



## OCASA Board of Directors Meeting

Toronto, Ontario

Monday, August 22, 2011

8:30 am

### Approved Meeting Minutes

<i><b>Present</b></i>	
President: Rick Helman, Loyalist College	Past President: Chris Fliesser, Fanshawe College
Secretary: Mary Lou Rainville, Canadore College	Director: Rob Kardas, Lambton College
Treasurer: Robert Bentzen, Cambrian College	Director: Alanna McDonell, Algonquin College
Director: Susan Atkinson, Sheridan College	Director: Chantal Thiboutot, La Cité collégiale
Director: Riley Burton, Confederation College	
Director: Bob Eichvald, George Brown College	<i><b>Regrets</b> Director: David Belford, Fanshawe College</i>
<i><b>Resource</b></i> Diane Posterski, Executive Director, OCASA	<i>Vice President: Sheryl Furlonger, Confederation College</i>

### **Actions items:**

1. **Diane Posterski** will set up a meeting with **Alanna McDonell and Chantal Thiboutot** to review the language and format of the strategic plan.
2. **Diane Posterski** will set up a meeting with **Riley Burton, Rob Kardas, Bob Eichvald, Alanna McDonell** to form a working group on member engagement.
3. **Diane Posterski** will provide the strategic overview to the Board by the week's end.
4. **All board members** agreed to respond to emails within three days if possible, noting specific actions requested of board. This is set to accomplish work between board meetings.

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Agenda Item #	Agenda Item
1.	<p><b>Call to Order/Introductions</b></p> <p>Chair: Rick Helman, President</p> <ul style="list-style-type: none"> <li>• Rick welcomed everyone and thanked Council and Colleges Ontario for their hospitality.</li> <li>• Everyone introduced himself or herself.</li> <li>• Rick gave opening remarks encouraging the use of time and talent of board members, passion for the work, and leaving our mark this year.</li> <li>• The previous night, an informal discussion focused on the next seven months in order to focus on a short-term period that can be measurable at the end.</li> </ul>
2.	<p><b>Approval of the Agenda</b></p> <p><u>Motion: That the agenda be approved as circulated.</u></p> <p>Moved by: Chris Fliesser          Seconded by: Susan Atkinson          Carried</p>
3.	<p><b>Approval of the Meeting Minutes of Monday, June 20, 2011.</b></p> <p>It was noted that the date was incorrect at the top of the minutes. The date would be changed to June 20.</p> <p><u>Motion: That the Meeting Minutes of Monday, June 20, 2011 and Monday, June 30, 2011 be approved.</u></p> <p>Moved by: Rob Kardas          Seconded by: Robert Bentzen          Carried</p>
4.	<p><b>Overview &amp; Orientation</b></p> <p>Rick Helman reviewed the Board manual:</p> <ul style="list-style-type: none"> <li>• board member roles, responsibilities, expectations</li> <li>• provincial partnerships and relationships</li> <li>• existing committee structure</li> <li>• meeting procedures and rules of order</li> <li>• schedule of meetings (Appendix 1)</li> </ul> <p>Diane Posterski will update the materials and post online. It was agreed that having materials online was preferable to having a binder.</p>

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5.	<p><b>Strategic Priorities Discussion</b></p> <p>The current strategic plan was reviewed. Significant discussion noted the following issues:</p> <ul style="list-style-type: none"> <li>• ordering of priorities should be reviewed, as well as the use of numbers</li> <li>• Some language updates are needed</li> <li>• Clarification around strategy and tactic, and the intended audience</li> </ul> <p>It was agreed that the strategic plan would be reviewed, recommending updates by an ad hoc committee including: Alanna McDonell, Chantal Thiboutot and Diane Posterski. These recommendations will be brought to the next board meeting.</p> <p><b>ACTION: Diane Posterski will set up this meeting prior to the next board meeting.</b></p>
6.	<p><b><i>Coffee Break &amp; conversation with Linda Franklin, CEO &amp; President, Colleges Ontario</i></b></p> <p>Linda Franklin provided an engaging overview of the issues facing the system, the political environment, and how OCASA can also engage in the discussion. In particular, the strength of the college system was noted, but more challenging years are expected ahead. New efficiencies and new markets will have to be identified, with a broader view of where competition comes from, including online and global markets.</p>
7.	<p><b>Member engagement</b> (Appendix 2)</p> <p>Diane Posterski offered a framework for discussion about member engagement focusing on the “relationship curve” (awareness, preference, trial, commitment).</p> <p>A full discussion explored the role of local ASAs, use of online video, regular follow up with members, mentorship, community/networks. It was agreed that awareness is the greatest challenge.</p> <p>A new hires strategy was also identified as a key initiative, with some consideration given to complimentary membership for all new hires.</p> <p>It was agreed that a working group should meet to determine a plan for approaching membership engagement, including recruitment strategies. This working group will provide recommendations for a committee structure, key objectives, and the viability of a new hires strategy.</p> <p>Members agreeing to be a part of this working group:</p> <p>Riley Burton, Rob Kardas, Bob Eichvald, Alanna McDonell</p> <p><b>ACTION: Diane Posterski will set up this meeting prior to the next board meeting.</b></p>

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	<p><b>Lunch</b></p> <p>Don Sinclair, CEO &amp; President, College Employer Council (CEC) and Mary Hofweller, Director, Benefits and Compensation, CEC joined the board for lunch. Don provided an overview of the role of the Council and the governance structure. Following this presentation, Mary Hofweller gave the Board a tour of the Colleges Ontario and CEC offices.</p>
8.	<p><b>Next steps:</b></p> <p>An overview of strategic initiatives completed to date and remaining for the 2011 will be compiled for sharing with members. Additional priorities will be added:</p> <ul style="list-style-type: none"> <li>• Board will make welcome phone call to new members up to last 12 months (names will be divided)</li> <li>• Mentorship: steps will be taken to identify members willing to be a “mentor”, including defining expectations</li> <li>• New hires strategy: will be developed over the next few months</li> <li>• Position paper on bill 16: consideration will be given for communications firm to take on this specific</li> <li>• Research – how will jobs change in next 10 years</li> <li>• Emphasis will be given to develop community, connectivity, collegial, support</li> <li>• Business development will be added to the Board agenda on an ongoing basis.</li> </ul> <p><b>ACTION: Diane Posterski will provide the strategic overview to the Board by the week's end.</b></p>
9.	<p><b>Adjournment (2:00 pm)</b></p> <p>Motion: That the meeting be adjourned.        Moved: Alanna McDonell,        Seconded: Rob Kardas</p>



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### **Appendix 1: Meeting Times**

#### **Board videoconferences:**

Thursday, November 17, 2011

9:30 am – 10:30 am

Friday, February 10, 2012

9:30 am – 10:30 am

#### **Board face-to-face meeting:**

Monday, June 25, 2012

Blue Mountain Resort, Collingwood

#### **Executive Teleconference meetings:**

Thursday, October 13, 2011

9:00 am – 10:00 am

Thursday, January 19, 2012

9:00 am – 10:00 am