What resources do we need, based on notes below?

Marketing/communications – brand awareness amongst membership. Review of website.

Product development: mentoring; buddy; new manager on-boarding; member directory (“blue book” – who are the experts?)

| **Product/Service** | **Member value/gain** | **Key value/brand** | **What’s the message?** | **Committee/Board assignment/Resources** |
| --- | --- | --- | --- | --- |
| Professional development:   * conference sessions * online courses * webinars | Verifiable PD   * certificate of completion for PD portfolio as part of performance plan * might be applicable to other associations’ requirements for PD credits | Support for professional advancement |  | PD Committee or Member Engagement? Should we research this a bit? Or just promote it accordingly, and OCASA office build this in to every PD offering. |
| Legal services: free two hour consultation; privately accessed and confidential | Access to legal advice, uniquely experienced in addressing employment matters for Ontario college managers, including matters of legislative compliance; harassment; workplace restructuring; termination/constructive dismissal; retirement packages and LTD.  Respecting your privacy and your professionalism. | Professional support when legal complexities emerge. |  | Communications/Marketing:  Reframe information on website;  Put together a reference card/brochure? |
| Sponsor and Voting member on CAAT Pension Plan | Unique benefit to those interested in the strength and longevity of their pension plan. Only members of OCASA have a true voice in plan design and funding policies. OCASA represents its members on the Sponsors’ Committee, and also provides value on the Board of Trustees | Representation: CAAT Pension | Only members of OCASA have a true voice in plan design and funding policies. OCASA represents its members on the Sponsors’ Committee, and also provides value on the Board of Trustee. | Communications |
| Provincial network | Access to administrators in 24 colleges, in an experienced network committed to sharing best practices, mentoring, and excellence in college management and leadership. Collegiality. The best of college leadership. | Experienced provincial network. | Access to experience, best practices, and best leadership. | Communications/marketing |
| Member-driven committees and working groups | Leadership and development opportunities for those who are passionate about expanding their knowledge base and building their career; or for those experienced leaders who are interested in giving back. | Professional support and development – becoming more competent. | Opportunities for increasing your network, your knowledge base, and your leadership capability. Becoming better in your job. |  |
| Excellence Awards | Peer recognition for excellence in leadership brings value to the profession | Professional recognition. | Recognition for the exceptional role that college administration plays in student success, every day. | Communications/marketing  Awards. |
| Member Board | Largely a grass roots organization, members have influence. Responsive to member needs and wants, in a timely manner. | Member-driven, responsive. | OCASA is your community, responsive to your needs and wants for professional support. |  |
| Representation (ACC) | Credible representation with a history of positive influence and significant outcomes for college administration – pension policy; compensation plan and insured benefits.  With a record of informed and data-supported representation, and a commitment to valued consultation, OCASA has the ear of CoP, Colleges Ontario and College Employer Council. | Credibility, integrity and professionalism ensure strong representation on matters members have little time to consider, yet receive significant value from.  Representation when it matters, and with the right audience. Always respectful, always meaningful. | Pay equity: ensuring this legislation was not compromised with compensation program;  re-earnables: ensuring your salary goes to the base each year, and is pensionable, not just annual bonuses;  Pension sponsorship: since 2000, ensuring that college administrators have their unique voice on pension plan design, funding policies, and contribution rates. What | Working group to put together history of achievements: see below |
| Local association | Local Administrative Staff Associations provide added professional development support and networking, as well as representation and consultation for senior executive management | Collegiality | Collegiality that encourages and improves informed collaboration and sharing of practice across all sectors of the college. | Board debate – see below |
|  |  |  |  |  |
|  |  |  |  |  |

What could we be doing better? Other ideas…

|  |  |  |  |
| --- | --- | --- | --- |
| Idea | What next? |  |  |
| Buddy system | Invite members to be “buddies”, and set up with new members right away. | How many, what requirements? Does it matter what areas they come from?  Step 1: buddy (phone calls, check in, orient web site, set up protocol)  Step 2: mentor (systematic relationship)  All part of an on-boarding program? |  |
| Complimentary membership | Where are we with numbers and growth? Paying and non-paying? |  |  |
| Better articulate what you get as a paying member | Provide products/services with emphasis on value to member | Build awareness campaign with membership. Goal: we have ambassadors in our members | Awareness campaign – communications/marketing |
| Need buy-in and support from senior management | Identify those already in support, and leverage what that means locally and provincially. | Continue with CoP – set up presentation on agenda |  |
| Better articulate OCASA’s history of achievements |  | Put together a “CV” for OCASA  Research with Bill/Don Forrest. Create for distribution. |  |
| Listserve/member directory of expertise (“blue book”) |  | Promote directory with “blue book” concept (i.e. whose the coaching expert, project management, etc.). maybe work college by college in getting it done. |  |
| Improve timing of and marketing of conference to be ahead of budgets. |  | Fall promotion by early November. |  |
| Orientation for new managers, especially external hires | Online resources, where OCASA is the go-to for great orientation. | Continue to develop online resources for new managers (open space? Get examples to replicate)  Develop on-boarding program overseeing this. |  |
| Certification path for competencies | Need to do more work on visioning online courses… |  |  |
| Re-articulate “advocacy” with “representation” – less “union-like” in language, but still strong in purpose | Review mission statement |  | Board agenda |
| Articulate the “responsibility” side of membership – betterment of the profession, and the college sector. Ensuring best practice in employee relations. | Communications? |  |  |
| Build on local ASA events by inviting regional college membership to join an event | Include in ASA resources – work with colleges for an annual plan; partner/buddy established college ASAs with those that aren’t established? |  |  |
| Improve/increase communications about value of OCASA; share with all admin; provide “tips” to promote OCASA to local reps | Develop a package and timeline for local communications; emails that reps can use with their admin |  |  |
| Visits by OCASA (ED, Executive) to college presidents, HR |  |  |  |
| Offer unique PD | ??? |  |  |
| OCASA is not a union – what expectations should members have? | Define what representation looks like. | Board agenda |  |
| Publications – should all admin get CA? | Debate this more on Board to confirm direction on this matter | Board agenda |  |
| Should membership of local be part of OCASA sell? Does it make sense? Should local affiliation be separate? Local can bring networking, PD, socializing and voice to senior admin. |  |  |
| Invite senior management to OCASA info session | Could we build this into the conference? Offer online option? |  |  |
| Communicate best management practices at each college | Is there a way to invite and build this? |  |  |
| All members have core competencies – (go through tutorials?) – i.e. interview skills? |  |  |  |

There was some discussion about the term, “advocacy”. Is it a confrontational term that implies “against”?

Concern was raised that we don’t just consult, and provide research, that we ought to be doing more to represent the interests of members. The term, “representation”, was deemed to be appropriate, still allowing for advocacy, but with a more palatable expression.

There was also discussion about the fact that college presidents often express support, but that further down the ranks that support is not extended.

There was discussion about communicating member value to potential members.

Real value of OCASA is that it uniquely offers the full array of administrative functions in one organization. Where else do you go to connect with other types of admin?

Image: “OCASA members are the best managers in the college system. They work to make the whole system better for no personal gain or recognition at their own college = they are all true leaders!” (Don Young)

Demonstrate the value to Senior management/HR:

How can OCASA work as a partner at the college level? Past examples of working hand in hand with senior management/HR in communicating or making difficult changes within a college?