*The purpose of this discussion is to decide what to take to the board. Further discussion will likely be warranted there. It would be helpful to develop a proposed policy around this matter.*

**Access to program by non-members**

**Issue:** Should non-members be given access to the certification courses, and if so, on what terms?

**Background:** The June Board meeting recommended a two-tiered fee structure that would allow non-members to enroll in the certification courses. Further investigation indicated that this could not be accommodated by CHERD. A proposal for opening the program to non-members was circulated to the board by email in early September. Primarily, it gave preferential enrollment opportunity to OCASA members.

The Board was divided in opinion so we are starting the discussion at the executive level before taking back to the Board in November.

**Perspective #1:**

*Value of OCASA membership is undermined if non-members can access it*: Making the CHERD courses available to non-members is seen as discounting or diminishing the perceived value of OCASA membership – the “I already reap the benefits of membership – why should I join and pay the fee?”; or, alternatively, “why am I paying membership dues when non-members enjoy substantially the same privileges and benefits as I?” argument. One of our ongoing efforts over the years has been and is to clearly articulate the value of OCASA and OCASA membership in a way that makes a compelling case for joining, remaining, and becoming active as a member. To offer access to the CHERD courses to non-members will mitigate against those efforts.

**Perspective #2:**

*Opening the program would expand the pool of participants and provide a marketing opportunity to non-members*: Broadening the availability of the CHERD credential could expand the pool of potential students, add a desirable level of diversity of participation, experiences, perspective and opinion in class cohorts, and perhaps serve as an effective introduction to OCASA, for new administrators and other non-members. As well, it could increase our revenue opportunities by increasing the size of the pool of potential registrants, and give us another set of opportunities to communicate our message and recruit new members. Finally, from a longer-term perspective, as the number of registrants and graduates grows over the years, so will the recognition and appreciation of the program and the Certificate in College Leadership and Administration credential.

**Options for consideration:**

#1: No change to current conditions. Members may access the program only.

#2: Non-members (administrative staff only) may access the program, but with a limit on the number of courses they may take. For example, they can take two courses but must become a member to enroll in any further courses.

#3. Non-members (administrative staff only) may access the program, but OCASA members have preferential enrollment opportunities.

#4. Non-members (administrative staff only) may access the program but at a premium fee. CHERD is not able to process this two-tiered fee structure, so it would involve either OCASA processing administration fees (increasing our costs) or issuing a credit to members (decreasing our revenues).

**Discussion:**

Should OCASA open the program to non-members? And if so, under what conditions?

Other considerations: Feedback from the system, from ACC and the HR group tells us that Colleges and HR groups would like us to open registration to all Admin staff, and that doing so would increase OCASA’s visibility, viability, and credibility as a partner in providing PD for College Administrators.