

APPROVED MEETING MINUTES

Members in attendance

	Name	Region/College	Term	
1.	Rick Helman	East, Loyalist	2009	2013
2.	David Belford	West, Fanshawe	2011	2014
3.	Alanna McDonell	East, Algonquin	2011	2014
4.	Riley Burton	North, Confederation	2011	2014
5.	Chantal Thiboutot	East, La Cité Collégiale	2011	2014
6.	Bridget Woodcock	Central, Humber	2012	2015
7.	Krista Pearson	North, Sault	2012	2015
8.	Greg Murphy	East, Durham	2012	2015

Regrets

	Susan Atkinson	Central, Sheridan	2010	2013
	Chris Fliesser (Past President)	West, Fanshawe	2009	2013
	Rob Kardas	West, Lambton	2010	2013
	Jane Cooper	West, Mohawk	2012	2015

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1.	<p>Rick Helman called the meeting to order and welcomed everyone.</p> <p>The new meeting space was also acknowledged, as most members were able to join by video (Adobe Connect).</p>
2.	<p>Approval of the Agenda</p> <p><u>Motion: That the agenda be approved as circulated.</u></p> <p>Moved: Greg Murphy Seconded: Alanna McDonell Carried.</p>
3.	<p>Approval of the Meeting Minutes of Monday, June 25, 2012.</p> <p><u>Motion: That the Meeting Minutes of Monday, June 25, 2012 be approved as circulated.</u></p> <p>Moved: Bridget Woodcock Seconded: Krista Pearson Carried.</p>
4.	<p>Election of officers</p> <p>Resolved that the following be and they are hereby appointed officers of the Corporation to hold such offices at the pleasure of the Board, to perform such duties as are prescribed by the bylaws of the Corporation and to perform such duties as many from time to time be required of them:</p> <p>President: Rick Helman Vice President: Chantal Thiboutot Secretary: David Belford Treasurer: Bridget Woodcock</p> <p>Motion: Greg Murphy Seconded: Alanna McDonell Carried</p> <p>Resolution will be signed by Board members and included in the minutes book. Chris Fliesser will continue in his role of Past President.</p>
5.	<p>Strategic Priorities Discussion:</p> <p><i>Goal: to confirm/update Strategic Priorities, Goals and Strategies</i></p> <p>Discussion: given time constraints, and this being the first meeting, the focus was on understanding the member value of OCASA, and setting priorities accordingly. The October</p>

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	<p>meeting will generate a more specific discussion addressing targets/goals.</p> <ul style="list-style-type: none"> • Environmental Scan: trends, observations, etc. <ul style="list-style-type: none"> a. Why do people join? Less sense of obligation as in past; Value of membership must be compelling and communicated; value of local ASA b. Some discussion about HR departments and OCASA's relationship to them; Communication with Presidents has been the strategy to ensure top-down direction; feedback from Board members suggests that members want ASA to speak on their behalf; need to address senior management's perceptions of OCASA. At La Cite, relationship is strong. IDEA include letter from President with distribution of College Administrator (this is done locally) c. Perceptions of presidents and their perceived value of OCASA: how can we ask them; what value would they like from OCASA; needs to be a personal conversation, rather than formal survey. d. Opportunity: Strategic Mandate Agreements between Ministry and colleges: This will affect members – how can OCASA weigh in on this? Position paper? Response to College Ontario's submission? e. Demographic changes: sense of loyalty is shifting; Turnover more common now, shorter membership terms f. Key value to members: insight into broader overview of system, including staff, faculty, resources; collaborative environment in OCASA; access to other colleges is draw to OCASA events g. How easy is it to access OCASA value, especially as a new member? h. Opportunities to speak, share ideas in OCASA – might younger generation do it more actively? Facebook page? Noted that lower half of membership doesn't have the same connectedness to the system, less exposure. i. Opportunities: to partner with other associations, such as registrars, for example? j. Website needs to provide resources; welcome calls to new members; webinars with trends, issues, meet system people; value comes with access to information. Connections, idea sharing, practice sharing, advice, etc. All value. • Reviewing Strategic/Business Plan <ul style="list-style-type: none"> a. Certification program/online learning: <ul style="list-style-type: none"> i. Discussion about the role of the program in helping to build the system; opening up to non-members would generate more participation, more credibility; some concern about tangible value to members; trends in membership and open-source information, and expressed concerns by HR about exclusivity supports opening up program. ii. Tiered pricing would be key so that members receive a discounted price (\$595) while non-members pay full price (\$695). CHERD has confirmed that they can now support this pricing schedule. iii. Because this has been contentious issue in the past, it was agreed to take it to

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	<p>an e-vote to all board members to weigh in.</p> <p>iv. Agreement that this should continue for admin staff only. Anything for support or faculty interested in admin would be designed differently. We need to stick to our core business.</p> <p>b. Need to ensure member value hits key interest areas:</p> <ul style="list-style-type: none"> i. Connect: access to knowledge base ii. Collegial response iii. Idea and practice sharing iv. Network generating sharing/ideas <ul style="list-style-type: none"> • Setting targets (tabled to October meeting)
6.	<p>Board Business</p> <ul style="list-style-type: none"> i. Policy: will be presented at next meeting ii. Expectations of Board members: provided in manual, but also please read emails and respond as requested. We try to keep this to a minimum. iii. Committee membership: Diane will confirm with each member following the meeting. iv. Review of board resources online: reminder to use the webpage: http://www.ocasa.on.ca/member-services/board
7.	<p>Adjournment</p> <p>Motion to adjourn: Chantal Thiboutot</p> <p>Seconded: Krista Pearson</p>