

Member Services Committee Minutes

Wednesday, October 10, 2007

Doubletree Hotel Ontario

1. **Welcome/Introductions**

Chair - Gabe Soumakian

Introduction of Officers:

Chair – Gabe Soumakian

Vice Chair - Virginia Berry (absent)

Treasurer - Karen Todd

Secretary - Cheryl Lynn de Werff

Self introductions

Read ACSA Mission Statement

2. **Adoption of Agenda**

Additions:

Feedback from 3 subgroups at April meeting and action plans to develop for the year

Feedback Loop under Create Communication Plan

Marketing Plan under Membership Drives Update

Motion to approve by Erik Burmeister, second by Charlene Metoyer

Accepted and adopted agenda

3. **Approval of Previous Minutes**

Motion by Cheryl Lynn de Werff, second by Todd Cherland

Accepted and approved minutes from April 20, 2007

4. **2007-08 Meeting Dates/Locations**

~ February 6, 2008, Doubletree Hotel, Ontario Airport, 9-3 (Day before Delegate Assembly)

~ May 13, 2008, Sacramento Restaurant, 6:30-9 PM

Continuation, May 14, 2008, Sac Office, 8-12 AM (Day before Delegate Assembly)

5. **California Administrative Services Credential Presentation**

Dr. Linda Wisher – PowerPoint Presentation

Participated in quick activity to see how much we know

Passed out folder containing materials and CD of all materials

Reviewed presentation- 45 minutes if scheduling time to do in region

Main points- certification is cafeteria plan-lots of options (see flow chart)

- 2 layers- preliminary and professional clear

- Preliminary- Need valid teaching credential or other accepted credential and 3 years of experience plus CBEST then

- One of the four options- see handouts

- A variety of programs available to choose from relating to 1st option of completing a college or university.

- Completion of an internship program (#2)

- School Leadership Licensing Assessment by ETS

- ACSA offers 3 training sessions for the 3 test dates (test training- a two day process)- this is a national test with no California law. –see yellow sheet. Cut score is 173 out of 200. Must register for test and training separately
- Once get preliminary-(certificate of eligibility) have 5 years to get professional clear.
- Can apply for extensions but no guarantee.
- To get professional clear- 2 years full time successful experience as an administrator plus.
- See menu choices with number 5 which can be developed by LEA or university.
- ACSA academies may be used for non-university program hours but need to be registered in a university program because they are the agency that decides and issues actual credential. (hours of credit are listed in handout).
- AB 75 or 430 requires 80 hours each of institute and practicum- it is funded by state at 3000 from state and 1000 from district (districts must apply to use this funding) participants can purchase an unused seat but you must be trained in the adopted materials you are using (must be a match between district adopted materials and training in module 1).
- Test/exam for the professional clear credential is in development and is not available. (not a good choice!)
- ACSA is a provider for option 5 but a participant must be in this coaching program for two years. Suggestion is when the applicant gets a job, they start immediately into this program: CLASS (see handout) Coaches end up being the site administrators for the most part.

Suggestions

Use quick activity and give an ACSA pin for completion.

Can personalize the CD to meet your region needs

Copy credential flyers in different colors (preliminary and professional clear).

For questions call Mike Bossi or Mary Gomes.

A request was made to get a flyer on renewing credential.

Share information with regions and new members.

Thank you Linda!

6. Diversity Action Plan

Tracy Thompson –

Shared 3 year action plan- reviewed PowerPoint notes. Used document “Equity and Achievement: A position Paper 2002”

Operational definition, student enrollment, membership data, leadership data,

Phase 1 Accomplishments

- Unity Breakfast- invite new administrators to event on November 9
- Diversity Tool Kit- on ACSA web site
- Increased Diversity Articles in EdCal
- “Diversity Counts” Logo on Membership Materials
- Region and University Presentations
- Inclusion of Diversity Strand in Academies
- Outreach Efforts to Generation-X Administrators
- Membership Drives Illustrating Diversity

Action Plan - Phase 2

- Data Collection - decreasing the +30% of members who are categorized as “No Response”
- Communication & Awareness Campaign - continued efforts to market ACSA as the professional organization for ALL administrators
- ACSA Leadership Recruitment – Increase participation of diverse administrators at the local and state levels.
- Membership Recruitment - Increase collaborative effort to recruit diverse members (including women and younger administrators)

Additional thoughts

Focus on diversity- look earlier in the year, rather than later, to fill positions in regions and charters. New membership lists will include ethnicity to help make choices; approach, don't wait for volunteers.

Encourage diversity committee reps to attend all ACSA committees to encourage participation.

Encourage member services cmte reps to attend Diversity meetings to gather more info.

Encourage more data collection to see charts that compare ACSA administrators to student populations and to state administrative breakdown (all administrators VS ACSA members)

Go to Administrative training programs to recruit and to practicing teachers (diverse and otherwise) to encourage new administrators. Look in other fields for potential administrators: social welfare, criminal justice, etc.

January 15 in Monterey is next diversity meeting: final comments- appreciate being invited
Chairman Gabe made some positive comments following this presentation and the work that this committee has done.

Margarita Magliocco will represent us (MSC) at Equity committee meetings.

Thank you Tracy!

7. **Board Retreat Update**

Larry Teshara -

How do we sustain the level of passion through different committees so we get the performance we are looking for?

PowerPoint notes on Generations and K-12 Education by William Strauss

Focus on what reading, writing and work in general, now includes.

Gen X Credo thoughts: don't want to feel trapped, work is a means to an end, not the end, Higher productivity = doing more for less not doing everything better, my performance (key issue) not attitude / loyalty counts, no sane person trusts the organization.

Other thoughts: diversity needs to include younger folks, things happen in cyclical timeframes and things repeat themselves.

How do we apply this to member services?

- Technology is a way of communicating/ a language (use it) to recruit members; what are we doing to use it to recruit members and diversity?
- What is our feedback loop and how do we disseminate information/network, use social networking? How does information get back to the state (ACSA), how do we tell folks how to do it. Access/communication challenges!
- How do we create a model in ACSA that is bi-directional not just up and down to attract and keep all generations?

- Hard to encourage membership when the services of the regions don't support the membership. What comes first, perks or membership?
- ACSA needs to come up to speed with timing and access to support the regions relating to information and feedback. Example is scheduling charter-region-delegate assembly-state and reverse. Backwards mapping/planning is very important and not addressed.
- Stick to the vision and demonstrate the sanity of the organization to counter belief's held from teachers coming up through the ranks who hold belief's dictated by teacher unions.
- Need mechanisms to have feedback in place to support the younger generations.
- New concept of respect-given when earned when organization listens and supports realities of generation.
- Feel there are choices and not afraid to make them to join an organization that support their thoughts and needs
- What feedback are we looking for? What are the real issues?
- Want ACSA to be Nimble (usable). Easily accessible, credentialing, raising API, at my level, willing to do or take action, an organization that does to help those who are juggling time and issues, supporting folks at all levels (at their reality)
- Need to address two issues: retention and recruitment, these are different and take different actions
- Issues relating to wanting it now and being easily accessible.
- What are next steps? post minutes, email quickly, webinars, conference calls, video conference, etc.
- Agreement that ACSA is responsive!

8. **Web Project Update**

Handout in packet - still in progress, goal to have completed within a year

Webmaster, Robert Huynh, takes input and questions at 916.329.3814 or rhuyh@acsa.org.

Many issues relating to when and needing it now!

Need to be competitive and see things that others offer such as distance learning, online courses, ACSA information, etc.

October 22- will be a report on action taken so far per Rich Malfatti.

EdCal or some other source needs to report bits and pieces of progress as it happens -

Don't wait until it is done!

REPORTS FROM SMALL GROUP BREAKOUTS:

9. **Create Communication Plan: Region to Grassroots**

Joanne Godfrey - Lead

Send weekly ACSA update to all members not just region/charter presidents

Send auto-generated membership lists quarterly

Create effective ways of reporting out at regions and charters

Send out meeting minutes within a week

Communicate ACSA improvements in EdCal

Make ACSA applications easily accessible on website

Send reminder emails about recruitment supplies available

Make recruiter kits available for each charter
Take Gen X'rs to college recruitment functions
Share results of things requested with general membership, i.e. signature on a petition
Send thank you letters
Remind/market on-going services offered at all levels
Order name badges and business cards for everyone on committee.
Send updated roster to committee reps.

10. **Develop MSC Training at May Delegate Assembly**

Gabe Soumakian - Lead

Retention

Defined best practices

Get region by-laws in line with state ACSA by-laws

Enhance communication within regions, use airset/tical

Distribute membership list to charters, send corrections back to state ACSA

Get auto-generated membership list from ACSA every quarter

Have regions do mid-year progress reports, or 3 times per year

Give flash drives to membership chairs to retain and share information

Have committee reps bring laptops and do on-site website training at each meeting

Recruitment Strategies

Give prizes for membership (drawing)

Meet with HR folks, attend HR council meeting

Get Supt's on board, attend Supt council meeting

Share legislative updates via list serve to all admin within region not just members

Share Ed services programs

Recruit consolidated administrative unions

Host a bring a member to each event for free admission

Ask districts to generate email lists for notifications

Continue \$1/day promotion

Check trainings online, push staff development programs

Create speakers bureau, mentors list, peer coaching

Do webcasts and web conferencing (modern technology)

Mini training sessions to outlying areas

11. **Recruit Young/Diverse Administrators**

Margarita Magliocco - Lead

Looking for both young and diverse, need to dig deeper

Look for teachers in training

Recruit from district programs

Make a partnership with CTA

Identify criteria, tailor services to needs

Look at AVID concept for organization and see how we can use their strategies

Look at other groups and how successful they are and why

Identified needs of coaching, resources, different delivery systems to meet different needs, don't do piece-meal, do an administrator development program (one stop shop!)

Key is Supt council to give names of potential new administrators
Develop local resources
Do a full court press with free seminars and a variety of areas, invite non-members
Sell what it takes to become an administrator and then offer a plan.

Summary comments about breakout sessions

Common thoughts in all groups. Need to have another dialogue before the next meeting so the thoughts and ideas are not lost, use airset to participate in a blog, phone conference or email to have active dialogue on the issues from each subgroup, extend thinking, gather more input, identify next steps and get ready to develop an action plan to share with regions and implement. Get dates and times and coordinate with Joanne Godfrey so all can participate. She will set some dates, notify everyone and members will sign up to participate.

12. **Review Recruitment Manual/Timeline of Recruitment Activities**

Passed out Recruitment Manual.

Committee is looking for feedback on document or can decide to make it a final document - use as a draft for this year. Points from the subgroups will be added to the draft document for the February meeting. As members use the document between now and February, get all suggestions, potential changes to Margarita Magliocco at mmagliocco@acsa.org or bring to the Feb. meeting. Develop a subcommittee to finalize the document from the February meeting and get ready to use as a tool for the May training.

13. **Membership Drives Update**

Margarita Magliocco –

Membership Report as of September 30, 2007

Total members = 15,695. We're up 431 members compared to last year, with the largest gain in the Regular category!

Membership Promotion Update as of October 9, 2007

Dollar-A-Day 258 new members

Student Special - \$75 30 new members

* Thanks to all for input and thoughts, collaboration. Thanks to Tracy for diversity piece.

Introduced Bob Lee – President

Spoke about goals, mission, vision, to ensure they stay at the forefront of organization. Spoke about personal stories and how important they are to what we do. Close to 29,000 school administrators and asked us to focus on how we continue to provide information via technology, leadership coaching, website, summits, conference, professional development, other. What we see now is different, need to continue to focus on areas that are needed. He and others just came back from an opportunity to meet with Margaret Spellings office and share about issues relating to NCLB, corrective action, student opting out of testing and ramifications/sanctions. Asked for specific areas that needed to be addressed that did not include firing the principal or redistricting or that had an adverse action on a school or community. Also talked about Rtl, Career and technical ed, diversity and other important issues. Know that we still need to focus on reaching out to members. We are going to have

a generation of membership that will be ready at 32. Heard from Richard Strauss on the next generation and realized that we need to be cognizant of these issues. Technology is good but we need to also have the personal touch/approach. Those and more will be his issues this year. Things may look a little different. Need to be mindful of issues relating to secondary administrators who cannot participate and create opportunities for connections.

- Passed out information on the November Leadership Summit.

Meeting adjourned at 3:00 p.m.

Submitted by:
Kathleen Daugherty