

MEETING AGENDA

	Name	Region/College	Term	
1.	Rick Helman President	East, Loyalist	2009	2013
2.	David Belford Secretary	West, Fanshawe	2011	2014
3.	Bridget Woodcock Treasurer	Central, Humber	2012	2015
4.	Alanna McDonell	East, Algonquin	2011	2014
5.	Greg Murphy	East, Durham	2012	2015
6.	Riley Burton	North, Confederation	2011	2014
7.	Krista Pearson	North, Sault	2012	2015
8.	Jane Cooper	West, Mohawk	2012	2015
<i>Incoming Board members (non-voting)</i>				
9.	Kristi Harrison	Central, Centennial	2013	2016
10.	Celina Mantler	North, Cambrian	2013	2016
<i>Resource present</i>				
11.	Diane Posterski	Executive Director		
12.	Bill Swan	Communications Consultant		
<i>Regrets</i>				
	Chantal Thibout, VP	East, La Cité Collégiale	2011	2014
	Susan Atkinson	Central, Sheridan	2010	2013
	Chris Fliesser	West, Fanshawe Retiree	2010	2013
	Rob Kardas	West, Lambton	2010	2013

Time	Agenda Item #	Agenda Item	Resources
8:00 pm Board Room	1.	Call to Order/Introductions Chair: Rick Helman, President	
	2.	Approval of the Agenda (Motion to approve)	
	3.	Approval of the Meeting Minutes of May 15, 2013 (Motion to approve)	Draft Meeting Minutes
	4.	President's Report – <i>Rick Helman</i> (Motion to receive report)	
8:15 pm	5.	Strategic Directions – <i>Dave Belford</i> Discussion	Membership Strategic Solutions – <i>Background</i>
9:15 pm	6.	Adjournment until next morning, Monday, June 24, 2013 (Motion)	
9:00 am Learning Room # 20	7.	Call to Order/introductions & welcome of college representatives Chair: Rick Helman, President	College Reps joining the meeting will receive the previous Board meeting reports
9:10 am	8.	Membership: <i>Diane Posterski & Dave Belford</i> Membership Update/Trends Membership Development <ul style="list-style-type: none"> • Value proposition – Table groups Discussion • Key strategic imperatives • Recruitment strategies • Membership Policy DRAFT (Motion)	Membership Report Membership Strategic Solutions – <i>Background</i> PPT guiding discussion at meeting
10:10 am	9.	Adjournment (Motion)	
10:10 – 10:30 am		Networking & Refreshment break	
10:30 am – 12:00 pm		CAAT Pension Plan presentation by Derek Dobson, CEO & Plan Manager College Employer Council presentation by Don Sinclair, CEO	

Draft Meeting Minutes

	Name	Region/College	Term	
1.	Rick Helman	East, Loyalist	2009	2013
2.	Rob Kardas	West, Lambton	2010	2013
3.	David Belford	West, Fanshawe	2011	2014
4.	Alanna McDonell	East, Algonquin	2011	2014
5.	Susan Atkinson	Central, Sheridan	2010	2013
6.	Bridget Woodcock	Central, Humber	2012	2015
7.	Krista Pearson	North, Sault	2012	2015
8.	Jane Cooper	West, Mohawk	2012	2015
9.	Chris Fliesser (Past President)	West, Fanshawe	2009	2013
10.	Riley Burton	North, Confederation	2011	2014

Regrets

11.	Greg Murphy	East, Durham	2012	2015
12.	Chantal Thiboutot	East, La Cité Collégiale	2011	2014

Resource

13.	Diane Posterski	OCASA
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Agenda Item #	Agenda Item
1.	<p>Call to Order/Introductions/getting organized Chair: Rick Helman, President</p> <p>Rick 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.</p> <p>Regrets have been confirmed for Chris Fliesser, Susan Atkinson, Chantal Thiboutot.</p>
2.	<p>Approval of the Agenda Motion that the Agenda be approved as circulated. Moved: Chris Fliesser Seconded: Dave Belford Carried</p>
3.	<p>Approval of the Meeting Minutes of February 21, 2013. Motion: That the meeting minutes of February 21, 2013 be approved as circulated. Moved: Alanna McDonell Seconded: Bridget Woodcock Carried</p> <p><u>ACTION: The minutes will be posted to the Board web page.</u></p>
4.	<p>President's Report Rick reviewed his report previously circulated. In particular he highlighted</p>
5.	<p>Policy Discussion:</p> <ul style="list-style-type: none"> • Strategic initiative: Memorandum of Understanding with Colleges <p>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:</p> <ul style="list-style-type: none"> • 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

	<p>It was agreed that this conversation should be continued at the June meeting when we meet face-to-face.</p> <p><u>ACTION: The Executive Committee will ensure this is on the agenda.</u></p> <ul style="list-style-type: none"> 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. <p>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.</p> <p>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.</p> <p>Moved: Chris Fliesser Seconded: Dave Belford Carried</p> <ul style="list-style-type: none"> Membership Policy Statement – based on the previous discussion, this policy will be drafted for Board review at the June meeting.
6.	<p>Committee Reports & Discussion</p> <p>The Reports were reviewed.</p> <p>Member Engagement: discussion around fall webinars:</p> <ul style="list-style-type: none"> 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?) <p>Editorial Board: Diane provided highlights of the new digital format direction for College Administrator. There was general enthusiasm for this direction.</p> <p>Motion: That the committee Reports be received: Moved: Riley Burton Seconded: Rob Kardas Carried.</p>
7.	<p>2012 Financials – Draft Audited Statements</p> <p>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</p>

7.	<p>2012 Financials – Draft Audited Statements</p> <p>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.</p> <p>Motion: That the 2012 Draft Audited Statements be approved and recommended to the Annual General Meeting.</p> <p>Moved: Bridget Woodcock</p> <p>Seconded: Jane Cooper</p> <p>Carried</p>
8.	<p>Membership Update</p> <p>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.</p> <p>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.</p>
9.	<p>Nominations:</p> <ul style="list-style-type: none"> • Still receiving board nominations. One had been received and one intent. One more is needed.
10.	<p>Administration:</p> <p>A reminder that the Board will need to meet following the conference to confirm officers, roughly at 3:00 pm, following the plenary session.</p>
11.	<p>Adjournment at 4:20 pm.</p>

Membership Data May 1 , 2012 - May 15, 2013

COLLEGE	New members	Expired members	Net new members	# New Hires	Net paying members	Total members	% Membership
Algonquin College	7	6	1	2	-1	87	56%
Cambrian College	6	4	2	5	-3	42	68%
Canadore						8	31%
Centennial College	6	5	1	3	-2	41	30%
Collège Boréal	1	0	1	0	1	2	3%
Conestoga						1	1%
Confederation College	7	8	-1	1	-2	44	64%
Durham College	5	0	5	2	3	24	28%
Fanshawe College	4	6	-2	0	-2	57	44%
Fleming College	4	2	2	2	0	16	26%
George Brown College	8	7	1	2	-1	63	34%
Georgian College	11	6	5	1	4	53	42%
Humber						21	8%
La Cite						29	45%
Lambton College	4	2	2	3	-1	17	53%
Loyalist College	3	6	-3	1	-4	27	55%
Mohawk College	3	3	0	2	-2	30	26%
Niagara College	1	4	-3	1	-4	19	22%
Northern College	2	2	0	2	-2	19	66%

Membership Data May 1 , 2012 - May 15, 2013

COLLEGE	New members	Expired members	Net new members	# New Hires	Net paying members	Total members	% Membership
Sault College	2	0	2	1	1	14	31%
Seneca College	7	5	2	3	-1	38	22%
Sheridan College	5	0	5	2	3	27	15%
St. Clair						3	5%
St. Lawrence College	7	0	7	5	2	37	67%
	93	66	27	38	-11	719	

- Therefore, with 719 total members, 38 New Hires (complimentary) we have just 681 paying members.
- Our 2013 budget is based on 700 paying members.

Membership Policy

This policy allows OCASA to be responsive to a changing environment concerning membership categories. Members as defined in the Bylaws have full voting privileges. Other categories shall not be considered Members of the Corporation, unless approved by membership and included in the Bylaws. However, they may enjoy certain privileges akin to those enjoyed by the Members as may be determined by the Board from time to time, provided however that in no case shall such categories be entitled to vote.

The following categories shall be extended:

- 1. Associate Level** in OCASA shall be open to administrative employees:
 - a. in publicly funded Canadian colleges and institutes that do not fall under the OCAAT system but share common interests in professional development, research and employee advocacy;
 - b. administrators working in organizations that are directly linked to the OCAAT sector; or persons who are included as members of the OCAAT pension plan.

The Executive Committee shall determine eligibility for an Associate on a case by-case basis. Unless determined otherwise by the Board, Associates are entitled to receive notice of and to attend meetings of Members.

These Associates shall enjoy all member privileges, with the exception of voting. The entrance fee shall be set by the Board each year.

- 2. Retiree Level** for the purposes of this policy statement is open to all administrative employees who were formerly employed at an OCAAT or a Canadian publically funded college and who are now retired and who would have been eligible for membership in the Corporation when they were last employed at such institution. Unless determined otherwise by the Board, Retirees are entitled to receive notice of and attend meetings of Members. Retiree members are eligible to be Directors of the Corporation only in accordance with the provisions of Article 9.

The entrance fee shall be set by the Board each year.

The method for admitting an Associate or Retiree or other established category of non-voting interests shall be in the manner determined by the Board from time to time.

General trends in membership associations

- Might be too many associations; need to look for collaborative opportunities; might need to broaden mission if too narrow; redefine membership.
(opportunities to broaden membership base, either core or associate)
- Our association brand should be central organizing principal
- “First Globals” - Role of values; intimacy of experiences, not production values
Authenticity, Value, Meaning
- Online communities/social media can’t be ignored
- Associations need to exist to better people’s lives – key to growth
- Members can be engaged in creating materials – “wiki”, evolving manual for example
- Member fee structures are being revisited – core/base level; organizational versus individual; no fee, just product based; tiered memberships
- How are associations planning for economic shifts (declining memberships? Change in demographics?)
- ROI is big for associations – putting a \$ value on member benefits/services
- Need to offer “better” benefits, than previously

Strategic Solution to increasing member value

(most of this material is taken from “Member Services Workshop – Building an irresistible Member Value Proposition” put on by Erin Roberts Partner at Zzeem™)

VALUE PROPOSITION:

Simply put, what is our potential members strongest “pain or desire”? (There is a research protocol to determine this.) We need to exist to make people lives better. *This might be something we could ask members to respond to at the conference.*

How do we mitigate or support it?

For example: isolation – networking/community;

no voice – representation;

no time – well-curated content (website)

Turn this into a statement.

Decision to join is about the member value proposition, not the shopping list of “benefits”. Tell the story – what is the ideal member story?

Where are we a “star” – what do we do?

Need to clearly define our “ideal member” – who are the ones who are already engaged? Our value proposition must speak to a defined person.

SUSTAINABILITY MODEL FOR MEMBERSHIP ORGANIZATIONS:

5 pillars:

1. Regional networks (support organization and give grass roots connectivity – ASA)
2. Stakeholder relations & issues management (support visibility of organization and production of relevant knowledge products)
3. Knowledge products & communication (relevant information – service and revenue opportunity)
4. Events – (PD seminars/workshops)
5. Professional development & certification (increase credibility and member value/ key revenue generator)

The strength of our success in meeting these 5 goals is measurable.

These pillars determine our member services and our value proposition.

MEMBER ENGAGEMENT PROFILE:

Our organization's value proposition is influenced by the frequency with which our organization provides relevant education, information and opportunities for members to interact with each other and engage the organization.

Professional Development	Events	Knowledge Products
Certification/online* learning Webinars	Annual conference	College Administrator Webinars E-blasts Website resources

** Examples of what OCASA currently does.*

Again, Member Engagement is measurable to determine its strength.

CREDIBILITY PROFILE

The higher the sector recognition and credibility we have, the stronger the value proposition.

Areas of credibility:

1. Press activity (mentions in press)
2. Number of competitors (few competitors makes us stronger 0-2)
3. Certification grantor (control certification in sector?)
4. Certification role (entry level education at least?)
5. Brand recognition in sector (how well known are we in sector)
6. Active issues management (advocating/advising on issues that have direct, meaningful impact on members)

MEMBER VALUE – MASLOW'S HIERARCHY OF NEEDS

Professional associations serve the "safety" or second level – helping people be better at their jobs, or security (PD, legal services)

Third level up, "Belonging", is huge for associations – Peer mentoring is an example of something that addresses this.

INCENTIVES TO JOIN

Needs to be concrete incentive to membership: for example, discount on courses; volunteer points against conference fee

KEY GROWTH AREAS FOR OCASA WITH LITTLE COST

The following are examples for discussion purposes

How do we grow our:

Credibility

- have a PR/communications plan in place, including issues management
- Clarify role in offering online courses – determine the most strategic branding of this

Member Engagement Profile

- Website content must be easily accessible, usable and well-organized.
- Identify the influencers/into mentorship
- Surveys

Sustainability Model

- Continue to strengthen local activity – generate usable guides/content (could OCASA provide workshops for local meetings?)
- Identify key knowledge products (i.e. we're going to be the go-to source for new managers – system orientation, connections, webinars, etc.)