



OCASA Board of Directors Meeting
Blue Mountain Resort, Collingwood, Ontario
Tuesday, June 20, 2011

Approved Minutes

<i>Present</i>	
Chris Fliesser, Fanshawe College <i>(President)</i>	Sheryl Furlonger, Confederation College <i>(Vice President)</i>
Rick Helman, Loyalist College <i>(Treasurer)</i>	Jim Whiteway, Loyalist College <i>(Past President)</i>
Rob Kardas, Lambton College	Wanda Forsythe, Seneca College
Bob Eichvald, George Brown College	Susan Atkinson, Sheridan College
Don Young, St. Lawrence College	
<i>Resource:</i> Diane Posterski	
<i>Regrets</i>	
Robert Bentzen, Cambrian College	Mary Lou Rainville, Canadore College <i>(Secretary)</i>



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Agenda Item #	Agenda Item
1.	Call to Order/Introductions Chair: Chris Fliesser, President
2.	Approval of the Agenda <u>Motion: That the agenda be approved as circulated.</u> Moved: Rob Kardas Seconded: Sheryl Furlonger Carried
3.	Approval of the Meeting Minutes of February 17, 2011 meeting minutes <u>Motion: That the Meeting Minutes of February 17, 2011 be approved.</u> Moved: Jim Whiteway Seconded: Rob Kardas Carried
4.	<p>Reports (full reports can be found in <i>Appendix 1</i>)</p> <ul style="list-style-type: none"> a. President's Report: Chris Fliesser reported on the activities of the executive committee, focusing on advocacy. He deferred some of his report to the Executive Director, as there was some overlap of content. <u>Motion: That the President's report be accepted.</u> Moved: Wanda Forsythe Seconded: Rick Helman Carried b. Executive Director's Report: Diane Posterski provided an overview of her activities within the goals of the strategic plan. The key highlight was the recent presentation to the Committee of Presidents. <u>Motion: That the Executive Director's report be accepted.</u> Moved: Sheryl Furlonger Seconded: Rob Kardas Carried c. Treasurer's Report: Rick Helman <ul style="list-style-type: none"> i. 2010 Audited Statements: Rick reviewed the Audited Statements as presented by the accounting firm, Douglas R. Freeman. Motion: That the Treasurer's Report be received: Moved: Rick Helman Seconded: Sheryl Furlonger Carried ii. 2011 Revised Budget: Based on year-to-date financials and projections to



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	<p>the end of 2011, a revised budget was presented: Total Revenues: \$254,810 Total Expenses: \$253,407 Net impact on reserves: \$1,403 Motion: That the 2011 Revised Budget be approved. Moved: Rick Helman Seconded: Wanda Forsythe Carried</p> <p>iii. Committee Reports: Reports were reviewed briefly. It was noted that some committees and chairs need reassignment given changes to the Board. The August Board meeting will address this issue. Motion: That the Committee Reports be received. Moved: Sheryl Furlonger Seconded: Rob Kardas Carried</p>
5.	<p>Discussion Items <i>Appendix 2</i></p> <p>The Board met in table groups to discuss three key issues:</p> <ul style="list-style-type: none"> a. Certification program: do we open this to non-members? b. Communications: what strategies do we need for member engagement? c. Membership Development: What are some new approaches? <p>Summary notes are included in Appendix 2.</p> <p>The following items were table to the next board meeting:</p> <ul style="list-style-type: none"> d. College Administrator: Vision, mission & goals? e. Code of Conduct: review of Commitment to Professionalism
6.	New Business: None
7.	Chris thanked everyone for attending the meeting.
8.	<p>Adjournment</p> <p>Motion: That the Board of Directors be adjourned until the meeting scheduled for June 21, 2011 following the AGM. Moved: Wanda Forsythe Seconded: Sheryl Furlonger Carried</p> <p><i>(NOTE: the June 21, 2011 meeting was rescheduled for June 30, 2011 following this meeting.)</i></p>

a. President's Report: Chris Fliesser**1. Advocacy:****a. CoP: May 17**

ED (Diane) and President (Chris) made a presentation to CoP highlighting OCASA's role as a professional association, and the value it brings to the college system. Embracing OCASA as a professional association opens new opportunities for partnership and added value to the system.

The reception was very positive, and in-camera discussion following the presentation was summarized by these notes:

OCASA update

Diane Posterski, the executive director of the Ontario College Administrative Staff Association (OCASA), spoke to presidents about the role OCASA plays in providing professional development opportunities and support for administrative staff in the colleges. She said OCASA is sometimes mistaken for a "union" but it is actually a professional association that advocates for administrative staff, much as Colleges Ontario advocates for the college sector. She said OCASA wants to open a new discussion that recognizes the positive, collaborative role OCASA intends to play in colleges. OCASA is currently represented in 14 colleges and Posterski encouraged college presidents to help promote greater awareness of OCASA among staff. Following the presentation, a number of presidents spoke highly of the role of OCASA in their institutions. COP agreed that while OCASA's role in an individual college is a local issue, it would be helpful for the colleges' Human Resources Coordinating Committee and OCASA to work together to identify opportunities to work positively and collaboratively and they requested that the two organizations meet to start this dialogue.

b. ACC: May 18 meeting, following CoP Meeting.

The agenda was largely an information-sharing meeting. Discussion included:

- CEC updates about Leadership Competencies survey; strategic planning process
- Report from CoP by Don Lovisa (confirming notes above)
- Agreement to form ad hoc committee to do annual review of Terms and Conditions of Employment

c. HRCC: Executive Director (Diane) met with co-chairs of HRCC May 16, and will continue building this relationship with HRCC. They meet June 21 for a strategic planning process.**2. Executive Committee report will follow in board reports.**

b. Executive Director's Report: Diane Posterski

1. Advocacy

The system recognizes the value and professional contributions of administrative staff at all levels.

Key Successes: demonstrative support from Colleges Ontario, CoP, CEC, through participation at OCASA events, public endorsement, ongoing dialogue.

Next steps: support from HR community, MTCU

- Colleges Ontario: Met with Linda Franklin in April and as a result was invited to the CoP meeting. She also committed herself to continue on with ACC, and to help in selecting presidents for that committee.
- CoP meeting – Prepared and made presentation for CoP May 16. First had background conversations with Don Lovisa (President, Durham College), executive members and Don Sinclair (Council). Presidents confirmed their support of OCASA as a professional association and its value to the system. The “new” conversation has begun and OCASA will be exploring opportunities for collaboration with HRCC. Already, there has been renewed interest from a few colleges to revitalize their membership. (This presentation will be made at AGM as well.)
- CEC (College Employer Council): Continue to dialogue regularly with Don Sinclair about emerging issues in preparation for ACC meetings.
- Bill 16: Looking forward to April 1, 2012 end of wage restraint – already in discussions at ACC (Administrative Consultative Committee) about coming out of this, compression issues for some paybands. Will be working on ministry advocacy over the summer, based on external relations plan proposed from consultant (need to find new consultant).
- Terms & Conditions of Employment: special committee of the ACC providing an annual review over the summer. OCASA will be participating in this review.

2. Professional Excellence

The system embraces administrative excellence as a core value.

Key Successes: successful launch of certification/online learning; broad engagement on CA editorial board; support for PD Conference.

Next steps: increase support for certification; building professional network of engaged members, around events, online learning, ASAs.

- Launched Certification program March 7
 - Working steadily with CHERD team, instructors and students to launch program with three courses this spring
 - Surveys at end of each course by CHERD; I conducted some personal phone interviews of students
 - 22 registrants, 13 individuals enrolled across three courses
 - Marketing based on testimonials will be developed for fall/winter
 - Full report under PD committee report
- PD conference:
 - Worked with planning team throughout year
 - Largest attendance yet, with almost 100 registrants plus guest and facilitators

- Seems to be growing in recognition of the event, and interest in participating (VPs this year)
 - Centennial College sponsors 10 admin staff to attend (member/non-member) each year
- *College Administrator* journal continues to capture insights and information for college administrators
 - Working with editorial board to further define mission and goals of CA.
- Working with Nelligan O'Brien Payne on developing webinars. Webinar on Bill 168 and legislative compliance is scheduled for last part of August.
- Professional network:
 - PR Grad students prepared a report on membership engagement (will be part of board discussion about communications and member engagement)
 - LinkedIn attempted on a small scale, with limited success
 - Attended workshop on social networking at PD conference in February as part of learning for OCASA

3. Leadership

Critical discourse on relevant issues will positively influence the system.

Key Successes: Think Tank discussions; involvement of partners in conference.

Next steps: Follow up with white papers, actionable plans and respond to Council's work on leadership competencies.

- Forum for critical discourse: three think tanks at conference dealing with:
 1. Building leadership capacity
 2. Battling bureaucracy
 3. Digitizing higher education (featuring Algonquin's recent move to digitizing with Adobe agreement)
 4. Watch for outcomes / whitepapers following conference
- Leadership opportunities: responding to Council's recent survey exploring leadership competencies needed in colleges, interest in consultation around this
- Invitations to Council, Colleges Ontario, College Student Alliance and Ministry to be involved in conference. Ministry officials are otherwise occupied at this time, but other three partners will have representation. Also, three VPs on panel.

4. Credibility

OCASA's membership will be representative of Ontario college administrative staff.

Key Successes: endorsement of presidents; work with ASAs

Next steps: develop membership recruitment strategic plan that will build on system support.

- Effective communications:
 - Key issue: board of directors will be spending time on strategic directions for member engagement and communications at June 20 board meeting
 - Distributed 1000 hard copy post-cards to strategically selected campuses advertising conference on one side and membership on the other (April)
 - New graphic designs for OCASA communications have been developed for conference, banner

- Redesigned Website launched April 1 of this year; new parallel French site, still needing further translation
- Designed email messages that could be forwarded to non-members by members
- Where possible, translation is being offered. Still difficult on quick turn around items.
- Membership development
 - GTA colleges are focus for ASA and member development
 - Worked with PR grad students at Loyalist college on membership development proposal
 - This is a key issue moving forward, with significant turnover in system, OCASA is exploring new strategies and processes for membership recruitment. We are considering a centralized approach to support local recruitment.
 - Recruitment materials will be revamped over summer
 - Recruitment resources are being added to website under “Membership”
- Local ASA Development
 - Best practices and increased support for ASAs have been developed – OCASA offers election & survey support, website space and information gathering support
 - ASA resources are available online under “About us”
 - New ASA development is happening at George Brown, Mohawk, Sheridan (the strength at individual colleges, adds strength to all members); Sault College is revitalizing their ASA and has requested a fall visit.
- Met with CoP and will build on this at individual colleges, meeting with senior leadership team. We now have a common language to discuss OCASA’s role at colleges. Will look to meet with Seneca and Centennial leadership over the summer.
- Retiree members:
 - Working with two retiree members on developing a mentorship program for retirees and active employees. There is interest on both sides. This is a unique offering in the system.
 - Still need a better system of informing retirees about membership. This will be part of the membership materials review this summer.

5. Sustainability

OCASA will provide exceptional member value that is recognized by the system, and supported by sound business practices.

Key Successes: Positive step forward in partnering with Adobe Systems. This is a template for how to bring other partners into OCASA.

Next steps: Member survey; building partnerships with other partners in next quarter to work towards spring conference; legislative compliance.

- Green: New promotional products (pens/pads) are all eco friendly products
- Reviewing “Commitment to Professionalism” at Board meeting, ensuring it meets our commitment to professional conduct and ethical standards.
- member survey at end of summer to support continuous improvement in member value through products and service; consideration of new committee addressing marketing/membership
- Sponsorship development:

- gained Adobe Systems Canada as a platinum sponsor, moved three other sponsors to platinum level
- was not successful in generating an exhibitors' showcase for technology/innovation at conference
- OCASA staff will be taking Bill 168/AODA training through online training with Durham College in support of legislative compliance in these areas. This will give us compliance on the training side.
- Transparency with partners and members is maintained through regular email communications. Partners such as Council, CoP and HRCC are always kept apprised of key developments/communications that might impact their constituents.

2. Member Communications Overview

Time Period: March 1 – June 13, 2011

Email: 35 messages sent from OCASA office to members, partners, media, Board

All member emails:

- 20 sent
- Open rate: 15% -22% is the average rate. The industry average rate is 18%.
- Click through rates are quite a bit higher, reaching 44% with "OCASA meets CoP" email. Industry average is just 11%.

Interesting notes:

- Notice about Durham Flash Mob had **38% open rate** and **65% click through rate**
- Email messages sent to target groups (i.e. board, partners) tend to have higher open rates and click through rates.

Other communications:

College Administrator (Distribution 3000)

Post Cards (1000 distributed, largely in GTA)

Letters (Snail mail) welcoming new members

3. Membership Stats

Membership Stats at March 31, 2011										
Region	2009/10 Admin Staff *	2008/09 Admin Staff *	Jan-10	Jan-11	Mar-11	% Membership	ACTIVE ASA	ASA Fees	"Dormant ASA"	ASA forming
EAST										
Algonquin	158	149	88	91	89	58%	yes			
Durham	89	103	18	19	18	21%				Maybe
Fleming	50	51	14	13	13	26%	yes			
La Cité	57	61	35	34	34	60%	yes			
Loyalist	45	45	27	29	30	64%	yes	yes		
St. Lawrence	45	42	22	30	32	67%				
REGIONAL TOTALS	444	451	204	216	216	49%				
NORTH										
Boréal	61	58	7	4	3	7%				
Cambrian	63	60	38	39	39	62%	yes			
Canadore	23	26	9	9	8	39%				Maybe
Confederation	66	66	45	45	45	68%	yes			
Northern	22	22	11	13	13	59%	yes			
Sault	43	42	14	15	15	35%	Revitalizing in September! Have asked for a visit			
REGIONAL TOTALS	278	274	124	125	123	45%				
CENTRAL										
Centennial	126	117	41	46	46	37%	yes			
George Brown	178	163	66	66	66	37%	yes			
Georgian	106	104	51	50	50	47%	yes			
Humber	208	198	27	27	27	13%				
Seneca	156	160	33	35	36	22%				
Sheridan	147	140	20	23	22	16%				yes
REGIONAL TOTALS	921	882	238	247	247	27%				
WEST										
Conestoga	101	91	1	1	2	1%				
Fanshawe	123	116	57	58	57	47%	yes	yes		
Lambton	28	29	11	14	14	50%	yes			
Mohawk	91	98	39	36	36	40%	yes			
Niagara	78	71	33	30	30	38%	maybe			
St. Clair	52	57	3	3	3	6%				
REGIONAL TOTALS	473	462	144	142	142	30%				
PROVINCIAL TOTALS	2116	2069	710	730	728	34%				
Associate members			3	7	7					
Total Members				737	735	713				
* Based on Council Statistics										

c. Treasurer's Report: Rick Helman

1. Business arising: E-commerce update

- Pay Pal has its limits and the no-cost option often creates frustration for customers (extra steps); the Pro version allows you to stay on the page, but costs/fees are incurred.
- OCASA's online registration provider is moving away from Moneris due to increased costs; they recommend another merchant provider, Beanstream. This looks very promising but we have purposely waited until the end of the conference to explore fully as it is not advisable to switch providers mid-stream in an event.

2. 2010 Audited Statements

3. 2011 Year-to-date Financials

4. 2011 Revised Budget

Motion #1:

That the Treasurer's Report be received.

Motion #2:

That the 2011 Revised Budget be approved.

ONTARIO COLLEGE ADMINISTRATIVE
STAFF ASSOCIATION/ASSOCIATION
DU PERSONNEL ADMINISTRATIF
DES COLLEGES DE L'ONTARIO

FINANCIAL STATEMENTS
FOR THE YEAR ENDED
DECEMBER 31, 2010

Douglas R. Freeman, B.A., C.A.

Chartered Accountant



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INDEPENDENT AUDITOR'S REPORT

To The Members

Ontario College Administrative Staff Association/Association du Personnel
Administratif des Colleges de L'Ontario

I have audited the accompanying financial statements of Ontario College Administrative Staff Association/Association de Personnel Administratif des Colleges de L'Ontario which comprise the balance sheet as at December 31, 2010 and the statements of earnings, retained earnings and cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian general accepted accounting principles and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditor's Responsibility

My responsibility is to express an opinion on these financial statements based on our audit. I conducted my audit in accordance with Canadian generally accepted auditing standards. Those standards require that I comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

I believe that the audit evidence I have obtained is sufficient and appropriate to provide a basis for my audit opinion.

Opinion

In my opinion, the financial statements present fairly, in all material respects, the financial position of the company as at December 31, 2010 and of its financial performance and its cash flows for the year then ended in accordance with Canadian generally accepted accounting principles.

Douglas R. Freeman, Chartered Accountant
Licensed Public Accountant
April 5, 2011
Oshawa, Ontario

**ONTARIO COLLEGE ADMINISTRATIVE STAFF ASSOCIATION/ASSOCIATION DU
PERSONNEL ADMINISTRATIF DES COLLEGES DE L'ONTARIO**

STATEMENT OF REVENUES AND EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 2010

	<u>2010</u>	<u>2009</u> (Note 3)
Revenues		
Memberships	\$190,664	\$187,795
Interest Income	115	76
Other	<u>48,130</u>	<u>43,467</u>
	<u>238,909</u>	<u>231,338</u>
Expenses (Schedule A)		
Recruitment Expenses	2,160	3,437
Communication Expenses	15,668	17,255
Member Service Expenses	65,557	50,191
Administration Expenses	<u>162,352</u>	<u>151,488</u>
	<u>245,737</u>	<u>222,371</u>
Surplus (Deficit) For The Year	(6,828)	8,967
Opening Surplus	<u>35,766</u>	<u>26,799</u>
Closing Surplus	<u>\$ 28,938</u>	<u>\$ 35,766</u>

ONTARIO COLLEGE ADMINISTRATIVE STAFF ASSOCIATION/ASSOCIATION DU **SCHEDULE A**
PERSONNEL ADMINISTRATIF DES COLLEGES DE L'ONTARIO

SCHEDULE OF EXPENSES

FOR THE YEAR ENDED DECEMBER 31, 2010

	<u>2010</u>	<u>2009</u> (Note 3)
Recruitment Expenses		
Recruitment Fund	\$ 2,160	\$ 2,666
Printing and Mailing	<u>-</u>	<u>771</u>
	<u>\$ 2,160</u>	<u>\$ 3,437</u>
Communication Expenses		
Translation	\$ 1,470	\$ 2,592
General	3,019	-
Consulting	7,000	7,000
Website	<u>4,179</u>	<u>7,663</u>
	<u>\$ 15,668</u>	<u>\$ 17,255</u>
Membership Services Expenses		
Excellence Awards	\$ 2,048	\$ 2,386
PD Conference	47,779	33,356
AGM	6,350	6,837
Legal Consultation Services	7,110	7,015
Professional Development	<u>2,270</u>	<u>597</u>
	<u>\$ 65,557</u>	<u>\$ 50,191</u>
Administration Expenses		
Executive Meetings	\$ -	\$ 2,211
Fall General Meeting	-	9,769
Telephone/Fax	4,791	4,649
Bank Charges	174	172
Audit Fees	1,911	1,953
Printing	1,968	1,230
Postage/Courier	2,324	2,005
Wages and Benefits	113,867	106,473
Office Supplies and Equipment	6,423	5,743
Travel and Mileage	10,721	4,332
Rent	6,769	6,521
Legal Fees	9,513	2,953
Miscellaneous Administrative	<u>3,891</u>	<u>3,477</u>
	<u>\$162,352</u>	<u>\$151,488</u>

**ONTARIO COLLEGE ADMINISTRATIVE STAFF ASSOCIATION/ASSOCIATION DU
PERSONNEL ADMINISTRATIF DES COLLEGES DE L'ONTARIO**

BALANCE SHEET

AS AT DECEMBER 31, 2010

	<u>2010</u>	<u>2009</u> (Note 3)
<u>ASSETS</u>		
Current		
Bank	\$ 3,054	\$ 19,306
Investments (Note 2)	5,056	-
Accrued Receivable	28,566	17,978
Prepaid Expenses	<u>6,835</u>	<u>4,586</u>
	<u>\$ 43,511</u>	<u>\$ 41,870</u>

Approved By The Board:

_____, Director

_____, Director

**ONTARIO COLLEGE ADMINISTRATIVE STAFF ASSOCIATION/ASSOCIATION DU
PERSONNELL ADMINISTRATIF DES COLLEGES DE L'ONTARIO**

BALANCE SHEET

AS AT DECEMBER 31, 2010

	<u>2010</u>	<u>2009</u> (Note 3)
<u>LIABILITIES</u>		
Current		
Accounts Payable and Accrued Charges	<u>\$ 14,573</u>	<u>\$ 6,104</u>
<u>CAPITAL</u>		
Surplus	<u>28,938</u>	<u>35,766</u>
	<u>\$ 43,511</u>	<u>\$ 41,870</u>

**ONTARIO COLLEGE ADMINISTRATIVE STAFF ASSOCIATION/ASSOCIATION DU
PERSONNEL ADMINISTRATIF DES COLLEGES DE L'ONTARIO**

NOTES TO THE FINANCIAL STATEMENTS

AS AT DECEMBER 31, 2010

1. Incorporation/Purpose

The corporation was incorporated on September 30, 2008 for the purpose of pursuing and fostering the interests of its members as employees of Ontario Colleges by developing proficiency and professional excellence, developing and presenting a common position of issues and achieving through negotiation the best possible terms and conditions of employment.

2. Investments

The organization's short term investments consist of the following:

<u>Issue Date</u>	<u>Maturity Date</u>	<u>Rate</u>	<u>Value at 12/31/10</u>
May 25, 2010	May 25, 2011	1.85%	\$5,056

3. Financial Instruments

The corporation's financial instruments consist of cash, accounts receivable, accounts payable and accruals. Unless otherwise noted, it is the directors' opinion that the corporation is not exposed to significant interest rate or credit risks arising from its financial instruments and that the fair values of its financial instruments approximate their carrying value.

ONTARIO COLLEGES ADMINSTRATIVE STAFF ASSOCIATION (OCASA/APACO)



Approved Budget 2011	Year-to-date at March 31, 2011	REVISED Budget 2011	Increase/ (Decrease over Original Budget
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DRAFT - June 20, 2011

REVENUES:

1	Memberships	197,425	63,935	197,425	-
2	Retiree Members	2,000	300	1,500	(500)
3	Interest Income	100	3	25	(75)
4	Annual PD Conference:	45,000	19,240	45,810	810
	i Registrations	35,000	18,490	37,810	
	ii Sponsorships	10,000	750	8,000	
5	"College Administrator" Magazine	5,000	17,260	6,000	1,000
6	Other revenues: (<i>Affinity Programs</i>)	2,325	220	4,050	1,725
	i CHERD revenues	1,125	-	2,250	
	ii Annual Sponsorships/web advertising	1,000	-	1,500	
	iii Johnson Insurance Admin. Revenues	200	220	300	
TOTAL Revenues		251,850	100,957	254,810	2,960

EXPENSES:

Member Support, Services and Development

7	Provincial Representation:	7,050	1,177	7,050	-
	i ACC/OCASA	1,500	151	1,500	
	ii CAAT Pension	500	57	500	
	iii Insured Benefits Cttee	1,500	504	1,500	
	iv Retiree Benefits Cttee	300	-	300	
	v CollegesOntario Conference	2,500	-	2,500	
	vi Other	750	464	750	
8	Member Services:	14,500	4,485	18,750	4,250
	i Legal Consultations	5,000	4,879	10,000	
	ii Excellence Awards	1,500	-	750	
	iii Members' Bursary	2,000	-	2,000	
	iv Research	1,000	209	1,000	
	v. Website/Technology	5,000	603	5,000	
9	Professional Development:	43,000	8,994	47,208	4,208
	i Annual PD Conference	40,000	8,447	44,208	
	ii Members	1,000	32	1,000	
	iii Staff and Board	2,000	514	2,000	
10	General Meetings:	10,500	-	10,500	-
	i Annual Business Meeting	7,000	-	7,000	
	ii Fall Business Meeting	-	-	-	
	iii Board Meetings	3,500	-	3,500	
11	Recruitment:	7,250	1,951	7,750	500
	i College Visits	2,000	487	2,000	
	ii Recruitment Fund Grants	3,000	-	3,000	
	iii Promo Products	750	1,250	1,250	
	iv Other	1,500	214	1,500	
12	Other Marketing/Communications:	18,810	4,784	19,060	250

i	Communications Consultant	14,310	3,880	14,310	
ii	College Administrator Magazine	1,000	71	1,000	
iii	Translation Services	3,000	509	3,000	
iv	Other (Design)	500	325	750	
TOTAL Member Support, Services and Development		101,110	21,391	110,318	9,208
Office and Administration:					
i	Office personnel	123,434	52,059	119,839	
ii	Premises Costs	8,000	4,657	8,000	
iii	Bank Services	2,000	1,069	2,000	
iv	Telecommunications	3,700	1,163	3,700	
v	Professional Fees (Legal; Audit)	4,000 -	371	4,000	
vi	Postage/Courier	1,800	-	1,800	
vii	Printing	250	-	250	
viii	Travel Misc.	500	63	500	
ix	Supplies and Other	1,500	641	1,500	
x	Furniture / Equipment	1,300	-	1,500	
xi	D & O / Fudiciary Insurance	750	-	-	
xii	Miscellaneous	750	-	-	
TOTAL Office and Administration:		147,984	59,281	143,089	(4,895)
TOTAL Expenses		249,094	80,672	253,407	4,313
NET IMPACT on RESERVES		2,756	20,285	1,403	(1,353)

d. Board Committee Reports

Committee: Executive Committee

Chair: Chris Fliesser

Mandate: Act for the Board on urgent matters arising between regular Board meetings in cases where it is not possible to convene a meeting of the Board, and to conduct other business as delegated by the Board to the committee.

Recent Meetings: April 7, 2011

Agenda/Decisions

1. Board of Directors: strategies for succession planning
2. Advocacy: Bill 168 – developed communiqué for members
3. Paybands 5-8 advocacy: working to include this group in the conference
4. 2011 Financials: Concern about legal services budget line exceeding budget

Next steps:

Next meeting: Fall TBA

Motions before the Board: None

Committee: Governance Committee

http://www.ocasa.on.ca/governance_committee

Chair: Chris Fliesser

Mandate: The purpose of the Governance Committee is to advise and assist the board to fulfill its legal, ethical, and functional responsibilities through adequate governance policy development, recruitment strategies, training programs, monitoring of board activities, and evaluation of board members' performance.

Recent Meetings: May 26, 2011

Agenda/Decisions: 1. Board nominations were reviewed. With just three nominations in, Wanda agreed to try to find a board member from Seneca College

Next steps: Work on succession planning for leadership on board.
Board process evaluation following June 20 board meeting.

Next meeting: TBA.

Motions before the Board: None.
Would like Board to review code of conduct.

Committee: Professional Development Committee
CHERD Steering Sub-Committee

Chair: Mary Lou Rainville

Mandate: (this mandate has not been formalized)
To help OCASA meet its strategic goal around PD, including member needs assessments, program development and promotion.

Recent Meetings: The PD Committee has not met since the spring as the focus has been on the certification program.

CHERD Steering Committee met on: February 3, 2011

No Meetings since the last board meeting.

- Updates**
- First three courses have run, with 22 registrations across the three courses, representing 13 individual
 - Innovation in Administration is set to run in October, will also re-offer spring courses next year
 - Colleges represented in registration to date:
 - Georgian College
 - Confederation College
 - Algonquin College
 - St. Lawrence College
 - Conestoga College
 - Sheridan College
 - George Brown College
 - The Michener Institute
 - Seneca College
 - More courses will be in development
 - Fifth course will be strategic planning, in collaboration with the innovation course

- Next steps:**
- Continue marketing the program (info sessions, CA)
 - Continue to develop courses
 - Working with CHERD to improve orientation for instructors and students.
 - Communications with registrants to monitor through program

Next meeting: TBA.

Motions before the Board: None.

a. Certification program: do we open this to non-members?

Issues:

- Risk in offering to non-administrators/non-members – should be benefit to members
- Diversity in conversation with broader participation, balanced with a loss of *safe space* for administrators (*editors choice of phrase*).
- Strength of facilitator will shape experience
- OCASA wants to offer positive PD experience for all administrators, but still bring exclusive value to members
- Decision should work towards encouraging membership, while providing excellent PD

Suggestions/recommendations:

- additional fee to non-members for first course, then second course payment includes one-year's membership
- two-tiered structure, would encourage membership at some point
- if open to non-admin, should be a separate cohort

In general, there was strong interest in offering a two-tiered fee structure of some kind, noting that OCASA members receive a “discounted” rate. There was also some discomfort in making any decisions about non-admin at this point; we should focus on admin for now.

Next steps:

1. Diane Posterski will meet with CHERD to discuss the fee structure options that they can process from their end.
2. The Board will revisit this item in August.

b. Communications: what strategies do we need for member engagement?

General observations:

- Message must be consistent with messaging given at CoP - “new conversation”
- Linked in is used by many and might still be a good media tool
- Email sent by OCASA about Durham flash mob showed the high interest in what other colleges are doing (based on click through rate); let OCASA know
- Email is currently at a reasonable amount
- Social media could be used more
- A younger demographic is emerging in our membership
- We don’t have information about links between member engagement and new members
- Content is king – need to have value
- Topic/title in subject line is key

Suggestions/recommendations:

- Social media strategy needs to be part of OCASA’S strategic plan
- Build this into conference promotion as well
- Email Frequency: once every two weeks maximum, at least one /month
- Strategically plan topics for communications
- Need research-based communications
- i.e. Twitter about current events
- Tweet from Academicas top 10 (send this link to members)
- Job search on OCASA – free to everyone

Next steps:

1. Diane Posterski will begin the process of developing a plan for social media to incorporation into overall communications strategy, for discussion at the August Board meeting.
2. Diane Posterski will continue discussions with providers about job postings on the site.

c. Membership Development: What are some new approaches?

Issues/Discussion:

- Currently, not all college reps have easy access to information about new hires
- At other colleges, the system works very well, between HR and the ASA.
- It was noted that the college president might be able to give some directives to HR in assisting OCASA.
- Also some ASAs are involved in new staff orientations
- Agreed that OCASA follow-up with new hires might be helpful
- Are we recruiting to the local ASA first, then OCASA, or the other way around, or both simultaneously. This still seems to be open for debate.

Next steps:

1. Diane will continue to work with newer ASA and low membership colleges to devise recruitment plans and best practices there.
2. Work will be done to improve follow up with new hires, and recruits from the OCASA office in conjunction with the local efforts.