**OCASA Member Engagement – Working Group**

**Discussion**

*October 19, 2011*

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

**Notes**

1. Rob Kardas chaired this meeting.
2. The draft *Recruitment and New Hires Recruitment Implementation Plan* was reviewed. All modifications are included in the updated draft (bold) included in these notes (page 2).
3. Next steps (these are also outlined in the revised plan):
   1. Expand committee by three people through college reps and survey respondents (Diane)
   2. Consult with College reps about concept and roll-out implications (Diane to set up call)
   3. Consult with HRCC and CoP for basic support of program (Diane)
   4. Committee members to conduct local focus groups; Diane to provide framework for discussion.
   5. Develop a second page member profile portion to membership application (Diane)
4. Confirm next meeting: Tuesday, November 1 at 1:00 pm

Call in information:

Toll free: 1-877-394-5901

Local 416: 416-548-6023

Participant/Security Code: 9243517

Moderator Code (Diane): 8306697

# Proposal to the Board of Directors

# Recruitment

## Current Situation:

* Membership growth in OCASA is not keeping pace with growth in system administration (OCASA has 730 members, while system-wide administration is now approaching 2,400).
* Local college reps have less time available for recruitment of new hires, especially where no ASA is in place.
* Retirements are expected to increase in the next five years, resulting in an increase in new administrative hires.
* The loss of OCASA members through retirement means:
  + fewer members recruiting colleagues
  + decreasing memory of OCASA’s value since its inception

## Desired Situation:

* That OCASA membership not only keeps pace with system-wide growth, but also reaches a majority level. Ideally, OCASA membership would be the norm
* That recruitment would be well orchestrated, be seen as a positive initiative by HR/College, and that many members would be engaged in supporting this initiative
* That new hires become members quickly, and remain members
* That member retention remains high

## Potential barriers:

* obtaining cooperation of HR departments (distribution of materials, sharing lists)
* limited resources available to execute a recruitment plan
* timeline needs to be quick

## Recommendations:

That a new hires strategy be implemented as outlined in the attached *New Hires Recruitment Implementation Plan*

# New Hires Recruitment Implementation Plan

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| **Phase I: Recruitment Plan Development**  **November 2011 – April, 2012** | | | | |
| **Objective** | **Tasks** | **Deadline** | **Responsibility** | **Costs/resources required** |
| 1. Expand Committee | Invite (up to 5) current members to join existing working group. | * November 1, 2011 | **Diane will invite from college reps and new members.** |  |
| 1. **Canvass HRCC and CoP for their response and potential support for program.** | **Contact ACC reps for initial contact, then to full committees.** | * **December 1** | **Diane/Rick Helman** |  |
| 1. **Consult with local ASAs/college reps about support and implications** | **Set up conference call in November with college reps; email with agenda ahead of time; request written submissions if not able to attend meeting.** | * **October 26** | **Diane** |  |
| 1. Identify key products/services to be offered in first year | 1. Conduct research to identify key services needed by newer admin (informal/formal focus groups, surveys) | * **November 30 for focus groups and summary notes** | **Committee members to conduct local focus groups**  **Diane to prepare framework for discussion ASAP.** |  |
| 1. Review research and identify products/ services to be developed | * December 16, 2011 | **Committee** |  |
| 1. Develop products/services as identified in research   (might include webinars, expert contact list, online resources) | * April 1, 2012 | **Committee**  **OCASA office** |  |
| 1. Develop Recruitment Communications plan: new hires | 1. Review all current recruitment materials (print & electronic) for interim recruitment. Update as needed based on committee discussions. | * December 1, 2011 |  |  |
| 1. Identify key contact points for new hires recruitment plan (i.e. type, who, frequency, etc.) | * January 30, 2012 |  |  |
|  |
| 1. develop print and electronic materials to support recruitment plan | * April 1, 2012 |  |  |
| 1. identify key influencers at each college willing to connect with new hires for recruitment purposes | * February 28, 2012 |  |  |
| 1. Develop communications in support of education about OCASA’s history/role | * April 1, 2012 |  |  |
| 1. Revise application process | 1. Review application forms (print/online) **and develop member profile portion of form (page 2) (online & hard copy)** | * December 1, 2011 | **Diane will work with online registration consultant and with Ronda for updating hard copy.** |  |
| 1. Determine information to be collected at this stage (member profile) | * January 30, 2012 |  |  |
| 1. Determine process for complimentary membership application | * February 28, 2012 |  |  |
| 1. Develop Recruitment Communications plan: stakeholders |  | * April 1, 2012 |  |  |
| 1. Develop membership conversion plan |  | * April 30, 2012 |  |  |
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| **Phase II: Recruitment Plan Implementation**  **April 2012 – August, 2012** | | | | |
| **Objective** | **Tasks** | **Deadline** | **Responsibility** | **Costs/resources required** |
| Implement Communications Plan: Stakeholders (members, HR, etc.) |  | April 1, 2012 |  |  |
|  | Distribute all hard copy materials as required |  |  |  |
|  |  |  |  |  |
| Implement new hires recruitment (free membership) |  | May 1, 2012 OR  June 1, 2012? |  |  |
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