

**OCASA Board of Directors Meeting**  
**Wednesday, August 17, 2016 10:30 am – 12:00 pm**



Teleconference:

TOLL FREE 1.877.394.5901

LOCAL 416/905 416.645.1179

Access Code: 1125286#

**MEETING AGENDA**

	Name	Region/College	Term	
1.	Krista Pearson President	East, Algonquin	2012	2017
2.	David Belford Past President	West, Fanshawe	2011	2017
3.	Alanna McDonell Vice President	East, Algonquin	2011	2017
4.	Riley Burton, Secretary	North, Confederation	2011	2017
5.	Greg Murphy Treasurer	East, Durham	2012	2017
6.	Janine Foster	East, St. Lawrence	2013	2017
7.	Shemeena Shraya	Central, George Brown	2014	2017
8.	Mary Lou McLean	East, Fleming	2015	2018
9.	Barb Watts	Central, Georgian	2015	2018
10.	Charline Smith	North, Cambrian	2016	2019
11.	James Humphreys (interim)*	Central, Sheridan	2016	2017
12.				
	<b>Resource</b>			
	Diane Posterski	Executive Director, OCASA		
* Interim appointment to be confirmed for full term at 2017 AGM				

<b>Agenda Item #</b>	<b>OCASA Board Agenda</b>	<b>Supplementary Materials</b>
<b>1.</b>	<b>Call to order &amp; Welcome</b> Chair: Krista Pearson	
<b>2.</b>	<b>Approval of the Agenda</b> (Motion to approve)	
<b>3.</b>	<b>Approval of the Meeting Minutes of June 26, 2016</b> (Motion to approve)	Draft Minutes OCASA
<b>4.</b>	<b>Appointment of interim Board member(s)</b> Motion to appoint James Humphreys to the OCASA Board of Directors.	
<b>5.</b>	<b>Motions tabled from June</b> <ul style="list-style-type: none"> <li>• Appointment of Delegate to the Pension Corporation</li> <li>• Appointment of officers</li> </ul>	Resolution background notes
<b>6.</b>	<b>Membership Development</b> This is in response to the June 26 discussion with college reps, board and other members (just prior to the conference).	Membership working document and Membership Report
<b>7.</b>	<b>Conference Report</b> <ul style="list-style-type: none"> <li>• Survey Responses</li> <li>• Financial overview</li> </ul>	Conference Report
<b>8.</b>	<b>On-line learning survey</b> Interim results	Survey Overview Report
<b>9.</b>	<b>Adjournment</b>	

## **Agenda item # 5: Resolutions**

### **Motions tabled from June**

#### **Appointment of Delegate to the Pension Corporation**

*According to the Bylaws of the OCASA Pension Corporation, the "membership" of the Corporation is represented by one appointee, as elected by the OCASA Board of Directors. The Board of Directors is the same for both corporations. It is recommended that we simply appoint the President to be that representative, but it could be any member.*

**Resolution:** Be it resolved that the OCASA Board of Directors appoints the President of OCASA, Krista Pearson, as its delegate to the OCASA Pension Corporation.

#### **Appointment of officers**

*Typically this is done immediately following the AGM, but time did not permit this time round. This needs to be done when the new Board convenes for its first meeting.*

**Resolution:** Resolved 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:

Vice President:

Secretary:

Treasurer:

Past President: David Belford

*This resolution will be signed by all board members and will be included in the Minutes book.*

**Board discussion & decision guide:**

1. Do we endorse each of these items?
2. What priority would be give to the list?
3. Is something critically missing?
4. Do we establish an oversight team to navigate this, or break into smaller chunks?

**MEMBERSHIP DEVELOPMENT**

<b>1. “Repositioning”</b> – a shift in language to reflect the strategic plan and shift in membership: leadership, career & network support	
	<ul style="list-style-type: none"> <li>• A new slogan (e.g. “Learning &amp; Leading Together”)?</li> <li>• A new common name (e.g. College Administrators Network)?</li> <li>• Membership package materials/website review?</li> </ul>

<b>2. Building awareness</b> – reaching non-members, especially in colleges without OCASA presence	
	<ul style="list-style-type: none"> <li>• <u>Recognize that HR doesn’t have to be the gatekeeper – therefore, find new ways to reach non-members</u></li> <li>• Send personalized letters to all admin - we harvest names ourselves</li> <li>• Letters might come from a local ambassador (college rep), if one exists</li> <li>• Opportunity for engagement right away - Point to webinars for non-member access (i.e. system overview; understanding financial landscape, etc.)</li> </ul>

<b>3. Tools for new member retention – first year experience; members as ambassadors</b>	
	<ul style="list-style-type: none"> <li>• Confirm 1<sup>st</sup> year outreach experience (based on model Diane &amp; Janine generated)</li> <li>• Define role of College reps/Ambassadors; Provide tools, and prompting when action is required in support of 1<sup>st</sup> year outreach</li> <li>• Bring all members into role of membership building</li> <li>• Determine keys to success – for example:             <ul style="list-style-type: none"> <li>○ Personal outreach</li> <li>○ Early Engagement</li> <li>○ Members recruiting new members</li> <li>○ Set goal – e.g. 35% provincial membership by December 2018</li> </ul> </li> </ul>

## LOCAL NETWORKS

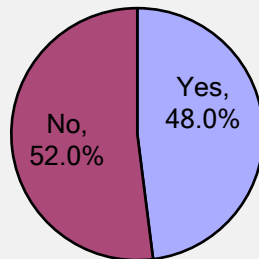
<b>4. The local network – review the traditional ASA model, and consider emerging models to bring greater value to local membership</b>	
	<ul style="list-style-type: none"><li>• Suggestions for model variation based on principals of:<ul style="list-style-type: none"><li>○ Encouraging networking</li><li>○ Supporting PD</li><li>○ Forum for sharing practices</li><li>○ Community building</li><li>○ Supporting the college</li></ul></li><li>• Consider appropriate names (e.g. College Administrators' Network)</li><li>• Affiliation to OCASA might include support for recruitment, access to network funds</li></ul>

## SEASONED/SENIOR MEMBERS' ENGAGEMENT

<b>5. Seasoned members – How do we keep our longer-term/seasoned members engaged, and attending the conference?</b> <i>This came from observing the value of having Karen Creditor and Brian Desbiens joining the conference, as well as our VPs, deans, directors.</i>	
	<ul style="list-style-type: none"><li>• Conference: <i>Administrator in Residence</i> (way to keep seasoned administrators engaged - we need VPs and Directors/Deans to continue to be involved; perhaps their college would see value in sponsoring their attendance at the conference)</li><li>• What about Mentors/Experts within our membership – Administrator in Residence for the year? Identifying those who can provide a webinar, contact point, mentoring for those interested in that pathway, or role support</li></ul>

Key highlights from conference: Evaluation & Financials  
Agenda Item #7

Have you attended this conference before?



Preliminary Financials:

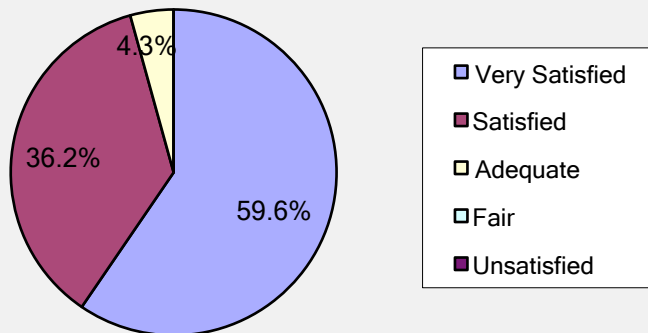
Registrations: \$60,360  
Sponsorships \$7,000

**Total Revenues:**  
**\$67,360**

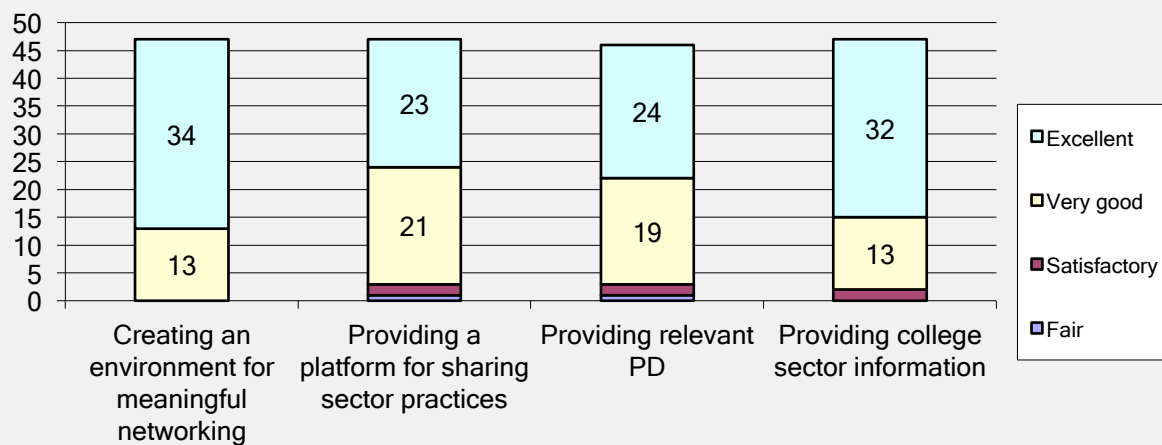
**Total Expenses:**  
**(\$62,282)**

**Net Surplus:**  
**\$5,078**

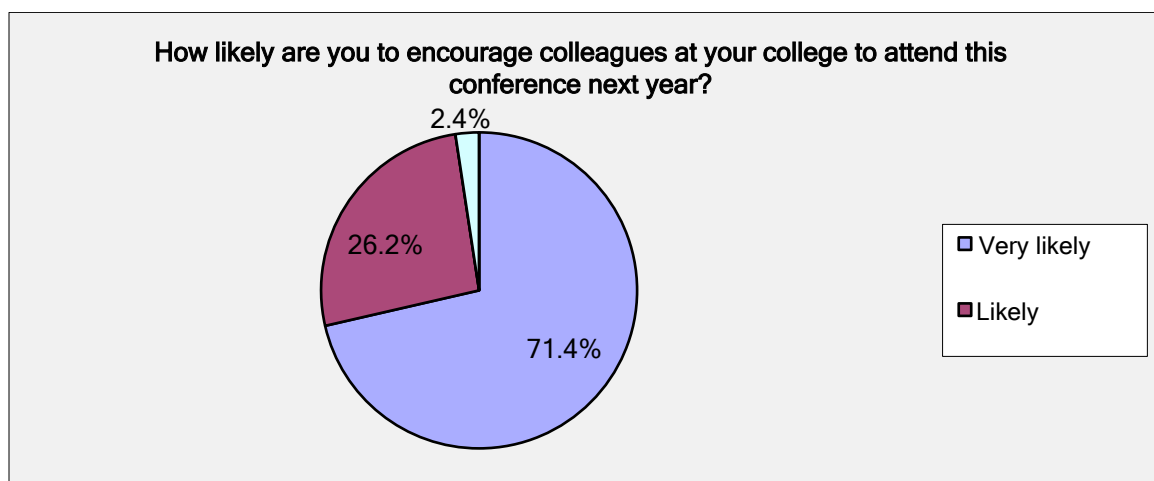
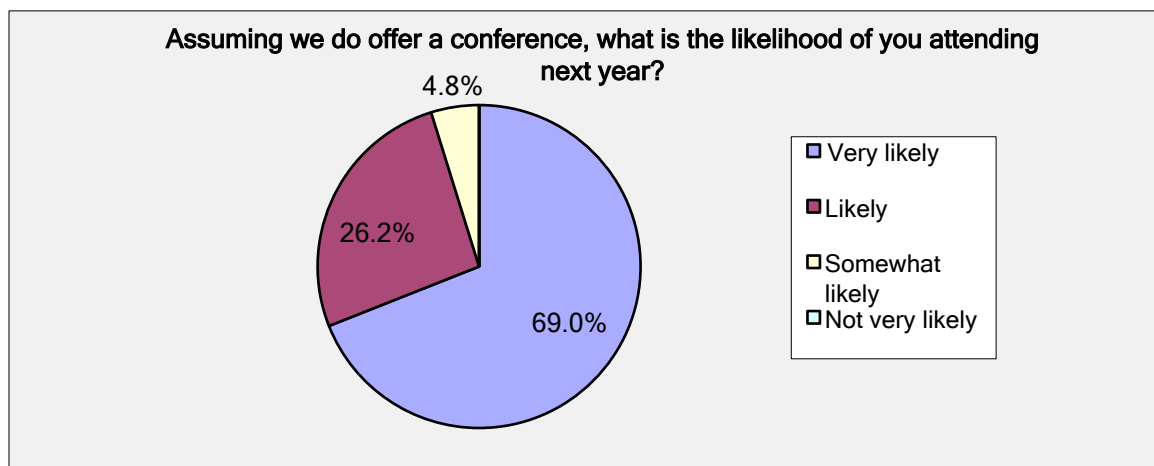
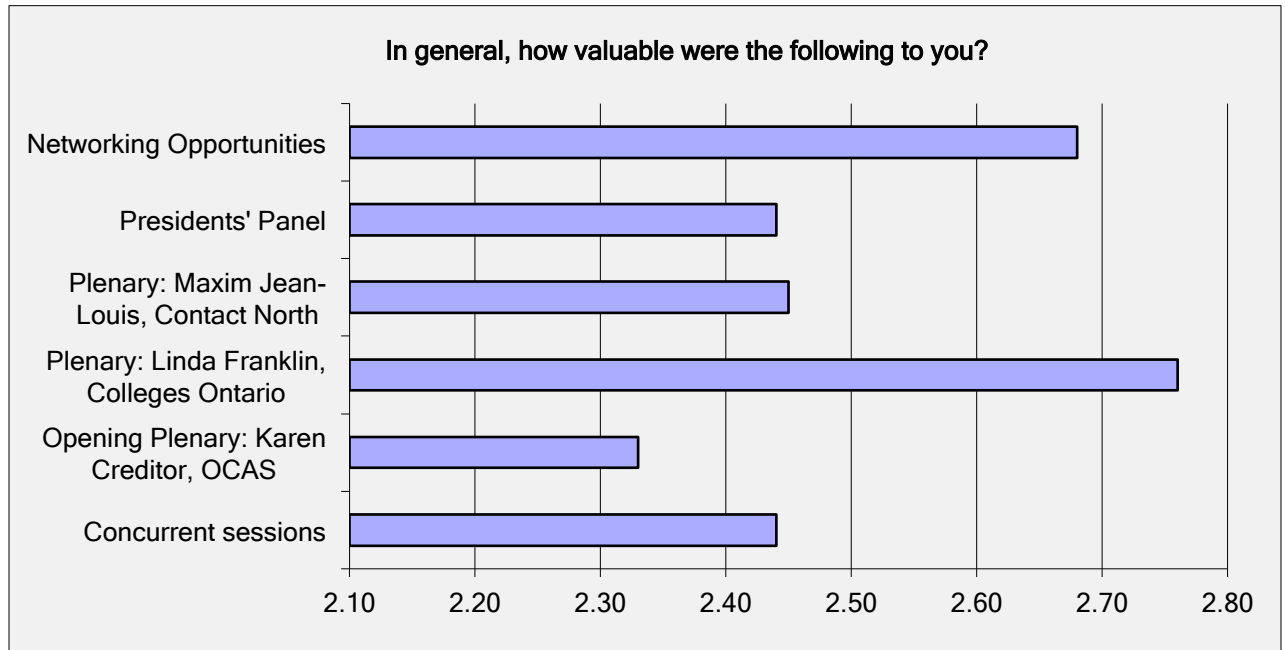
What is your overall satisfaction with this conference (content, format, flow, speakers)?



How well did we do in achieving our conference goals?



Key highlights from conference: Evaluation & Financials  
Agenda Item #7



Key Online learning Survey highlights: Preliminary Results  
Agenda item #8

# of respondents: 96

- 41% (40) believe a certification would be valuable
- 5 or 6 courses is the optimal # of courses
- 57% suggest \$295 as price point; 26% suggest \$395
- 55% think their college would cover all or part of cost (40% don't know)
- 36% (35) are likely to take a course in the next 12 months (39% undecided)
- 56% are either manager/department head (39%) or assoc. dean/chair (17%)

**Q13 Please indicate the # of years you have worked in the college system as an ADMINISTRATOR:**

Answered: 99 Skipped: 3

