



membership matters!

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Member Services Committee works to expand benefits

ACSA's Member Services Committee focuses on the most vital asset to every association: its members.

This committed group of member volunteers collaborates closely with ACSA staff on issues around membership development and retention, marketing, benefits and services, member database maintenance and more.

Their work is driven by ACSA's Vivid Description, which contains strong goal statements that include significantly growing the organization's membership base, developing technology to expand networking opportunities and providing convenient access to member benefits in a variety of formats.

To accomplish such goals, the committee is vigilant about providing the appropriate tools and training to its own representatives so that they are armed with current information and are a valuable resource to the grassroots and any potential members.

Led by Chair Erik Burmeister, principal in Union School District, meeting discussions continue to focus on how to make the organization more relevant for today's administrator, how to connect the grassroots member at the local and state levels, and how to create a culture and a mindset that believes "membership is everyone's business," a slogan the Member Services Committee has taken to heart.

"In today's economic environment, all organizations need to ensure organizational relevance in order to continue as a viable voice for whichever causes they promote. ACSA is no different," Burmeister said. "As a member-driven organization, local and state leaders throughout the organization are most successful when they continue to look at programs and services through the lens of effectiveness and relevance to the thousands of educational leaders we serve.

"Every day, site and district leaders are faced with the challenge of prioritizing their limited time and resources. If we don't offer them exactly what they need when they need it, we fail to be the effective and relevant organization that ACSA has been for more

than three decades. Now, more than ever, ACSA's voice is essential."

Burmeister also said members play an essential role in ensuring the organization continues to be a solid and viable resource for educational leaders simply by reaching out to their local leaders.

"The most important action the grassroots member can engage in is communication with their charter and regional leadership regarding their needs as an educational leader," he said. "ACSA's future viability and relevance depend on every member clearly articulating what they need from their professional organization. ACSA leaders can, and I believe will, respond by ensuring that our programs and services meet the needs of all of our diverse members."

Other areas of focus that began in 2008 and continue until 2011 are increasing ACSA's effectiveness, particularly in the area of member services, and increasing the ease and effectiveness of the jobs of our member service representatives.

"I am proud to say that we have made great strides in each of these areas," Burmeister said. "This year, our committee is researching the different relationships our regions have to their charters and asking a fundamental question: Does our current organizational structure promote or



The Member Services Committee aims to ensure ACSA's future viability and relevance.

detract from statewide membership? We are not sure how the conversation will evolve, but we do hope to have some feedback and suggestions for the state ACSA Board to consider by the end of this year."

Other projects that have kept membership at the forefront include the establishment of annual statewide coordinated membership events throughout the year, which provide members with another networking venue and an opportunity to recruit new members at the local level.

"Our Social in a Box program has been designed to bring ACSA leaders together," Burmeister said. "Whether through the 'Oktoberfest' or 'March

Madness' themed statewide socials, our committee hopes to engage the grassroots members of our organization in networking and fellowship opportunities at the local level. Our committee hopes to reach out to new and potential members by creating environments that are welcoming and fun. The more we reach out to potential and new members the more inclusive our organization becomes."

Local membership events are slated to take place again this month to enhance celebrations related to the Week of the School Administrator. Please contact your region's vice president of membership for details on these and other membership events.

The ACSA Member Services Committee is:

- Chair, Region 8, Erik Burmeister
- Region 1, Dale Stockly, retired
- R-2, Kathleen Daugherty, superintendent/principal, Newcastle ESD
- R-3, Rolando Rosas, principal, Folsom-Cordova USD
- R-4, Gigi Finley-Patrick, principal, Vallejo City USD
- R-5, Cynthia Rapaido, asst. principal, San Mateo UHSD
- R-6, Angela Haick, coordinator, Attend & Achieve, Oakland USD
- R-7, Debra Fusco, principal, Sylvan UESD
- R-8, Lisa Gonzales, coordinator-VAPA, Santa Clara COE
- R-9, Raul Lozano, principal, Madera USD
- R-10, Aseneth Rodriguez-Quaid, compliance coordinator/administrator, Monterey COE
- R-11, Rebecca Mestaz, principal, Lindsay USD
- R-12, Joanne Thoring, principal, Fontana USD
- R-13, Tim Carpenter, assistant superintendent, Conejo Valley USD
- R-14, Lars Nygren, principal, Redondo Beach USD
- R-15, Jon McNeil, asst. superintendent, Whittier City ESD
- R-16, Brian Sida, asst. principal, Los Angeles USD
- R-17, Charlene Metoyer, principal, Newport-Mesa USD
- R-18, Bryan Farmer, principal, Valley Center-Pauma USD
- R-19, Mauricio Arellano, asst. superintendent, Palm Springs USD

Corporate sponsor program helps teens become more aware drivers

Cobras, poison, lightning, cancer, shotguns, piranhas, texting – what do you consider lethal?

For the past two years, the Impact Teen Drivers program has posed this startling question to more than 1 million California high school sophomores to start the discussion in a dynamic awareness program designed to save the lives of beginning teen drivers. ACSA has teamed up with Impact to bring this free program to school districts.

Did you know that traffic crashes are the No. 1 killer of teenagers? Approximately 5,000 teens will die this year in automobile crashes. The fatal crash risk per mile driven by 16-year-olds is twice that of 18- and 19-year-olds. More than two-thirds of all fatal teen accidents involve some

sort of distracted driving behavior.

Teens know the dangers of driving under the influence of alcohol or drugs, but they are less aware of the fatal mistakes that result from distractions such as texting, eating, applying make-up, and even talking to friends in the car. They need to understand the risks of all distractions. This is a community issue and Impact needs your support in delivering the message to teens, parents and community members.

Following substantial research and teen focus group testing, the Impact Teen Drivers program developed classroom materials, powerful videos about real California families, interactive Web sites, teacher lesson plans, student project ideas, and a viral video campaign to provide high school

students and educators with hours of classroom education and facilitated discussion focused on distracted driving and good decision-making.

The best news is that thanks to sponsors such as California Casualty, California Association of Highway Patrolmen, and the California Teachers Association, the Impact program is free and materials are available to download at www.impactteendrivers.org and www.whatdoyouconsiderlethal.com.

Impact Teen Drivers looks forward to working with you to save lives. For more information about the Impact Teen Drivers program and how you can help bring it to your school, please contact Kelly Browning, executive director, at (800) 734-2247 or kbrowning@impactteendrivers.org.