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| **Executive** |  | Present |
| President | Rick Helman (Loyalist) | √ |
| Vice President | Sheryl Furlonger (Confederation) | √ |
| Treasurer | Robert Bentzen (Cambrian) | √ |
| Secretary | Mary Lou Rainville (Canadore) | √ (partial) |
| Past President | Chris Fliesser (Retiree, Fanshawe) | X |
|  |  |  |
| Executive Director | Diane Posterski | √ |

DRAFT Minutes

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| Agenda item | Action/Notes |
| 1. Welcome |  |
| 1. Approval of the Agenda (9:00 am)   MOTION TO APPROVE THE AGENDA as circulated:  Moved: Sheryl Furlonger  Seconded: Robert Bentzen  Carried | |
| 1. Approval April 7, 2011 Meeting Minutes   MOTION TO APPROVE THE MEETING MINUTES OF April 7, 2011 as circulated:  Moved: Sheryl Furlonger  Seconded: Mary Lou Rainville  Carried | |
| 1. Items for Discussion/Decision: | |
| * 1. Online Certification: discussion about access for non-members (Appendix 1)   After some discussion, it was moved:  That the following policy be recommended to the Board:  Non-members (administrative staff only) may access the program with a limit of two courses, after which membership must be confirmed before continuing with the online courses. This access will be granted beginning January 2012.  Moved: Robert Bentzen  Seconded: Sheryl Furlonger  Carried | |
| * 1. External Relations   + Role of PR for OCASA   + Building into 2012 budget   Diane reviewed the need for PR/External relations expertise moving forward. She recommended the following:  that a starting point be working with Redbrick Communications, on building a member/administrator profile for purposes of advocating around Bill 16 (Budget up to $1000 in this fiscal year);  That an expense line be built into the 2012 budget for external relations.  It was agreed that the Executive Director has discretion for this level of spending, and that Diane and Robert will continue to develop the 2012 communications budget. | |
| * 1. Provincial appointments (Appendix 2): * Procedures   The draft procedure for provincial appointments was reviewed. It was agreed that the Executive Committee could simply approve any appointments, and take to the Board for information purposes.  Motion: That the operations procedure for provincial appointments be adopted, with the amendment confirming Executive approval.  Moved: Sheryl Furlonger  Seconded: Robert Bentzen  Carried  **Action: Diane will amend the procedure accordingly, and include it in the information package for the board.** | |
| * 1. Finance Report (Appendix 3)   Financial update  2012 Budget: member fees increase  Robert reviewed the financials to the end of September 30, with a forecast to December 31. Most noteworthy is the decline in membership revenues, with a small offset by lower expenses and increased revenues from the conference. The projected year end result is a deficit of ($1403), reflecting an overall variance from the budget of ($2,760).  In light of new strategic initiatives in the development stages (i.e. new hires strategy and communications), it was recommended that a fee increase be considered for 2012. Discussion noted the importance of strong communications to members, and the possibility of rolling it out starting April 1, in line with the end of the public wage restraint legislation.  It was agreed that this would be part of the 2012 budget proposal at the November board meeting. | |
| 1. Reports:  * Strategic Plan * Member Engagement   Diane briefly reviewed the work to date of these working groups, noting that a full report will be made at the November Board meeting. Therefore, the board should expect to see recommendations for language and format changes to the Strategic Plan and a proposal for a new hires recruitment strategy. | |
| 1. Administration   Next Board Meeting: November 17 (9:30 am)  *Robert and Diane will confirm mode of communication for meeting (teleconference or web conference)*  Next Executive Meeting: January 19 (9:00 am) | |
| 1. Adjournment:   MOTION TO ADJOURN:  Moved: Robert Bentzen  Seconded: Sheryl Furlonger | |

*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.~~

Non-members (administrative staff only) may access the program with a limit of two courses, after which membership must be confirmed before continuing with the online courses. This access will be granted beginning January 2012.

#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.

OCASA

Operational Procedures

Provincial appointments to:

* ACC Insured benefits sub-committee (Administrative Consultative Committee)
* CAAT Retirees Group Insurance Advisory Committee
* CAAT Pension Plan – Board of Trustees
* CAAT Pension Plan – Sponsors’ Committee
* CAAT Pension Plan – Board of Trustees – Retiree appointment (once every 6 years)

Task *Responsibility*

1. Job descriptions *OCASA office*

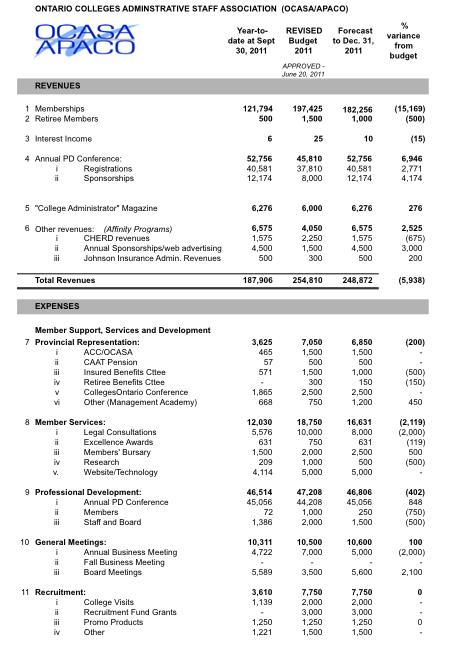
Update job descriptions:

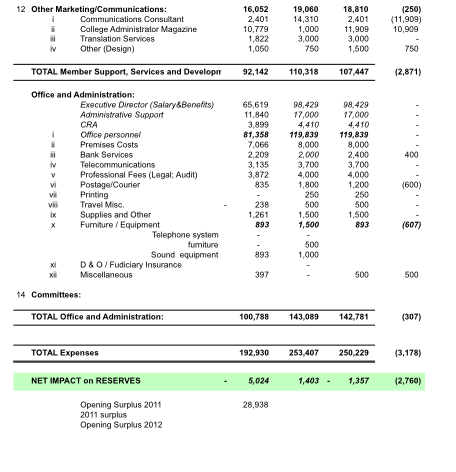
* 1. each time vacancy is anticipated
  2. in consultation with sponsoring constituent

1. Determine any other set of criteria, such as a particular regional representation required for a position.
2. Invite applications: *OCASA office*
   1. from membership through email, website, and any other relevant social media or other communications deemed relevant
   2. with a minimum 6-week notice period, if available
   3. provide job description, including instructions for application
   4. encourage College Reps/Board to also invite applications
   5. all applications will be submitted through the OCASA office (email)
3. Initial review of applications  *OCASA office*

OCASA office

1. Review of applications:
2. the Executive Director will forward all applications to the Executive Committee for review
3. the Executive Director will also forward all supporting materials for the review process, including assessment criteria (meeting the requirements of the job description)
4. After reviewing the applications, the Executive Committee will determine if interviews are warranted.
5. Where interviews are necessary, the Executive Committee will develop standard questions to be used in the interview process.
6. The Executive Director will set up teleconference interview times and provide all support for the process.
7. The applicants who are being interviewed, or where one alone meets the criteria, will be asked to confirm support from supervisor/college and availability for meeting schedule in year, prior to the interview, or being offered the position.
8. A minimum of three (3) Executive Committee members will participate in the process.
9. Where no applications meet the basic criteria, the process will be re-opened for applications.
10. Appointment:
    1. ~~The Board of Directors will be informed about the recommendation of the Executive Committee through email,~~ *~~requesting expression of support (not sure about this part).~~*
    2. The Executive Director will inform the successful applicant and work with them to ensure orientation and transition.
    3. The Executive Committee will report the appointment to the Board at the next scheduled meeting.

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