**OCASA Member Engagement – Working Group**

**Discussion**

*October 5, 2011*

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| Members in attendance: | Regrets |
| Bob Eichvald | Alanna McDonell |
| Riley Burton |  |
| Rob Kardas |  |
| Resource: Diane Posterski |  |

**Notes**

1. Diane chaired this meeting.
2. Review the task:
   1. It was agreed that this working group should continue for a few meetings exploring the issues, before determining the key objectives and how a committee might be formed.
   2. We started the discussion around a new hires strategy:
      1. first year experience must be done exceptionally well, or it could do more harm than good.
      2. need to be mindful of the growing younger population (are our materials and style outdated?)
      3. personal contact points need to be determined and intentional (phone calls from local, provincial, colleague at other college)
      4. key influencers at college seem to be key in membership
      5. arm members with key talking points about membership
      6. this strategy would push OCASA to deliver not just in first year, but successive years also.

General ideas about member engagement (not just new hires) included:

* + 1. more regional networking events
    2. how to connect with people to become more engaged
    3. focus groups might be useful in understanding why people do/don’t join
    4. mentoring might rather be “buddy” system – key is a personal contact
    5. value of community and network needs to be delivered

1. Confirm next steps: meet again once a week for a few weeks to discuss the issues and determine what information we might still need; what are the priorities; and what recommendations to take to the Board in November.

**From Diane: here’s a start for our next discussion. Maybe this could start to build a proposal for this strategy? Add your ideas before the meeting. Talk to you colleagues. This is simply a brainstorming discussion starter…**

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| **Key member value** | **How might this be delivered in first year?** | **How will this be measured?** |
| Connected to a relevant professional community (local and provincial) | * Local ASA connection (where it exists) * Buddy/mentor connections * Relevant communications (email/mail) * Social network | Did they experience a certain number of touch points (i.e. 4 person; monthly email; one event) |
| Networking opportunities | * Local events with ASA * Conference (discount in first year? Access to scholarship in first year?) * Regional networking event (i.e. Toronto) * Social networking | Did they experience at least two significant networking opportunity (i.e. 1 event; one online activity) |
| Access to information | * Website has resources for new hires (where to find? Acronyms? College system overview, etc.) * Names and numbers of people they can call anytime * Communications that highlight OCASA’s connection to stakeholders | Did they visit the new hires web page at least once?  Did they contact “buddy” after receiving a call?  Did they receive information updates? |
| Access to relevant PD | * Regular webinars (free) for new admin * Online learning * Conference * Locally sponsored PD event | Did they attend at least one (or two) PD opportunity? |
| Key influencer at college supports this/respected organization | * Endorsement of president (letter from president with free membership?) * Identify respected members with senior positions who are willing to contact new hires about membership | Did a senior manager, and/or President extend support? |
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