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|  | **Name** | **Region/College** | **Term** |
|  | David BelfordPresident | West, Fanshawe | 2011 | 2014 |
|  | Riley Burton,Secretary | North, Confederation | 2011 | 2014 |
|  | Alanna McDonellTreasurer | East, Algonquin | 2011 | 2014 |
|  | Rick HelmanPast President  | East, Loyalist | 2009 | 2013 |
|  | Greg Murphy | East, Durham | 2012 | 2015 |
|  | Krista Pearson | North, Sault | 2012 | 2015 |
|  | Jane Cooper | West, Mohawk | 2012 | 2015 |
|  | Kristi Harrison | Central, Centennial | 2013 | 2016 |
|  | Kelly Murray-Scott | West, Lambton | 2013 | 2016 |
|  | Janine Foster  | East, St. Lawrence | 2013 | 2013 |
|  | ***Resource*** |
|  | Diane Posterski | Executive Director, OCASA |
|  | Bill Swan | Contributing Editor, Communications |
|  | ***Regrets*** |
|  | Chantal Thiboutot, Vice President | East, La Cité Collégiale | 2011 | 2014 |
|  | Bridget Woodcock | Central, Humber | 2012 | 2015 |

**DRAFT MEETING MINUTES**

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| Agenda Item # | DRAFT MEETING MINUTES |
|  | **The meeting was called to order at 2:20 pm.** Chair: Dave Belford |
|  | Approval of the Agenda Motion to approve to agendaMoved: Rick HelmanSeconded: Kelly Murray-ScottCarried |
|  | **Approval of the Meeting Minutes of April 4, 2014** Motion to approve the Meeting minutes of April 4, 2014Moved: Kelly Murray-ScottSeconded: Riley BurtonCarried.  |
|  | **OCASA’s History** – Diane Posterski*What is key to OCASA’s history that informs our story today?*Diane Reviewed the history graph, highlighting the evolution of the organization from an operations perspective, a program and advocacy perspective, and membership trends. OCASA is just about 19 years old now. While it began in an advocacy role, with the new charter in 2003, and a shift in member expectations, a greater focus has moved to programs and services. Membership has reached a plateau, while administrative numbers have grown.  |
|  | **OCASA Strategic Priorities** – Dave Belford*Strategic focus: these questions will be the focus of discussion.* The board discussed the strategic priorities at length. A summary of key discussion points are as follows: * General agreement that the key “pillars” are still relevant and meaningful to current and potential members.
* Leadership of OCASA needs to attract quality people (perhaps with charisma)
* OCASA network: neutral space; stories and practices are shared – OCASA is the facilitator of this kind of network.
* There was some discussion about creating a speaker “road show” where OCASA can bring resources to local membership at colleges. Recognizing the importance of local ASA activity, and the need for PD content at those meetings, bringing in speakers would bring immediate value to members.
* Key issue of member vs non-member access to programs and services: this is an ongoing debate. Should non-members who attend the conference for their first time, become members for the year? How would we manage the costing of that (who pays, individual or college?). What events should be exclusive and how do we encourage trial? What is the value of OCASA, from a costing perspective?
* It was agreed that we might need a new business model as it relates to membership privilege, and that a task force should be established to meet in the very near future, just 2 or 3 times to tackle this issue.

**ACTION: Form a task force, inviting college reps to join at the meeting that same evening. Meet during summer to tackle issue member access and costing of programs.** Dave Belford, Greg Murphy and Diane Posterski agreed to sit on this task force, in addition to college reps who might volunteer.  |
|  | **Research Working Group** – Alanna McDonell & Diane Posterski*Proposal: Stakeholder engagement* There was much discussion helpful to finalizing this proposal: * All research should be completed by the end of the 2014 calendar year. This leaves time to collate and compile a final report, as well as a proposal for CoP, if that is the final outcome.
* Consistency of questions must be built into the plan.
* We might need to consider incentives for non-members to answer a survey
* Timelines will vary by target audience
* For HR executives, it might be worth hiring a third party to interview this group

All discussion points have been added into the proposal, for the committee to review and build the surveys/interviews. Work will begin immediately.  |
|  | **4:15 pm Ongoing business & Motions*** Finance Report Alanna McDonell presented the income statement year to date for 2014. There were no outstanding notations to make. Membership revenues were generally on track for year-to-date budget. With the bulk of expenses still to come, particularly following the conference, the fall statement will be more informative. Expenses to date are in line with projections.

Motion to receive the treasurer’s report: Moved: Greg MurphySeconded: Rick HelmanCarried. * Policy: Privacy and Anti-Spam: Diane Posterski indicated that the Privacy Policy for office procedures is close to completion. She presented background information on the CASL (anti-spam legislation) and discussed ramifications for OCASA. A couple of gray areas were noted around an existing business relationship, including the ability of college reps to reach out to non-members at their college. The Board directed Diane to seek legal advice for OCASA e-communications with non-members.

**ACTION: Diane will engage legal advice and report back to the Board.** * Certification program update: Diane Posterski highlighted a recent meeting with Kathleen Matheos of CHERD and Steve Robinson (OCASA instructor) where a partnership was agreed to in principal. The certificate will have a generic title, with a byline indicating the partnership between CHERD and OCASA. Ten courses will be offered, with five coming from each partner as already offered. Students moving forward will be required to take four from each side. Also, an advisory committee would be formed from across the country to guide the program. A final business agreement still needs to be finalized, and the fall program lined up. Diane will continue these negotiations over the summer.
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|  | **4:30 pm Adjournment** Motion to adjournMoved: Alanna McDonellSeconded: Jane Cooper |

Meeting with College Representatives

**7:15 pm Derek Dobson, CEO, CAAT Pension Plan**

* Presentation & questions

**8:00 pm Reaching our members**

Resources for Meeting:

* *Board meeting package for background*
* *ASA practices as submitted by colleges*
* *Member recruitment package*
1. President’s Report from the Board

Dave reported on the key discussions around membership and product pricing, and the stakeholder engagement research project.

There was some discussion about the role of local ASA activity to bring value to members; and the challenge of competing with provincial groups that already meet.

Can OCASA offer sessions at other conferences about OCASA?

The task force on membership product and pricing was introduced. Volunteers came forward: Michelle Squire (Fanshawe), Sean Squires (Centennial), Susan Kloosterman (Fleming), in addition to Board members Dave Belford (Fanshawe) and Greg Murphy (Durham), and Diane Posterski (OCASA ED).

It was suggested that an annual report would be a good milestone to take to members and partners. There was some discussion about branding, and introducing a badge system on LinkedIn.

1. Discussion:
	* Concerns/issues from colleges for OCASA’s consideration:
		+ Upcoming collective bargaining – some colleges prepare staff with a history of bargaining, and keep admin informed throughout
		+ Chairs at colleges are fatigued. It would help some colleges to have OCASA members who are chairs to reach out. Is there something OCASA can do for chairs beyond the GTA?
		+ Needs to be better communications about compensation recommendations coming in the fall; better college practices. Could OCASA put together a best practice/white paper on this topic?
		+ OCASA is a standing item on some all admin meetings
		+ OCASA should prepare talking points for college reps
		+ Professional liability concerns – perhaps lawyer could prepare an article about this.

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| **Tuesday, June 24, 2014 8:45 am** |
|  | Call to order: Dave Belford, Chair |
|  | Appointment of officersResolved that the following be and they are hereby appointed officers of the Corporation to hold such offices at the pleasure of the Board, to perform such duties as are prescribed by the bylaws of the Corporation and to perform such duties as many from time to time be required of them: **President: David Belford** **Vice President: Krista Pearson****Secretary: Riley Burton****Treasurer: Alanna McDonell**Moved: Greg Murphy Seconded: Kelly Murray-ScottCarriedThis resolution will be signed by all board members and will be included in the Minutes book.  |
|  | Motion to adjourn MOTION: That the meeting be adjourned. Moved: Janine FosterSeconded: Greg MurphyCarried |