

Minutes**1. Welcome/Introductions -----Erik Burmeister**

Called to order at 10:00 am

- Bring your Laptop – Meeting Materials on Committee Webpage
- Chair – Erik Burmeister
- Vice Chair – Kathleen Daugherty
- Treasurer – TBD
- Secretary – Charlene Metoyer

Attending members introduced themselves; their role in ACSA; their day jobs; and their biggest hope for this year. The prevailing theme was surviving budget cuts and success for their districts/students. Due to the inclement weather, members introduced themselves as they arrived.

2. Vivid Description -----All

Lars Nygren read to all.

3. Adoption of Agenda-----Erik Burmeister

It was moved by Joann Vaars; seconded by Carl Olsen. Approved unanimously

4. Approval of Previous Minutes (5-12-10)-----Erik Burmeister

It was moved by Kathleen Daugherty; seconded by Joann Vaars. Approved unanimously

5. 2010-11 Meeting Dates/Locations -----Erik Burmeister

- Today, October 6, 2010, Radisson Hotel LAX. San Jose Room, 2nd Flr 10-3:30
- November 3, 2010, Manchester Grand Hyatt San Diego, Grand Lobby Bar, 7:00pm
 - Brief meeting for Leadership Summit attendees to review planned membership activities
 - Table with balloons at the Conference Center for any committee members to drop by
 - New Member Breakfast (Margie) – Wake up Café 7 am, Thursday. All committee members are encouraged to attend to assist in the networking and welcoming of new members. Please encourage any new members from your region to attend the breakfast.
- February 9, 2011, K12HSN Video Conference, 9:30-12
 - First K-12 High speed conference
 - There will be at least five (5) locations to attend – Trying to keep it to a less than a one hour drive to the locations. Planning on 7-8 if possible.
 - Erik noted that the K-12 network is great and the experience should be great.
- May 18, 2011, ACSA Sacramento Office, 10-3:30
 - Member Services meetings are aligned with Delegate Assembly meetings to keep costs down and to allow members to be away from their site as little as possible.

6. Membership Update ----- Margarita Cuizon

- Membership Drives (refer to Recruitment and Retention Update)
 - Margie reviewed the report which indicated:
 - Recruitment is happening at a steady rate
 - The \$2/day campaign has been as effective as the \$1/day campaign in the past
 - There is an 80% retention rate from 2009-2010 \$1 and \$2 campaigns. This can be due to great services and payroll deductions.
 - We lost 10 districts who paid dues for members. Kept 18 districts who pay dues for members- ACSA offered \$2/day discount prices for those districts.
 - It was brought up that bringing in student members as a great group for recruitment. \$80/year is wonderful; retention data is missing. Transition from student to regular membership results in reclassification as “new” member. ACSA is open to discussion with districts who dropped ACSA dues.
 - Discussion about details regarding Consolidated memberships (for consolidated charters). Is there a strategy to increase number of Consolidated memberships. It was noted that to be a Consolidated Charter, 200 members are needed. Currently there are only about 7 such charters.

Minutes

- Membership Report
 - ACSA just processed terminations for this year. We lost 1300 members.
 - Current membership is at 14,161 (net loss of 776 members)
 - We need to work hard to compensate for loss. We need to retain/recruit. Our job is to find/seek/share the advantages to belonging to ACSA.
 - Joe Jones shared that we need to be creative and active in recruiting members. 48% of CA administrators are not members now. Decreasing membership affects Charters with less trickle down. Be aware that there is “urgency” in our message; not panic.
 - Margie has breakdown by Region; she will provide to chairs.
 - Erik noted that the most effective tool we have is for region chairs to read/update charter updates consistently
 - Question was raised if ASCA can find members that moved from one place to another. ACSA does search, but the process is aided tremendously when chairs let staff liaisons know of changes.
 - Individual circumstances were discussed. Not many administrators who were assigned to the classroom maintain their membership in ACSA.
 - Joe will have membership processing staff come to a Sacramento meeting to share what their jobs entail.
- Membership Buzz Kit – ACSA’s Top 10 for 2010
 - Buzz Kits are available as a flash drive (provided to Region Chairs and Leaders)
 - Contains Top 10
 - Recruitment Manual
 - How to log into My ACSA web site – **all membership tools are online.**
- Social-In-A-Box – Oktoberfest
 - If you are new in the position, brochure holders, applications, pens, notepads, general supplies, table drape.
 - Pass it on to new chairs.
 - Chairs were asked to see Margie if you did not get/or do not have one.
 - Boxes will be refreshed annually. (new \$2/day applications and more “stuff” came last week)
 - Erik noted that Regions are encouraged to have fall and spring (October and March) recruitment events for members to bring new members. Member Services will support by advertising Regions events in EdCal.
 - Chairs shared October events and how it was funded. Chairs were asked to give information to Margie for publication in EdCal.
 - It was noted that October is the recruitment message and March is the Celebration Message.

7. Recruitment Training -----Joanne Godfrey

- What does a Region Membership Chair/VP do?
 - Find on page 4 of manual: ACSA Member Services Roles and Responsibilities
 - Chairs asked for feedback from state as to which charters have not responded with their roster updates
 - Joanne has received more information this year
- Review Recruitment Manual
 - Support personnel are indicated at meetings with an orange name tent
 - Joanne pointed out updates in the manual
 - Duties and Responsibilities are found on page 4
 - Details of types of membership on pages 9-10
 - Timeline for Activities (with monthly suggestions) on page 13
 - Note \$2000 available from Valic for each membership event (regions may use those funds for other events – discuss with region president)
 - Manual will be posted in interactive format on ACSA website.

8. ACSA Website & Community Demo-----Joanne Godfrey

Joanne reviewed main parts of the website that are useful for Region Chairs

- ACSA logo gets you back to the home page
- Left-hand column of Membership button has Key items.
 - Buzz Kit with membership stuff
 - Region Rosters – show up at the bottom of My ACSA

Minutes

- New Leadership Directory will be posted under My ACSA when completed
- All members are encouraged to join the ACSA Community
- Charter Bylaws are posted on the Member Services Page – Charter Policies & Procedures (bylaws)
 - Note: All officers of a charter must be a member of State ACSA

9. Professional/Legal Assistance Update-----Joanne Godfrey

- Professional/Legal Assistance Update with Sample Calls
- This is an excellent recruiting tool.
- Members are entitled to advocate services from day one
- Members--after 6 months--are eligible for attorney services

**Note: Agenda item numbers out of order were moved during the meeting to accommodate those giving presentations

13. CALSA-----Sal Villasenor

- Debate tonight between Larry Aceves and Tom Torlakson – news team at hotel
- CALSA (California Association of Latino Superintendents & Administrators) information flyer was distributed to those in attendance
- Currently 85 Latino members in CA (90% are members in both ACSA and CALSA) with a two-year commitment to mentoring program of other Latino/Latina administrators.
- One does NOT need to be a Latino/Latina to join. Please join if you have interest in helping EL
- There is new leadership (Sal) and he is trying to get the word out, the Alliance is a viable organization which supports membership in both CALSA and ACSA
- There is current marketing for package to join both CALSA and ACSA and use payroll deduction
- MOU with ACSA – CALSA has an alliance with ACSA
- 44 million Latinos in the US. 47% are under the age of 20 years old. Mission to take those individuals and supporting their success in our system.

14. Horace Mann Insurances ----- Keith Jorgensen & Kathi Arbues

- Introduce new partnership with ACSA
- Keith presented \$25,000 check to ACSA!! (funds will be used to build and grow membership). Scholarships for new members; scholarships to attend Leadership Summit.
- Who is the company?
 - Started in 1945 in Springfield, Ill by two classroom teachers to provide auto insurance/life/accidental-disabilities/annuities (tax deferred)/homeowners
 - Changed name to Horace Mann to honor public education clients
 - Largest multi-line serving education market – many employees are former educators
- What are we bringing to ACSA?
 - Goal to support Charters
 - Products offered that support schools/goals via sponsorship and funding
 - Programs in binders – supplies, recognitions, PASS (perfect attendance spells success) bikes, iPods, rewards for schools.
 - Brand and build business by supporting schools in their territories
 - Agents meet with principals
 - Scholarships for teachers
 - Library of Abraham Lincoln Fellowship study program
 - National website used by educators
 - Starting in 2011 Donor Choose Programs– matching funds for programs for teachers (grants)

~ Lunch ~

12. Leadership Summit -----George Manthey

- George noted that the reduction in price has not increased registrations so far
- Offered San Diego City Schools a “special” so all their administrators could attend for one price
- “Institutional” membership provides school board members all the materials and the member rate to attend events. Pricing is based on size of district. Currently cost is per ADA (\$110-\$880) We currently have 200 out of 1000 districts.
- Inquiries began from board members who wanted to send administrators to Principal’s academy.

Minutes**10. Membership Activities at Leadership Summit ----- Margarita Cuizon**

- Membership breakfast Thursday morning at 7 am
- Thursday night kick-off dance – Hukilau (Hawaiian wear)
- Generation X luncheons Friday afternoon.

11. “Obstacles to Membership” Activity -----Erik Burmeister

- Erik reviewed status regarding timeline.
 - Write letters to superintendents from you. Topic: if membership in ACSA is important to them, encourage/support administrators to join;
 - Letter to superintendents from Erik re: same
 - Visit all University admin programs (chairs, MSRs, Ex. Directors, president) that have admin programs for recruitment. Go with poster??
 - Have a “mole” in each district to have ACSA materials
 - Build relationships with HR in districts.
- Erik also reviewed what the committee workers have been doing since the last meeting in May. Basically it was reviewing the timeline of events.
 - Do we want focus on any two or three points? Do we want to target organizations or do we want to know any? Or will we leave it up to each region?
 - Visit local universities before February meeting (chair, MSR, president, Ex. Dir.)
 - Erik, Margie, and Joanne will get back to us with a list of credentialing universities.
 - Discussions about suggestions for recruitment
 - Podcasts for online students
 - Little known organizations with unknown acronyms.
 - Erik spoke to the progress our committee has made during his term
 - Help us recruit new members
 - Be a voice to State ACSA from our membership
 - Found a great discrepancy between Charters and their members and Charters and State ACSA
 - ACSA Region Structure Feedback survey was reviewed
 - 16/19 regions replied
 - Expectations are very diverse
 - Confusion and lack of sameness could cause less membership
 - Erik drafted a letter which the committee reviewed and discussed for submission to State ACSA with/without endorsement.
 - Committee endorsed moving forward with letter.
 - The committee also discussed pros/cons of current status and what we can do to increase membership.
 - Members noted that we need to be data-driven.

15. ACCCA ----- Adriennie Clayton**Association of California Community Colleges Administrators (Susan Bray, ex. Director)**

- Currently over 1000 members
- Share same SASS benefits as ACSA – i.e. \$1million professional liability policy
- Offer mentoring program
- Administrator 101 – professional growth
- Budget workshops
- Running into the same recruitment difficulties as ACSA in this economic climate
- Never helped a non-member (you must be a member to receive services). Could be losing members without this entry level exposure.

16. Liaison Reports -----All

- Combined with #17

17. Region Reports/Feedback Form -----All

- Regions shared updates
- CEL needs representatives. cdollar@rcoe.us Contact. No representation from Regions 13, 14, 15, 17, 18 (most of southern California).

Minutes

- If you are in Region 6, 10, or 19 please give region structure input to Erik before end of meeting.

18. Adjourn

- It was moved to adjourn the meeting by Charlene Metoyer; seconded by Brian Sida. Approved unanimously. Meeting was adjourned at 2:45 pm

Committee Purpose:

To recruit, retain and recognize members. To monitor existing membership categories and dues structure, identifying trends and issues requiring related changes or adjustments. To recommend membership eligibility and equitable dues structure to the Board of Directors as necessary. To monitor and evaluate existing special service (SASS) benefits and to investigate and recommend new offerings to the Board of Directors. To study and evaluate ACSA vendor/program endorsements for recommendation to the Board of Directors.

ACSA

MEMBER SERVICES COMMITTEE MEETING

Wednesday, October 6, 2010

Radisson Hotel, LAX Airport

6225 West Century Blvd. – San Jose Room, 2nd Flr

10:00 – 3:30