



Annual Board Planning Meeting

Wednesday, June 15-17, 2022

Sacramento-1102 Q Street, 4th Floor Executive Board Room

Record of the Meeting

Officers Present:

- W. Fong**, Chabot Las Positas CCD, Board President
- E. Ramones**, West Valley Mission CCD, President-Elect
- B. Dowd**, San Diego CCD, Immediate Past President

Directors Present:

- L. Cordova**, San Joaquin Delta CCD
- D. Kot**, Schools First CU
- J. Enders**, College of the Desert
- G. Ly**, City College of San Francisco
- A. MacNeill**, San Diego Mesa College
- S. Yaqub**, Butte CCD
- D. Otten**, Copper Mountain CCD
- S. Cornejo**, Southwestern CCD
- J. Moon-Johnson**, American River College [has transferred to San Mateo CCD since]
- M. VillaGomez**, Napa CCD [has transferred to Santa Barbara CCD since]
- T. Gilkerson**, Evergreen Valley College
- C. DelaRosa**, Ohlone College

Directors Absent:

- S. Conrad**, formerly at MiraCosta CCD
- C. Ng**, MiraCosta CCD
- K. Tarrent**, Norco College
- J. Lancaster**, LA City College
- M. Holtzclaw**, formerly at College of San Mateo
- K. Stoppenbrink**, ACCCA Retired Member

Staff/Guests Present:

- S. Bray**, Executive Director
- C. Mikami**, Coordinator, Membership, Finance and Accounting
- P. Marcotte**, Coordinator, Communications and Technology

M. Underwood, ACCCA Advocate
R. Tahara, Consultant [communications and marketing]
J. Aries, Business Member and Consultant [participated by video]
T. Leong, Chair, CMC
J. Fiegert, Chair, RMC [participated by video]

Wednesday, June 15

General Session/Initial Strategic Team Meeting

I. Call to Order/Welcome Remarks

ACCCA's 2021-22 Board President, **Wyman Fong** welcomed returning and newly elected board members to the annual planning meeting. Following introductions, the Board briefly discussed the itinerary for the 3-day meeting and reviewed the documents provided in advance.

II. Member Survey Analysis and Data Presentation

Following a networking lunch, the Board was joined by consultants Raven Tahara [The Symbolist] and Jennifer Aries [25th Hour Communications] who advised the Director and the Communications/Marketing Committee [CMC] on the 2022 Focus Groups held to gather data from members about their perceptions, needs and preferences. The data gathered helped update the feedback that was gathered in 2016-17 and formed a basis for the strategic planning agenda

Consultants **Raven Tahara** and **Jennifer Aries** will provide an overview of the data derived from the Focus Group project as well as a review of 2022 Member Survey results and relevant data from event evaluations and as context to strategic planning work to be done throughout the meeting.

To allow for maximum participation in this work, a summary of the data will be provided to the Board for their review in advance of the meeting. Multi-year trends will be discussed for their implications on ACCCA operations; program development and execution of the advocacy priorities to come. Additional context will be provided by budget assumptions provided by the Finance Committee.

III. Strategic Team Meetings: Discuss 5-year Goals/Team Leads

The group was divided into 5 teams to review the research and develop 5 year goals.

- *Group I: Membership/Lead: **James Fiegert***
- *Group II: Operations & Finance/Lead: **Eric Ramones***
- *Group III: Professional Development/Lead: **Geisce Ly/Lonita Cordova***
- *Group IV: Advocacy/Lead: **Willy Duncan***
- *Group V: Communications & Marketing/Lead: **Tim Leong***

In this initial exercise, the teams focused on the more aspirational, long term visions and developed **key overarching strategic goals** for the next 5-year cycle. The meeting adjourned at 4 pm.

Thursday, June 16, 2022

Team Meetings/Develop Final Recommendations

- *Group I: Membership/Lead: **James Fiegert***
- *Group II: Operations & Finance/Lead: **Eric Ramones***
- *Group III: Professional Development/Lead: **Geisce Ly/Lonita Cordova***
- *Group IV: Advocacy/Lead: **Willy Duncan***
- *Group V: Communications & Marketing/Lead: **Tim Leong***

The board's strategic teams began the day by convening to explore and define **actionable objectives or tasks** related to the goals they are recommending.

GENERAL SESSION: Strategic Team Leads Report Out

The full board reconvened in the last half of the day and each Team Lead presented a brief summary of recommendations for each area over the next 5 years. Following a wide ranging discussion, the Board accepted the plan in concept. The ED was directed to vet the draft plan with each of the commissions and committees as appropriate and adjust per their recommendation prior to the September meeting when it will be re-addressed and action taken to confirm the plan.

Friday, June 17, 2022

Annual Business Meeting of the Board

Annual Election of Officers

The Board convened at 9:30 a.m. for the final day of the retreat to hear the reports of the commissions/committees, take action on a tentative budget, and elect officers for the 2022-23 year.

Nominees for the offices of President, President Elect and Past President were taken and **Lonita Cordova** was the sole candidate for the office of President-Elect to replace **Eric Ramones** who ascended to the office of President, and Wyman Fong who will move to the office of Immediate Past President. The slate was offered to the Board for a vote and was unanimously approved.

The Board also applauded the work of outgoing Past President Bonnie Ann Dowd who stepped down from the Board after 8 years of leadership and dedicated service—the last six of those in an officer/leadership role.

Also stepping down were members Scott Conrad, Charlie Ng and Samia Yaqub. Samia was one of the honorees at the Board's dinner on the previous evening where, along with Dowd, and outgoing President Wyman Fong received a token of appreciation and the accolades of the Board. Scott Conrad and Charlie Ng, absent from the retreat, also received plaques commemorating their years of service.

CLOSED SESSION OF THE BOARD

Prior to the start of the business meeting, the Board met in closed session to discuss the evaluation of the ED, and employee salaries/benefits adjustments the Executive Committee was recommending.

The Board reconvened at 10:30 a.m. and informed staff that they had the Board's approval to offer a one time stipend [\$1,500] to S. Bray and C. Mikami for additional work taken on in the absence of a regular meeting planner in the last quarter of 2021-22. Additionally, the Board granted a 5% increase in salary going forward, no retroactive increase included.

Lastly, the Board agreed the process be adjusted to review and warrant future salary adjustments with a start date beginning January 1, 2023. This process shall include, but not be limited to the following: employee performance evaluation, review of the Association's financial position, comparable salary data, and satisfactory outcome of performance metrics as identified between the ACCCA Board and the Executive Director.

Minutes of the March 2022 Meeting.

It was moved and seconded [Moon-Johnson/Cordova] to approve the March 2022 minutes as submitted. The motion carried.

2022-23 Directory & Calendar of Meetings & Events.

The Directory/Calendar was accepted by the Board as submitted.

Commission/Committee Leadership/Annual Reports/Action.

The Board accepted the written annual reports of the commissions/committees as submitted by their respective Chairs in advance. Additional adjustments to rosters and establishing dates for meetings will be confirmed prior to the September Meeting.

2022-23 Tentative Budget/Action.

Finance Chair, Kuldeep Kaur presented the tentative budget recommendation from the committee for 2022-23. It was moved and seconded [Dowd/Cordova] to approve the 2022-23 tentative budget as proposed by the Finance Committee. The motion carried.

12:30 p.m. Adjournment/END OF MINUTES.