	Approval of the Meeting Minutes of December 3, 2013 (Motion to approve)	Appendix 1: Draft Minutes OCASA
4.	Ongoing business: <ul style="list-style-type: none"> • Certification: options for future • Membership: ASAs and membership strategy • Advocacy: Compensation • Policy: Approve updated AODA 	Appendix 2: Reports for background and information purposes. Certification options (separate)
5.	3:55 pm Administration: Confirm next meeting	
6.	4:00 pm Adjournment (Motion)	

Committee updates
February 11, 2014 Rev April 1, 2014
Board of Directors

COMMITTEE	CHAIR	STRATEGIC ALIGNMENT	KEY SUCCESSES/UPDATES	ISSUES FOR DISCUSSION
BOARD COMMITTEES				
Mentorship Steering Committee	Interim: Diane Posterski	✦ Leadership ✦ Professional Excellence	1. Nine partnerships are being arranged during April. Matches almost complete by April 4. 2. Toolkit of resources for partnerships being developed for April 11 launch.	
Member Engagement	Riley Burton	✦ Community Building ✦ Sustainability	Committee met April 4, 2014 – Rescheduled for April 16 1. Webinars in place for Spring term: Legal; Career Mobility	
Finance/Audit	Treasurer: Alanna McDonell	✦ Sustainability	1. Calling Finance and Audit committee to meeting to review audit and discuss real targets for member and non-dues revenues. Have one new volunteer from call out to members.	
Governance	Dave Belford	✦ Sustainability	2. Nominations are open for June elections. Two vacancies need to be filled, including the interim seat that Janine Foster is currently filling. Chantal	
STAFF COMMITTEES				
Conference Planning	Diane Posterski	✦ Leadership, ✦ Professional excellence ✦ Community building	1. Full details on website: http://www.ocasa.on.ca/events/2014-leaders-innovators-conference 2. Registrations have started to come in.	
Awards Committee	Vacant	✦ Professional excellence ✦ Community building	1. Nominations open now. 2. Some colleges received targeted emails encouraging them to nominate.	
CMU-OCASA Outstanding Research Award		✦ Professional excellence	1. Nine members participated on the review committee. Great participation! 2. A recipient has been determined and media plan is being prepared for announcement April 1.	

Committee updates
February 11, 2014 Rev April 1, 2014
Board of Directors

COMMITTEE	CHAIR	STRATEGIC ALIGNMENT	KEY SUCCESSES/UPDATES	ISSUES FOR DISCUSSION
<i>College Administrator Editorial Board</i>	Interim: Diane Posterski	<ul style="list-style-type: none"> + Leadership + Professional excellence + Community building + Advocacy + Sustainability 	<ol style="list-style-type: none"> 1. Board met face-to-face for the first time on January 13 to work through future strategic directions. 2. Decision has been reached to continue print and develop digital format along side. Diane is in conversation with web designers about developing a more functional digital space. 3. Also reviewing options for a minor redesign of printed publication. 4. Spring issue is published and in the mail. 	
<i>Research Working Group</i>	Diane Posterski	<ul style="list-style-type: none"> + Leadership + Professional excellence + Community building + Advocacy Sustainability 	<ol style="list-style-type: none"> 1. No action at this time. Working Group needs to “regroup”! 2. Education profile survey and report completed. 	Discussion now focuses on next steps in response to survey results. How do we help members learn more about educational pathways and support them in this undertaking?
<i>CHERD/OCASA Certification</i>		<ul style="list-style-type: none"> + Professional Excellence + Leadership + Community 	<ol style="list-style-type: none"> 1. Winter course is running March 21 – April 14: Building Leadership Capacity; Steve Robinson is instructing again. 2. Confederation is participating again. So far we have 9 registrants (not just Confederation) 3. In discussion with CHERD about agreement and future of program 	Future options for OCASA based on CHERD’s interest in building a college stream, in partnership with OCASA.
<i>Communications</i>		<ul style="list-style-type: none"> + Community 	<ul style="list-style-type: none"> + Working with Web designers (Echidna) reviewing function and design of website; social media integration. + Working towards greater segmentation of member communications <p>Currently have good open and click through rate of Friday’s News Picks (based on industry average)</p>	

Committee updates
February 11, 2014 Rev April 1, 2014
Board of Directors

	OCASA open rate	Industry ave.	Click through rate	Industry ave.
January 17, 2014: Friday's News Picks	21%	22.2%	20%	10.3%
Nov 15, 2013 : Friday's News Picks	23%		21%	
Nov 1, 2013 : Friday's News Picks Video links	26%		35%	
October 1, 2013 : Friday's News Picks (Government Framework; College president leaving)	27%		41%	
August 8, 2013 : Friday's News Picks (post conference)	34%		26%	
June 21, 2013 : Friday's News Picks	28%		16%	
Friday's News Picks June 7, 2013	30%		26%	

OCASA-CHERD Certificate in Leadership & Administration

Background

- ✓ Started March 2011
- ✓ Have run 8 courses to date (two on leadership)
- ✓ Courses have run with 6-16 students each
- ✓ 31 people have enrolled in the courses at least once
- ✓ 9 colleges have been represented, majority from Confederation (19 students from Confederation)
- ✓ One student will complete certificate this spring, with 7 courses from OCASA program, and one course from CHERD's CUCA program (compatible programming). This student is now a faculty member, but started in Administration.
- ✓ Fees: \$595 members \$695 non-members; OCASA's revenue \$75/student

ISSUE: Should OCASA partner with CHERD/U of Manitoba in offering a national certificate in college administration?

CHERD has been reorganized into Continuing Education at University of Manitoba. The Acting Dean, Kathleen Matheos has been working with OCASA for the past year. Since a previous Executive Director resigned, they have discovered that OCASA's program has never been vetted by the university senate and therefore, U of M's name cannot appear on any certificates that we give out. (By the way, they're going to honour the courses taken so no one will be left out with a certificate.)

This has caused them to consider if this is a good time to view the partnership differently, specifically, should OCASA and CHERD partner in developing a College stream to serve cross-country.

First indications from OCASA's small survey of students, instructors, and one HR director is that yes, a certification program that focuses on college, but invites administrators from other provincial sectors would enrich the program.

However, here are some important considerations for choosing a partner:

- ✓ As an Ontario college association, are we viewed negatively for partnering with an out-of-province university? Should we consider an Ontario partner?
- ✓ Do we want to maintain our own brand on this program?
- ✓ The ease of start up: how quickly can we be up and running to continue our offering if we become official with U of Manitoba?
- ✓ What is the price point for each course?
- ✓ How easy is the administration of a program?

OPTIONS moving forward:

1. University of Manitoba: remain a separate stream just for OCASA

Benefits:

- ✓ Maintain our own brand, and mandate of the program.
- ✓ Maintain the Ontario focus
- ✓ Fee is \$495

Risks/Challenges:

- limited to our existing pool, which has been slow in growing.
- resistance in Ontario college management when they hear that U of Manitoba is granting the certificate.
- They want to move to one fee structure – harder to find value for OCASA members

2. University of Manitoba: partner to offer one college stream across Canada

Benefits:

- ✓ Increases our pool immediately, by having one college stream
- ✓ OCASA's name and logo remain on program
- ✓ Cross sector participation enriches the learning
- ✓ Fee is \$495

Risks/Challenges:

- Unknown experience of partnering with university, though current staff are very open and flexible
- Do we risk “losing control”; will now need to find instructors from other provinces and work collaboratively with U of Manitoba and other users (this can also be a positive outcome)
- They want to move to one fee structure – harder to find value for OCASA members – though they have suggested waiving application fees for members

3. OntarioLearn

Benefits

- ✓ Uses an existing Ontario online system
- ✓ OCASA's name and logo remain on program
- ✓ Eligible for government grants which reduces tuition (average tuition would be \$300)

Risks/Challenges:

- OntarioLearn Board must accept OCASA's program and agree to move it forward for approval
- Approval process includes program review and approval by MTCU, which is currently under a moratorium for new programs, and a backlog exists (expected to be a minimum 12 months once it reopens)
- All courses must be open enrollment which means people could register who do not currently work in colleges (current course design is for those on the job)

4. Individual College host

This already exists where a singular colleges hosts an organization's certification or program. For example, CSAE has Association Essentials through Seneca College. Tuition is \$699. This has open registration.

Benefits

- ✓ We can maintain OCASA's oversight of program
- ✓ OCASA's name and logo remain on program
- ✓ Keeps program in Ontario, benefitting a college

Risks/Challenges:

- don't know if this will help to grow the market
- price is steeper (\$699 range)
- not sure if we can limit eligibility to Ontario college employees
- how do we select a college?

5. Shop for a university partner/host in Ontario

Is this a better option than using a college? Is it even possible?