

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

- Members introduced themselves with their regions and “day jobs”, and summer plans.

Distinguished Visitors:

- Outgoing President, Bob Noyes
- Executive Director, Bob Wells
- Legislative Advocate, Adonai Mack was introduced and spoke to current budget—May revise out on Monday
 - Different conversation with Governor Brown (past was all cuts-no prioritizing needs)
 - January budget spoke to protecting education
 - Two main concerns from public are education and public safety
 - May revise contains \$3+ billion to public education
 - Due to tax package that has not died yet
 - The CA economy is slowly coming around. Tax revenues are creeping up. 2.5 billion unplanned increase
 - No deferrals (this will help cash flows) \$2.1 billion to K-12, with the purpose to eliminate all deferrals in the future
 - Shift in Mental Health services for special needs children from county local mental health agencies to LEA and shift money with it. This will go into the Prop 98 guarantee. Warning: happens July 1, 2011. [Will there be language that says “thou shall fund?” without mandates for funding resources? Not sure]
 - General tenor is that without additional revenues problems are looming; there is an alternative if we have to have an all-cuts budget. References LAO – Prop 98 suspension for two years (\$825/ada cuts; drop 4 weeks off school year)
 - Governor is de-funding Cal-Pads and Cal-Ties/ Data system shut down for foreseeable future.
 - This includes Testing and Assessment (sunsets soon; Common Core)
 - He wants to investigate practicality of data systems.

Minutes

- Title 2 monies might be freed for professional development. [question was will there be more Title 1 money]

- Still need to pressure legislature; Republican caucus needs to hear from us; active communication with toolkit from ACSA to support lobbying legislature.
- Things will start humming by June 1st; paychecks will be halted if budget is not passed.
- Higher Education funding? Yes, but not sure. If not, there will be a \$billion deduction. Governor will maintain the \$500 million cut in March.

2. Vivid Description-----All

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

- a. Moved to adopt agenda by Carl Olsen; seconded by Rolando Rosas; adopted unanimously

4. Approval of Previous Minutes ----- Erik Burmeister

- a. Moved to adopt Minutes of Feb. 9th Steve Bogan; seconded by Jenny Hirst; adopted unanimously

5. 2011-12 Meeting Dates/Locations ----- Erik Burmeister

- October 5, 2011, Near Delegate Assembly (ACSA Ontario Office?), 10-3:30
- February 8, 2012, K20 Video, 9:30-12
- May 9, 2012, Sacramento hotel TBD, 9-12 (Lunch & Membership Recruitment Training 12-2)

Discussion about dates/times occurred. Committee concurred that the video conference meeting was a good idea. It will only improve when more sites are available. Moving forward with consensus that dates are good for next year.

6. Supporting Region Membership Chairs/VP's – What worked? What didn't? -----All

- a. Change from hard copies to online access for region membership lists in excel format for manipulation of data. Access to three month's back in folder available on the website (to accommodate continuity for incoming new member chairs (Joanne will research area for past rosters). Discussion about confidentiality resulted in knowing that no personal information is on Region Rosters.
- b. Network/membership social events Oktoberfest/March Madness themes centrally advertised. Networking combined with Women's Leadership events. Ability to be flexible is appreciated with events and combine activities to meet the needs of the regions. Our regions are so different; one size fits all...doesn't!
- c. Social in a Box with Giveaways updated each year
- d. Membership campaigns: \$1/day from a few years ago was very popular but was not financially feasible, so \$2/day was put in place.

Minutes

- e. Created online community for networking. Keep the virtual sites going.
- f. Communication from Joanne as to charters that respond to request for updating rosters. Joanne lets member chairs know when she hasn't heard from someone.
- g. Regions are using bank accounts/donations to support professional development as well as membership events. Utilizing all region gatherings to network for membership. Some regions are using mentoring/coaching to campaign and show them how ACSA supports them.
- h. It was noted that the need for new administrators is starting now. To be noted: more administrators are younger now and need to be recruited early. Reach out to assistant principals; interns; students. Providing professional development at the region level to support these new, young administrators is a goal on many levels –support, sustained membership, growth.
- i. Corporate relationship with VALIC assists regions with financial support. Contract includes up to \$2000 for membership campaigns. Note: VALIC operates on a calendar year (not July, fiscal year). Invite corporate sponsors to events where you may introduce them. Support them. Use corporate sponsors as raffle items.
- j. If possible, hold events that can include teachers which will illustrate the support available to ACSA members and opportunities for them.
- k. Note: ACSA membership on a resume is a plus.
- l. Member services chairs need to understand that our responsibility to promote membership; enlighten board members that funds should be diverted to the membership campaigns. Membership specific events.
- m. Remember: Membership is the Bread and Butter of ACSA
- n. Member Services committee has the best attendance of any committee. Please ask Joanne/Margie for any help in any area from ACSA –call them!

7. Membership Projections----- Margarita Cuizon

- a. Chairs reviewed 5-year membership history. It took 5 years to get to our highpoints and about half that time to drop back
- b. Lost approx. 1800 members since July.
- c. Future of ACSA – Margie's job is to identify trends.

Minutes

- i. 24% administrators will retire in the next 5 years.
 - ii. This translates to 6% drop per year. But student growth is anticipated, but with less members.
 - iii. The current largest group in ACSA is retirees
 - iv. Many districts are eliminating assistant principals and district office positions. Districts are closing schools as well
 - v. Current drop of 11%; 50% of that is site administrators (AP's mainly)
 - vi. Many districts have stopped paying for ACSA membership (or stopped subsidizing).
 - vii. More individuals are dropping than loss due to districts not funding – region dependent
 - viii. Plus salaries are dropping/furlough days/no raises or COLA decreases income regardless of membership drop
 - ix. More drops in large urban areas.
 - x. Two administrator families often drop ACSA dues for one family member
- d. Member Services Committee was the first to sound the alarm that Membership was going to be an issue. The Committee will continue to alert ACSA Board that the value of ACSA (from a financial standpoint) may not be perceived as a necessary commitment, more of a luxury to the general administrator.
- i. What people get for the dollar value must be more clearly defined. Price Point must be examined. Dues structure
 - ii. Pricing must be competitive and easily understood by non-members and uninvolved members
 - iii. Uninvolved administrators don't understand the value of belonging to ACSA
 - iv. Dues structure is not being discussed by ACSA Management at this time (past discussions have been held which focused on these issues)
- e. Service Structure needs to be examined
- i. ACSA gives away most of the perks for free; EdCal from friends; info online; May have to stop.
 - ii. What do we offer? Is it relevant? Is there a survey for interest
 - iii. Discussion about serving Women Leaders
 - iv. Generation X discussion in past led to increase internet push
- f. Potential Members – 13,000 at this time
- g. Committee thanked Margie for her continued support to MSC chairs.

8. Review Charter Membership Item ----- Erik Burmeister

Minutes

- a. Chart of Responses from 2009-2010 survey results
 - i. Relationship of the charter to the region: a history. In 2009-2010 info gathered to identify disparities among districts. Many districts think they are ACSA members if they are charter members.
- b. MSC want Board to examine and consider data compiled; no financial implications at this time; for information only Erik will report the MSC committee's message only (not a personal opinion)
- c. MSC wants the message to include: please enforce bylaws currently in place. (MSC consensus. Officers of Charters shall be members and they shall encourage membership
 - i. Wanted to bring this to the board to see if there could be streamlining or increase in membership by acting on this knowledge.
 - ii. 10 of 16 reported that State membership is not required; mandating state ACSA members would be harmful to local charter membership
 - iii. Some charters are not led by ACSA members
 - iv. Fees range from 0 to \$100 for charter membership; Discussions were held about local dues/state dues
 - v. Some use ACSA name without substantial ACSA members
 - vi. Region 11 has all ACSA members; Joanne will correct chart
 - vii. Some regions/charters have members that are part of charter, not part of ACSA; some have members that are part of ACSA, not part of charter.
 - viii. Discussions about region-specific details of who is a member, officers that are not members, etc

9. Miscellaneous----- Erik Burmeister

- a. University Outreach
 - i. Regional outreach chart displayed.
 - ii. MSC reps were asked to visit locations by their names
 - iii. Current promotion is: free until July 1, 2011; \$2 a day for 2011-2012, pro-rated if join after 7/1/2011
 - iv. ACSA will provide powerpoint to use with student recruitments.
 - v. Note if students are graduating without a leadership position, they can be Associate Members (\$250); and it can change to \$2/day when position becomes available.
- b. Superintendents need to push memberships
 - i. ACSA provided letter for them to use as support
- c. Members still need to write letters to legislators to support public education

10. Recognition of Outgoing Members/Incoming President----- Erik Burmeister

- a. Erik Burmeister
- b. Charlene Metoyer
- c. Kathleen Daugherty
- d. Gigi Patrick, incoming President MSC

11. Liaison/Region Reports-----All

Minutes

- a. Time limited, individual

12. Adjourn

- a. Kathleen Daugherty moved to adjourn

Minutes submitted by: Charlene Metoyer, MSC Secretary

12:00 – 2:00

Lunch & “ACSA’s Vision Related to Membership”

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, May 18, 2011

Hilton Sacramento Arden West

2200 Harvard Street - Brandywine Room

9:00 – 12:00