**When to announce departure of Executive Director**

**Things to consider:**

* Membership still has not been introduced to Zzeem staff who are serving them now, and therefore, no time to start to develop an affinity. There is no relationship at this point.
* There is an emotional element and a relationship with OCASA. One member (a college rep) wanted to cancel his membership after hearing about us outsourcing to an AMC. That is an emotional response.
* Announcing that the AMC is also becoming the ED will require many steps of understanding that the membership has not been taken through yet. And, again, they still have no connection to them.

**Recommendation:**

1. Focus on introducing the new staff team to membership in this next month prior to the AGM. Cindy and Annie will be at the AGM/Monday event. The main content piece is the focus on membership support and development that OCASA so strongly needs right now. This is a very important strategic step to ensure OCASA’s future.
2. Announce Diane’s departure in September – there is still time to process before she leaves end of December, and she will still be available to consult for the year following. Here the message stresses continued sharing of knowledge and support for OCASA in her consulting role.
3. Announce that Zzeem will be the interim ED appointment to give OCASA time to assess its future staffing needs, and what the membership envisions in an ED. The “interim” aspect is suggested because we don’t yet know if we will be satisfied with Zzeem, and if they will fulfill the ED needs as we hope. By making it an interim appointment, it allows more time to test the relationship, and for OCASA to decide if that makes sense moving forward.

**Discussion:**

Announcing Diane’s departure at the AGM (or prior) will potentially create an unnecessary distraction from a PD event. And, as noted above, we’re not convinced that the ground has been tilled enough for this announcement. While telling the membership in June about Diane’s departure is transparent, it might not be the best strategy for supporting our membership.

For the Board’s consideration.