

### **Meeting Minutes**

	<b>Name</b>	<b>Region/College</b>	<b>Term</b>	
1.	Krista Pearson President	North, Sault	2012	2017
2.	David Belford Past President	West, Fanshawe	2011	2017
3.	Alanna McDonell Vice President	East, Algonquin	2011	2016
4.	Riley Burton, Secretary	North, Confederation	2011	2016
5.	Greg Murphy Treasurer	East, Durham	2012	2015
6.	Kelly Murray-Scott	West, Lambton	2013	2016
7.	Janine Foster	East, St. Lawrence	2013	2016
8.	Shemeena Shraya	Central, George Brown	2014	2017
9.	Mary Lou McLean	East, Fleming	2015	2018
<b><i>Regrets</i></b>				
10.	Jane Cooper	West, Mohawk	2012	2015
11.	Barb Watts	Central, Georgian	2015	2018
12.	Kristi Harrison	Central, Centennial	2013	2016
<b><i>Resource</i></b>				
	Diane Posterski	Executive Director, OCASA		

Agenda Item #	OCASA Board Meeting Minutes
1.	<p><b>Call to order</b>  <b>Welcome &amp; Call to order</b>  Alanna McDonnell assumed the chair and welcomed everyone to the meeting.</p>
2.	<p><b>Approval of the Agenda</b>  Motion to approve the agenda:    Moved: Greg Murphy  Seconded: Dave Belford  Carried</p>
3.	<p><b>Approval of the Meeting Minutes of February 12, 2016</b>  Motion to approve the Meeting Minutes of February 12, 2016    Moved: Greg Murphy  Seconded: Mary Lou McLean  Carried</p>
4.	<p><b>Executive Director's Report (Appendix 1)– Diane Posterski</b>  Diane reviewed the report providing brief highlights, noting that much of this will be address for discussion purposes in item 6.</p> <ul style="list-style-type: none"> <li>• Membership Report</li> <li>• Business Plan Update</li> <li>• Conference Overview</li> <li>• PD Framework</li> <li>• OCASA Awards</li> <li>• Chairs</li> </ul>
5.	<p><b>CoP Working Group – Final report and update (Appendix 1)</b>  Diane provided more commentary to the update provided with the meeting materials. In particular she highlighted:</p> <ul style="list-style-type: none"> <li>• OCASA's suggestion that, based on the research, system stakeholders would not endorse OCASA as a host for a leadership centre (at least not unanimously)</li> <li>• The report going to CoP will include OCASA as a participant moving forward in the next phase of exploration, should CoP endorse the development of a business plan</li> <li>• While OCASA will not be the "host", support exists for a strong alignment with OCASA moving forward, details of which can't be known, but there is strong support for working with OCASA in the future on this piece.</li> <li>• Implications for OCASA are real, as we need to be robust to be a future</li> </ul>

	participant
6.	<p><b>Strategic Imperatives</b></p> <p>In light of CoP Working Group report, how does OCASA maintain its leadership role, build membership, and become financially robust – all while meeting our strategic priorities. That is, how do we grow? For this discussion:</p> <p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>• <b>Membership:</b> <ul style="list-style-type: none"> <li>○ do we need an expert to consult on this? Perhaps some board PD on this</li> <li>○ We need consistent messaging/tool kit for college reps to forward; needs to be bold – what does OCASA do for you?</li> <li>○ Conference is key; volunteering</li> <li>○ Discussed a card for take away that has messaging on it (bookmark, digital version as well)</li> <li>○ All members are potential recruiters; how do we engage and excite about membership</li> <li>○ Do we need contest/rewards?</li> <li>○ New members need to be contributors</li> <li>○ What is the legacy for seasoned members? Succession planning</li> <li>○ West Jet comparison – this is our organization, we own it.</li> <li>○ Greatest opportunity is to add great value, and membership will grow</li> <li>○ We need to be member focused; member powered – get invested quickly</li> <li>○ Members need more information that the Board has</li> <li>○ Immediate benefit must be realized – join a committee/focus group</li> <li>○ OCASA is small and needs volunteers – many members wouldn't realize this</li> </ul> </li> </ul> <p><b>Action: Janine and Diane will meet to discuss member engagement and recruitment of new members; based on their respective expertise. They will develop a pathway for engaging members, and recruitment of new members. They will also consider the Board meeting agenda item for June 26 (including the college reps) and how to promote, and equip for membership recruitment.</b></p> <ul style="list-style-type: none"> <li>• <b>Professional development:</b> Certification program – do we re-launch it on our own platform? What do members value, does this duplicate or compete with colleges? <ul style="list-style-type: none"> <li>○ Is price point an issue? How do we get others to sign up?</li> <li>○ Is there any risk while we're in discussion with stakeholders? Does it seem counterproductive?</li> <li>○ Do we need to build in commitment from colleges?</li> <li>○ Can we modify into few modules (e.g. 5)?</li> <li>○ We should gather members' input, particularly those who have taken the program to date</li> </ul> </li> </ul>

	<ul style="list-style-type: none"> <li>○ Test demand for courses with colleges as well – list of possibilities; how could you contribute?</li> </ul> <p>There was general consensus that, with consideration to above discussion, the certification program be re-launched.</p> <p><b>Motion:</b> That 1. current participants be consulted on providing the program, and their intention to complete it; and 2. Explore with them and interested colleges, what the program should look like (e.g. 5 modules instead of 8).</p> <p>Moved: Riley Burton Seconded: Dave Belford Carried</p> <p><b>Action: Shemeena and Diane will work to develop the certification re-launch plan.</b></p> <ul style="list-style-type: none"> <li>• <b>PD Framework: On-boarding</b> Steve Robinson had to pull out of the onboarding project for personal reasons and no further work has been completed. Diane wondered if the format needs to be altered, with briefer tutorials. It was agreed that there is an opportunity at the conference to solicit input from attendees to help build this program, in terms of content and potential contributors (“crowdsourcing”).</li> </ul> <p><b>Action: Alanna and Diane will work on developing this engagement piece at the conference.</b></p> <ul style="list-style-type: none"> <li>• <b>Board meeting June 26:</b> We discussed lingering issues/questions: <ul style="list-style-type: none"> <li>○ our goal is to increase membership, so this should be a focus when we meet together with college reps.</li> <li>○ A detailed update about membership services/value should be provided there with testimonials – value statements</li> <li>○ Consideration to ASA best practices, including the Algonquin team</li> <li>○ Providing “sales training” on how to sell OCASA membership</li> <li>○ Consider asking college reps what they would like to engage at the meeting</li> </ul> </li> </ul> <p><b>Action: Diane will survey college reps about their interest, and the Executive Committee will continue to work on the agenda.</b></p>
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**Board of Directors Meeting**  
**Friday, May 6, 2016**  
**2:00 pm – 4:00 pm**

<b>7.</b>	<b>Administration:</b> Next meeting: June 26, 2016 2:00 pm Kingbridge Conference Centre
<b>8.</b>	<b>Adjournment</b> Motion to adjourn: Greg Murphy Seconded: Krista Pearson



## APPENDIX 1 – MEETING MATERIALS

Board of Directors Meeting

Friday, May 6, 2016

2:00 pm – 4:00 pm

### **Executive Director's Report – Diane Posterski**

#### **Membership Report:**

Total Paying members: 590 ( $590 \times \$290 = \$171,000$  versus budget \$179,800)

30 expired memberships since January 2016

New hires complimentary: 88 Total

Since June 2015

June – December 2015	15
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January – March 2016	15
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April – May 2016	21
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Total	51
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Imperative that we connect with these 51 new members.

**Business Plan Update** – see attached report

#### **Conference Overview:**

39 registered from 13 colleges to date. Leaderboard:

Algonquin 9

Fanshawe 9

Georgian 5

**PD Framework:** Steve Robinson has had to withdraw from this project due to work and personal matters. Nothing further has been done on an onboarding program.

**OCASA Awards:** Need nominations

**Chairs network:** Survey has been sent with 27 responses to date. Results will be discussed at the conference.

**CoP Working Group – Update**

**The final report will be completed Friday, May 6 and submitted for the CoP meeting May 17.**

**Key outcomes:**

- General support for a province-wide leadership development support (clear that greater support from smaller/medium-sized colleges)
- Stakeholders surveys and consultations indicate a preference for either CEC or Colleges Ontario to host a provincial effort – not OCASA – as existing structures they already work with. Also, perceived conflict of interest, particularly if OCASA doesn't revise its mandate (that is, cease advocacy). It was OCASA that suggested that a “call” be made, declaring CEC a better fit to host this initiative based on the research of stakeholders.
- Recommendations from the working group include:
  - CoP endorse a task force for phase 2 to develop a business plan, including market analysis, services to be delivered, organizational structure, projected finances and funding model
  - That a small-support service be considered for start-up with minimal risk
  - Consideration be giving to a pilot, single project, or permanent
  - Management training be considered alongside leadership development
  - Online options be considered alongside F2F
  - Consider partnering opportunities (e.g. CICan)
  - Governance/advisory options be considered
- OCASA is thanked for bringing this forward.
- Unofficially, support from the committee is directed towards OCASA's continued involvement with this project. Suggested that future programing include incentives for OCASA membership.

**IMPLICATIONS FOR OCASA**

- Will not secure institutional membership
- Have gained some respect in the short-term and need to leverage this in some way
- Focus on membership, network and products must be defined
- OCASA needs to be poised, robust and ready for partnership conversations in future