

## *Minutes*

ACSA Member Services Committee Meeting  
October 5, 2011, Sacramento

1. **Welcome by Gigi Patrick, New Member Services Committee Chair.** Self-Introductions were made around the room.
  - a. **ACSA's Mission Statement** was read by Lillie Campbell
  - b. **Committee Officer Inductions** as follows:  
Vice Chair- Mary Grace  
Treasurer- Jim Scribner  
Secretary- Joann Vaars
  - c. **Adoption of Agenda** was moved by Caroline Neuhaus Wesley, 2<sup>nd</sup> by Ann Kitty and approved by committee
  - d. May 2011 **minutes approved** as corrected by motion from Mike Berg, 2<sup>nd</sup> by Rolando Rosas and approved by committee
  - e. **Meeting Dates/Locations** were reviewed. Joanne will send out video instructions in November.
    - February 8, 2012, K12HSN Video Conference w/all 3 ACSA offices & districts/county offices, 9:30-12
    - May 9, 2012, Sacramento hotel TBD, 9-12 (Lunch & Membership Recruitment Training 12-2)
2. **Orientation**
  - a. **ACSA's Vivid Description** was read by Gigi Patrick
  - b. **Committee History/Accomplishments** reviewed by Margarita Cuizon. Each social-in-a-box needs materials refilled, provide dates for Oktoberfest/membership activities to be advertised in EdCal and photos w/o alcohol are encouraged
  - c. **Role of Region Membership Chair** regarding online Region Rosters clarified by Joanne Godfrey
  - d. **Review of Updated Recruitment Manual** by Lillie Campbell. A hard copy was distributed and soft version available on ACSA website
- ❖ **President Alice Petrossian** spoke to the group about the CTC administrative credential recertification issue, waiver for NCLB, ACSA's Principals Summer Institute and the importance of membership!
3. **\$2 a day 2011-12 Membership Campaign and Membership Update** by Margarita Cuizon. Sept 30, 2011 report shows membership statewide is now 13,732. 80% of members pay their own dues. Many questions and methods to improve membership recruitment were shared. Each region will be surveyed.
6. **Legislative Update** from Adonai Mack.
  - Budget triggers for mid-year cuts still may be "pulled". We may not know until mid-December. Governor has over 300 bills that he may sign by the end of this week
  - Open Enrollment and Diastat administration are 2 of the many bills on his desk. AB3632 (mental health services to special needs students) responsibility has been shifted to the schools. CDE has a transition plan for transferring services
  - Nov 2 birthdates for Kindergarten start date begins in 2012-2013. Transitional programs being worked on across state. Adonai has resources for districts struggling on how to support program needs
  - Pension Reform continues to be a topic and will be an on-going topic. Email Sal Villasenor with questions and he will be highlighting key points as the conversation continues
4. **Goals & Action Plan**
  - a. **Outreach to Universities and County Offices** is happening across the state

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- b. **Membership Drive Program Idea Brainstorms** included: Graduated scale, giving a “joining” gift up front such as Professional Development “rebate” on 1<sup>st</sup> PD activity after joining, “levels” of membership such as “Basic” to include EdCal only
- ❖ **Academies** - Mary Gomes shared chart of “Distribution of 2011-12 Academies by ACSA Region” and reminded the group that academies can be flexible/tailored to your needs
5. **Charter School Administrator Recruitment** and information was provided by Laura Preston. A meeting will be held next month to begin defining how we move forward to support all of California’s public school students
7. **Leadership Summit Update** by Penny Fraumeni, chairperson. 700 registrants so far, 1,000 is the goal. Corporate Sponsors are welcome and may still be added. CalSTRS will hold a “welcome” party at their new offices
8. **Reports** - CEL Liaison Cheryl Dollar challenged us to recruit foundational classified members and some regions need representation on CEL Council.
9. **Corporate Sponsors Update** brought to us by Margarita Cuizon
  - a. **SMART Technologies** was presented by Erin Cormier
  - b. **California Casualty** information presented by Roxanne Dean
10. Adjourn @ 3:47