

Member Services Committee Minutes
Wednesday, May 14, 2008
Holiday Inn Capitol Plaza, Sacramento

8:35am- **Welcome and introductions** of new members this morning.

Gabe Soumakian reviewed the agenda and revised the order of the items. Discussion about activities after lunch with the meeting concluding by lunch and a less formal meeting after lunch until presentation time.

1. Cheryl Lynn de Werff moved to **adopt agenda**, seconded by Karen Todd

2. **Approval of Previous Minutes:** reviewed- Moved to accept-Charlene Metoyer, Dale Stockly accepted- approved

3. Reviewed **calendar:** (All to precede the delegate assembly)

Oct. 15- San Diego

Feb. 11- Ontario

May 12 evening and May 13 day- Sacramento, last meeting to connect to the leadership training. All approved the schedule.

4. **Recruitment Manual:** Gabe Soumakian reviewed the goals of the committee from the beginning of the year. Wanted to examine the manual and bring it up to date. Want to get the updated version on the web. Nice to set a goal and achieve it. Gabe shared his appreciation for the work, and indicated he is still seeking input to make it better. Goal is to get to regions before the end of the year for their leadership training in June. Our responsibility to make sure the regions have it and understand it. (ACSA membership manual passed out.) Joanne and Margie walked us through the manual. Intent is to keep it electronic to make it easier for updates.

- Reminder to make sure the presenters for this PM remind everyone that there is a recruitment manual.
- Remind that terms need to be for 3 years and some currently only appoint for two years. Ask regions to change by-laws to reflect this need.
- Under duties add: commit to attend or send a region alternate to the three meetings on page 5.
- Under duties (page 5) get email addresses for members- also on page 19
- Under region: put a space between host and region as they are two separate items.
- Page 7- recruitment tools- add web page (and add it for every page)
- Add STRS/PERS on last column under retirement on page 8/9. Add campaign specials reference, add a descriptor to liability policy to explain the value and reword to jump out at you, revise bullets to take out the word timely for electronic and others, be consistent with the words across the columns while paying attention to the audience
- On page 10- add districts and county
- On page 11- best practices: contact new members (phone or email) and welcome them to the organization (from your monthly roster), review quarterly membership statements to see who has left, get information out to regions, change site-administrators to administrators/managers/confidential, tell your story (or someone else's if it makes a

connection), add all new and potential members to the first bullet; put best practices before recruitment tools (page 7) or both on the same page, make sure we keep in some white space for notes, how about graphics, print back to back with wider margins (again note taking)

- Will be more sample letters on the web to use. (page 12)
- Page 13-December-will automatically get logos, add (ongoing) after members in September. Add 30 days prior to delegate assembly to September, (give a training/demonstration on how to change the electronic document so Margie knows what the change looks like and everyone is doing the same thing). Or, prior to that, bold or highlight the change until the training at the first meeting.
- Page 17- must be used –fee for setup, this is over and above the quarterly and monthly information provided, and for printing labels. The excel sheet allows you to print your own labels (email addresses are not included.) Legal issues here due to confidentiality.
- Page 18 - is a guarantee to keep confidential for the membership chairs
- Page 19/20 - currently there is a charge for the email addresses - .05/name. By October they will be included in the membership reports. ? Can members go online and request for free a list of emails? –yes, as a member services rep we can do that, but we still need to fill out the form. There is no setup costs for member services reps. These are for extra services and setups. *Put a statement* regarding there is no charge to member services rep. Train reps on how to send group lists without them showing up on each email (again for confidentiality). Have to have a way to allow access to committee chairs and leaders.
- Great document! Thanks for the work!

8. Membership Update: Margie gave report - up to 16,719 from 16,249 - our highest year ever! Want to continue! Reviewed potential - potential to get 15,515 for a total of 27,829 (only includes the regular category. Promo: dollar a day-891, student promo- 176, target districts (2 months free) 89; new members for the year 1,702 plus 483 returning for a total of 2,185

13. Region Feedback:

1. Region 1: Kicked off in June at membership retreat/ high % of district who pay for membership/ will present manual/ very rural and huge-hard to connect
2. Region 2: Region 2 co-sponsored the North State Conference last month with Regions 1,2,3, & 4. Given budget situation, there was very good attendance and the break-out sessions were timely. Just had very successful GALA to recognize ACSA members who were either nominated or selected as Administrators of the year by their Charters and by the region. June retreat scheduled for South Lake Tahoe. Bylaws were reviewed and revised. Job description for consultant was reviewed and revised.
3. Region 3: new member-coffee klatches planned, 480 members, focus on student members- grown own locally, hit SAC City
4. Region 4: North state conference, hosted how to become an administrator with Linda Wisher, Napa charter will host it again. Have a charter that is not active- Mendocino, will be a focus, have a charter that is active but not doing much, would like to see the balance with membership and activities. Will host an institute for aspiring administrator (4

months rather than 9 months) in the fall. Push membership in all activities. Most growth ever

5. Region 5: Increase in participation, great speakers at events, did survey to find out what members needs looked like, designed offerings around survey results, focus on recruitment and retention, used management team meetings to talk about membership, one charter has increased membership, keeping the list updated helped with membership and recruitment. Thanks, Margie
6. Region 7: made growth, earned another seat in delegate assembly. (also growing) Region 9 growing.
7. Region 6: focus on small districts with contact to superintendents to see if they can help and encourage membership. Focus on diversity based on gender, ethnicity and age. Looking at potential members and try to match student population and make a difference. Going to have electronic training in august to sign on to database, get newsletters, etc.
8. Region 10: contacted county office to get principals, coordinators, etc. Have a lot of new administrators who are sensitive and shy. Partnering them with job-alikes who can provide support and mentorship to make the connections. Gabe Soumakian reminded us about the coaching/training for administrative positions/leaders. (both to be a coach and to be coached) Helps to grow your own. CLASS
9. Region 8: Going to do socials and let folks take a break and get to know each other, increased membership
10. Region 11: recruited members, focused on large resources and recruiting diverse members, get names of all entry level positions and link with ACSA members and make contacts and personalize the message, set up a booth at the teacher recruitment fair- can help by not being a logistical roadblock!
11. Region 13: late April annual region conference- members brought non-ACSA members. Julie White guest speaker, promoted ACSA membership. Smattering of districts that pay and don't pay- identifying who is and is not a member and talk to districts about paying, get into meetings to present benefits of ACSA
12. Region 16: Three membership socials, had board members come along with chief administrators, awards in May, job alike meetings to present benefits to the specific jobs,
13. Region 14: Wide range of Charters and payments by districts, emphasis on individual recruiting and some socials, had an attorney speak on liability issues – gave an opportunity to share about liability benefits, concern about charters that are not active, will focus on those for the next year or put them together with other charters, but no one will step up to take the leadership of the charter(s). Will continue to work on them.
14. Region 19: Three membership receptions a year, every member is encouraged to bring a non member, spring banquet, requests for membership materials to take to classes and give to students, March Madness campaign targeted districts and region 12 got two charters that were not active to join using the March Madness
15. Region 12: large size and problems with travel to attend events. Looking at electronic meetings, held one social with Joe Jones and got 6 new members. (over 75 new members) problems keeping memberships due to layoffs. Looking for ways to convince

non-district paid members to continue. Looking at inactive members as a focus along with how to reach the 'out of limits' charters. Working with charters to get them up and running again- goal to get to 1000.

16. Region 17: tiny area with lots of traffic- region rep and charter pres went to districts to recruit, target is 1000 and they are very close, terminates and reinstates are pretty equal, have lots of charters that don't know they are charters. Goal is to work with those charters and get them active. Also want to get into universities. Want to see the website up now!
17. CEL: institute in October, 161 in attendance, 12 different job categories, concern about classified cuts and being left behind, without them the job doesn't get done, ACSA participated in the Classified School Employee of the year award! Yea ☺ Special luncheon to honor these 6 winners throughout the state.
18. Region 17/18: increase superintendent participation, increased membership from counties, struggling with student membership, looking to change meeting times to accommodate site folks, putting a social together to recruit new members, looking at charter reorganization (17 ?) Joe Jones came to give pep talk, some districts felt isolated so did some reorganization to get them connected
19. Region 15: Many speakers and multi charter programs, awards program with 350 participants, Superintendent breakfasts, region assembly with Joe Jones, gave a flash drive to every member in the charter with all the forms, calendar of events, member names, etc. Bring laptops to retreat to get information filled out at the same time. They updated and gave it back to membership so it could be sent on to state. Committee and council meetings; did Zoomerang survey to find out why specific areas are not participating.

? Due to budget, can we offer \$1.00/day to released employees or district no longer paying dues- until they find their way? Discussion followed with passionate comments on both sides. One district made arrangements for \$1.00/day for one year only to pick up district costs. It helps to keep members who would otherwise leave due to membership costs. Membership will consider this on a case-case basis. This has occurred at least one other time. Get with member services rep if a district is interested.

11. Recognition of Outgoing Members: Joe Jones and Gabe Soumakian presented certificates and gave a special ACSA present (portfolio), made nice comments, and took photos- Todd Cherland- region 15, Jennette Harper- region 12, Karen Todd-Region 6, John White-region 16 (not here will receive later). Presentation by Joe Jones made for Gabe Soumakian's work and service as chair for the last three years. Successes: Focus on technology and individual commitment to committee- growth in membership- presented service award on behalf of ACSA, and engraved bronze/gold bowl (gold miner's pan for recruitment and nuggets) with a nice quote on the leader's job "A leaders job is to look into the future and see the organization not as it is but as it can become...author unknown. Gabe thanked everyone for their support.

12: **AIG:** made a presentation, Art Wexler and Michele Dobbin. Thanked for partnership with ACSA, hopes to continue. Understand current issues. Spoke about recruiting ideas, want visibility and be recognized as a friend and partner: River Cats and split cost, breakfast meetings, special recognition events. Discussed \$2,000 per region- each one is different, do RFP's to include them if possible, #1 nationally in market, some regions don't use resources. Offer a variety of products for new and continuing members. Newest campaign, how to add ___ years to your life. Trying to influence the K-12 market. Would like to partner with an event, contact them, Distinguished Schools honoring- will present

certificates as a joint venture with ACSA, just ask, They help to promote membership and belong to all groups, SSD, CASBO, etc.

9. **Goals:** Eric's comments and his vision- relevance: How do we personalize the conversation? What is the impact on the budget on our organization? (How do we support members?)

Suggestions:

1. Talk about change-how do we make it more relevant? How do we meet the needs of the generations? What does change mean and how do we get there?
2. With the tough times, local professional development becomes very important. What can we do locally in shorter sessions (under an hour) and how to retain membership with budget issues
3. Passion-connections with others, protection of time, sense of belonging, how to personalize
4. Sales: attach money to sales for recruiters, focus on budget for membership

Broke into three groups and chart ideas:

1. Courageous Conversations (Rick Yee)

How do we begin to meet the needs of new/young administrators?

How do we pull them in? keep them involved?

Word - Action Plan

- bridge generations
- tell our story
- honor past while moving forward
- how do we meet needs of CEL? What are the needs?
- online professional development?
- For comm
- Focusing on gender, age, diversity

Example - May Mtg/D.A. is a tough time.

Have we ever stopped & drawn a list of elements in ACSA that could be changed?

D.A. – What are the goals? Can we have?

Ongoing communication

- meetings take too long
- website
- how do we empower committee members to do what they need to do in their regions?
- follow thru
- how is ACSA working to close the achievement gap?
- can we get talking points?

Is ACSA doing what it's supposed to do for its members?

What is ACSA supposed to be doing?

2. Budget Cuts & Recruitment (Todd Cherland)

Explore "Volume Discounts" for total membership based on membership projections

- Want for October-

Person to Person Contact for members who are losing their jobs

"What should I cut for expenses...ACSA?"

Look toward other funding sources to supplement membership costs – private, matching, facility rentals, professional development fees, exporting our expertise for money

Increase student memberships to "grow" administrators

Provide greater charter leadership to get knowledge & procedures known

3. Personalize the Conversation (Bill Baker)

Mentor – coaching

Someone you know/respect

Create an information “bank” to assist members – access to info within regions & support groups
Need to publicize our services
Highlight individual stories

Break for lunch, will return in 2 hours to plan for 3:00 committee presentations.

Lunch speaker: Bob Wells- on state of ACSA and needs and changes that need to happen to continue to serve our membership as well as current activities relating to work with the Governor and funding issues.

Member services representatives and committee members broke into groups and presented the 07-08 annual membership report along with goals and tasks for next year and beyond to the three leadership groups that were meeting prior to delegate assembly. Presentations were well received and used PowerPoint developed by Margarita Magliocco & Joe Jones.

Respectfully submitted

Kathleen Daugherty, Region 2 representative