**OCASA Member Engagement – Working Group**

**Agenda**

*Tuesday, November 1, 2011*

*Teleconference Call at 1:00 pm*

Bob Eichvald

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Call in information:

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Moderator Code (Diane): 8306697

**Agenda**

**This should be a briefer meeting, likely 30 minutes.**

1. Assign Chair
2. Updates re: implementation steps
3. Focus groups
* Review draft outline of focus group framework
1. Confirm next steps
2. Confirm next meeting

# DRAFT Focus Group Framework

### Audience: Who do we want to participate in this?

Newer admin (less than 5 years?)

Area of College (operations/academic)

Membership status does not matter

### What do they know about OCASA?

What do they think OCASA does?

Who do they think joins OCASA?

What impressions do they have about OCASA, if any?

### What do we want to know?

What services are of interest to newer admin.?

What are the gaps in services that they experienced?

What experiences have they had in the past that might help inform us?:

 Staff orientation

 Training

 Mentoring, etc.

### OCASA membership?

What would they like to see from their membership in a professional association, like OCASA?

What would encourage them to join now (if not a member)?

Would they have welcomed a complimentary membership in OCASA at point of hire?

When would it be useful to know about this? Before hire, during hire?