

Minutes**1. Call to order 9:35****2. Introductions:**

Ontario: Mary Kay (reg 12), Caroline (reg 13), Lars (reg 14), Nancy (reg 15), Brian (reg 16), Rich (MSR reg 13,14&16), Pat Lasarte (MSR reg 12&19) Margarita (staff), Joanne (staff), Tahir (TSS)
 Sacramento: Kathleen (reg 2), Gigi (reg 4), Dee Dee (MSR reg 7&9), Bill (MSR 1&3)
 Armona: Steve (reg 11)
 Burlingame: Cynthia (reg 5), Erik (chair), Joann (reg 8), Carolyn (MSR reg 5&8)

3. Mission Statement and Vivid Description Read

4. Carolyn Neuhaus Wesley moved to **approve October minutes**- Kathleen Daugherty 2nd- approved

5. **Regional Outreach to Administrative Credential Institutions:** committee members reviewed list of programs across the state and determined who would be able to visit these institutions to recruit members

Spreadsheet created by Erik Burmeister- packets will be delivered to those who signed up to visit an institution (flyer w/blank area to write contact info in, applications). Name, email and phone contact will be gotten by person who's visiting.

Student membership \$80 per year- must be enrolled in admin credentialing program and not currently employed as admin

Associate membership \$235 per year

Both student and associate membership provide EdCal, full website access, networking opportunities and professional development/conferences at member prices.

6. **Writing letters to Superintendents to encourage ACSA membership** - Erik will provide sample

Template will be re-written for Legislative Action Day, May re-vise and June election information for us to get out into the communities. Will work with Phil Quon, ACSA superintendent council president, to determine distribution of letter in conjunction with member services. Promotion may be part of this push (April, May, June for free and 2011-2012 @ \$2 a day- regular members only who have not been members for the past 12 months). Letter, details and promotion detail to come. Have new people complete the \$2 a day application.

7. Input for May Recruitment Training & Outgoing Chair Presentation

Membership is declining. May trainings/delegate assembly push to get entire organization on board for member recruitment - train officers, presidents, president-elects, ALL.

Spring Training theme on May 18 in Sacramento after our scheduled meeting.

If you are willing to participate, email Margarita at mcuizon@acsa.org to be informed of planning for event.

Erik reminded that his term as chair will conclude at the May mtg. He has appreciated the team coming together throughout ACSA to focus on membership. In addition, are there any specific topics anyone would like Erik to present at his out-going chair presentation at May's meeting?

Minutes

Each site reported out ideas for Erik's report:

Accomplishments: \$2/day, \$1/day, orchestrated outreach (March Madness & Oktoberfest), reaching out to Gen-Xers, online Community, great attendance at cmte mtgs, using technology during cmte mtgs (paperless), more Gen-Xers on cmte, pushed board to hear different voices, etc.

Moving forward: students/student charters, administrative programs, reaching out to supts (at symposium), better SASS offerings, mentoring needed as a member benefit, retiree network, vamp up associate membership, etc.

8. **Total School Solutions Presentation** - Tahir Ahad

ACSA partnership (TSS) spoke about services available - GATE programs, master planning, closing the achievement gap. Margarita will forward info to cmte.

9. **Region Communication Techniques**

How do regions communicate with members and non-members? Mostly member communication: region website, Programs, Newsletter, emails, charter president, socials, list serves, LinkedIn, on-line community, AirSet, "blasts", monthly membership lists, non-member lists, WLN, targeted area contacts—membership link between charter and state promotion, BUZZ, local professional academies (bring a non-member who joins for an academy discount?), meetings, TICAL meeting, Horace Mann partnership
Encourage your regions to use ACSA online Community.

10. **Nominations for New Chairperson**

A new chair will be elected at the May meeting. Nominations were opened - Nancy Padilla by Brian Sida, Gigi Patrick by self-nomination. Nominations were closed and names will go to the board.

11. **March Madness Events**

Yes: Region 1, 3, 4, 5, 8, 9, 12, 13, 14, 15, 16, 19

No: Region 6, 7

Region 8 date: April 1st

Flier templates and request for EdCal info will come to those who said yes.

12. **Meeting dates 2011-2012**

Is there a desire to continue to meet day before delegate assemblies? Yes

Did the virtual meeting go well enough to try again? Yes

13. **Adjourn @ 11:55** moved by Cynthia Rapaido and seconded in Ontario

Minutes submitted by: Joann Vaars