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| --- | --- | --- | --- |
|  | **Name** | **Region/College** | **Term** |
|  | Rick Helman  | East, Loyalist | 2009 | 2013 |
|  | Rob Kardas  | West, Lambton | 2010 | 2013 |
|  | David Belford | West, Fanshawe | 2011 | 2014 |
|  | Alanna McDonell | East, Algonquin | 2011 | 2014 |
|  | Susan Atkinson  | Central, Sheridan | 2010 | 2013 |
|  | Bridget Woodcock | Central, Humber | 2012 | 2015 |
|  | Krista Pearson | North, Sault | 2012 | 2015 |
|  | Jane Cooper | West, Mohawk | 2012 | 2015 |
|  | Chris Fliesser (Past President) | West, Fanshawe | 2009 | 2013 |
|  | Riley Burton | North, Confederation | 2011 | 2014 |
| *Regrets* |
|  | Greg Murphy | East, Durham | 2012 | 2015 |
|  | Chantal Thiboutot | East, La Cité Collégiale | 2011 | 2014 |
| *Resource* |
|  | Diane Posterski | OCASA |  |  |

**Meeting Minutes**

Board of Directors Meeting

Wednesday, May 15, 2013

3:00 pm

Teleconference

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| --- | --- |
| Agenda Item # | Agenda Item |
|  | Call to Order/Introductions/getting organizedChair: Rick Helman, PresidentRick welcomed everyone and started with some administrative business. He confirmed the next meeting would be on Sunday, June 24 with dinner at 7:00 pm at the KIngbridge Conference Centre. Regrets have been confirmed for Chris Fliesser, Susan Atkinson, Chantal Thiboutot.  |
|  | **Approval of the Agenda** Motion that the Agenda be approved as circulated.Moved: Chris FliesserSeconded: Dave BelfordCarried |
|  | Approval of the Meeting Minutes of February 21, 2013.Motion: That the meeting minutes of February 21, 2013 be approved as circulated. Moved: Alanna McDonellSeconded: Bridget WoodcockCarriedACTION: The minutes will be posted to the Board web page. |
|  | President’s ReportRick reviewed his report previously circulated. In particular he highlighted  |
|  | **Policy Discussion:*** Strategic initiative: Memorandum of Understanding with Colleges

Diane Posterski spoke to the discussion paper addressing the issue of college turnover, ongoing need to educate college leadership about OCASA and future challenges. In it one option included a memorandum of understanding with the system. Discussion that followed included these comments: * Membership growth is the key to success
* Value proposition is also key
* HR community still an obstacle to OCASA
* Some concerns about formalizing the relationship, perhaps giving even less to OCASA
* Membership should carry such value that members don’t want to give it up
* Core business should be about member value
* OCASA needs to own its message: content and delivery
* OCASA needs to invest in marketing/advertising activities that are cost effective
* Round table of stakeholders might be useful
* OCASA needs a clearly articulated value proposition that is unique

It was agreed that this conversation should be continued at the June meeting when we meet face-to-face. ACTION: The Executive Committee will ensure this is on the agenda. * Bylaw Amendments: The proposed amendments were presented as recommended by the Governance Committee and legal consultation. Language and formatting constituted the bulk of amendments, along with substantive change around the membership section. To be in accordance with expected changes to the Ontario Incorporation Act, and to offer greater flexibility in future membership categories, all categories of membership (including Associate and Retiree) have been taken out of the bylaws, leaving just a definition for full members. All other membership categories would be described in a formal Membership Policy statement.

Also, a phrase was recommended by Diane Posterski, in the definitions or interpretation, that clearly states that OCASA activities are consistent with a non-union mandate. In principal, the Board agreed with this statement subject to the lawyer’s final review. Motion: That the bylaw amendments as presented, with the statement about non-union activity being confirmed by legal counsel, be approved recommended to the membership for a final vote at the AGM on June 25, 2013. Moved: Chris FliesserSeconded: Dave BelfordCarried* Membership Policy Statement – based on the previous discussion, this policy will be drafted for Board review at the June meeting.
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|  | **Committee Reports & Discussion** The Reports were reviewed.Member Engagement: discussion around fall webinars: * Create some value-added for registering
* Survey/feedback option should be available; invite participants to offer contact information
* Also encouraged “tiered” offerings (if you like this, why not try this?)

Editorial Board: Diane provided highlights of the new digital format direction for College Administrator. There was general enthusiasm for this direction. Motion: That the committee Reports be received: Moved: Riley BurtonSeconded: Rob KardasCarried.  |
|  | **2012 Financials – Draft Audited Statements**Bridget Woodcock reviewed the 2012 Draft Audited Statements noting Total Revenues of $243,487, Total Expenses of $238,432 with a surplus of $5,055. The Closing Surplus at the end of 2012 was $31,542.Motion: That the 2012 Draft Audited Statements be approved and recommended to the Annual General Meeting. Moved: Bridget WoodcockSeconded: Jane CooperCarried |
|  | **Membership Update** Diane Posterski reviewed the membership report, noting that while there are currently 710 members, only 681 are paying members, with 38 New Hires complimentary memberships. The 2013 budget is based on having 700 paying members. On an encouraging note, Diane did report that recent college visits to Niagara, Sault, and Centennial are helping to reignite membership and ASA activity at those colleges. Also, the spring is a good time to work on membership and ASA development. There seems to be a bit of time for that on campuses.  |
|  | **Nominations:** * Still receiving board nominations. One had been received and one intent. One more is needed.
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|  | **Administration:** A reminder that the Board will need to meet following the conference to confirm officers, roughly at 3:00 pm, following the plenary session.  |
|  | **Adjournment at 4:20 pm.** Motion to adjourn: Moved: Chris FliesserSeconded: Alanna McDonell |