**OCASA Member Engagement – Working Group**

**Discussion**

*October 11, 2011*

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

**Notes**

1. Alanna chaired this meeting.
2. Review new hires strategy, following “brainstorming chart”:
   1. Discussion included general comments:
      1. Need to prioritize tasks
      2. Need to provide new members with education about OCASA’s services, including advocacy
      3. Focus groups: should find a way to conduct these to gather more information
      4. Might consider expanding membership application form to include survey-type questions
      5. Need to update profile of current members
      6. Need to determine best tool for networking, find people with expertise or similar work portfolios
      7. Need plan in place to encourage people to take out full memberships at the end of the trial period
      8. Need to be cognizant of fact that not all members will be “engaged”
   2. Steps toward building a new hires strategy:
      1. set a timeline and launch date
      2. Determine top three new initiatives
      3. Expand membership engagement committee to include non-board members
      4. Include informal focus groups
3. Next steps:
   1. Begin drafting a proposal for a new hires strategy
   2. Top priorities include:
      1. Schedule regular free webinars
      2. Identifying key influencers at colleges to call new hires
      3. Create list of key calls to receive in year (board, local, OCASA)
      4. Review all existing correspondence/materials to ensure all points are covered

**Diane will begin the process of drafting a proposal to keep this project moving along.**

1. Confirm next meeting: October 19 at 9:00 am