

**ACCCA BOARD OF DIRECTORS
ANNUAL PLANNING MEETING
Wednesday, June 12 to Friday, June 14, 2019
ACCCA HEADQUARTERS, 1531 I Street, Sacramento, CA 95814**

WEDNESDAY, JUNE 12, 2019

OFFICERS PRESENT:

- **O. Pourzanjani**, *President (CCCCO/Golden West College) Representing Instructional Services Administrators*
- **T. Greene**, *Past-President, (American River College) Representing CEOs*
- **D. Houston**, *President-Elect, (Yuba CCD) Representing CEO Members*

MEMBERS/EX-OFFICIO* MEMBERS PRESENT (for all or a part of the 3-day proceedings):

- **W. Fong**, *(Chabot-Las Positas CCD), Representing Human Resource Members*
- **K. Kaur**, *(American River College), Representing Business Services Members*
- **A. Law**, *(Las Positas College), Representing Instructional Administrators*
- **S. Yaqub**, *(Butte CCD), Representing CEOs*
- **G. Ly**, *(City College of San Francisco), Representing Instructional Administrators*
- **K. Tarrant**, *(Norco Community College), Representing Student Services Administrators*
- **J. Walters**, *Retired Member Rep*
- **L. Gormley***, *(SELF-Schools Excess Liability Fund), Representing Business Members*
- **C. Ng**, *(MiraCosta) Representing HR/CBO Members (by Phone on Wednesday)*
- **S. Shears**, *(DeAnza College), Representing At Large Administrators*
- **S. Hancock**, *(Grossmont Cuyamaca CCD), Representing Student Services Administrators*
- **L. Cordova**, *(Merced CCD), Representing Student Services Administrators*
- **J. Lancaster**, *(Los Angeles City College), Representing Instructional Administrators*
- **G. Roquemore**, *(Irvine Valley College), Representing CEOs*
- **D. Kot**, *(Schools First Credit Union), Representing Business Members*
- **W. Duncan**, *(Sierra College) Representing CEOs (Thursday and Friday)*
- **B. Dowd**, *(San Diego CCD), Representing Business Services Members (Friday only)*

BOARD MEMBERS/EX OFFICIO* MEMBERS NOT IN ATTENDANCE:

- **S. Conrad**, *(Santa Rosa Jr. College) Representing At Large members/Technology*
- **J. Lyle**, *(West Valley College), Representing Instructional Services Members*
- **J. Gutierrez**, *(Orange Coast College), Representing PIOs/Communications Administrators*
- **E. Cipres**, *(Irvine Valley College), Representing Student Services Members*

STAFF/GUESTS PRESENT:

- **S. Bray***, *Executive Director*
- **C. Mikami***, *Administrative Supervisor*
- **C. Clark***, *Manager, Professional Development and External Development*
- **M. Underwood***, *ACCCA Advocate*
- **Sumer Avila**, *Facilitator, Strengths Finder Teambuilding*

**Indicates Non-Voting*

- I. CALL TO ORDER:** The 2019 planning meeting of the ACCCA Board of Directors was called to order at 10:20 a.m. President **Omid Pourzanjani** reviewed the agenda. The agenda was

reviewed and no new agenda items were added. New Board members were introduced to incumbent board members

II. ANNUAL STRATEGIC PLANNING WORK:

- a. **Data Review and Discussion.** Executive Director Bray provided an overview of the data to be used in group work to address the strategic plan. A review of accomplishments and challenges of the prior year were discussed. ***Details on 2018-19 activity are included in the Data Review power point posted on Board Docs.***
- b. **Group Activity: Assessment and Revision of Strategic Plan.** Members of the Board were divided into four groups to deconstruct 2018-19 outcomes, apply salient points from the data and form recommendations for the coming year. Recommendations for revising the existing plan were presented by each group and discussed by the Board. A final revision of the plan was presented on Friday, and the Board subsequently approved the following plan:

Strategic Focus Area I: MEMBERSHIP

GOAL A [reframed]: *RAISE MEMBERSHIP VALUE BY BETTER CONNECTING MEMBERS TO THEIR BENEFITS*

1. **TASK: Use the launch of the new quarterly newsletter in Sept. to introduce a regular column that profiles a key member benefit in each issue**

[Existing newsletter has been reformatted as a tabloid publication delivered electronically each quarter, addresses ACCCA member issues, advocacy and regulatory information, standards and practices, skills and techniques, profiles members.]

2. **TASK: Explore the cost/benefit of creating an ACCCA app and using it for push notifications to members.**

3. **TASK: Assess the value of Retired Membership and make recommendations to the Board for improvement/change.**

[This work will include a new survey of all current retired members, and those set to retire within the next few years to assess needs. Recommendations for improvements to membership value, better communications and a plan to regularly leverage retired members as volunteers will be developed. Anticipated completion set for 6/30/2020.]

4. **TASK: Assess the value of the Business Membership model and establish guidelines for future Mutual Benefits Agreements with ACCCA Business Members.**

5. **TASK: Explore ways to better leverage our established Linked In account to engage members, and define the staff time involved in maintaining communications through that mode.**

Operational Direction/Parking Lot Issues:

- Goal A will require Staff to ensure that the “Join ACCCA” link is present on all outgoing communications and that members are properly notified about time sensitive requirements for some insurance benefits.
- Task #2 and Task #5 would benefit from a Quick Poll of members conducted regionally through the RMC to establish member communication preferences. Data from the poll would determine how much/little members would value an app; use Linked In to connect with ACCCA, etc.

GOAL B: INCREASE MEMBERSHIP BY 15% IN 2019-20

1. **TASK: Execute an outreach and recruitment plan at 4 ACCCA sponsored Regional Events in 2019-20.**
2. **TASK: Leveraging the Volunteer Pool and Board Members, establish a presence at selected affiliate conferences for recruitment purposes.**
3. **TASK: Establish a process for reviewing retention statistics and working with the RMC to set annual member retention goals by region.** Selected Board and RMC members will be provided with contact lists for lapsed members and be asked to contact them.

Operational Direction/Parking Lot:

- Staff needs to get Board input on existing affiliate conference schedule to update for regional groups.
- Staff needs to update protocols on lapsed members to include outreach from a member of the Board or a volunteer to get their feedback and invite them back to ACCCA.
- Staff will review all lapsed members in the past 6 months and prepare contact lists by region.

Strategic Focus Area II: Organizational Structure and Operations

GOAL A: Strengthen Structure, Operation and Fiscal Vitality

1. **TASK: Provide Strengths Finder-based Board development with a focus on specific topics/issues that would benefit board members. In 2019-20 focus that training on developing a Code of Conduct for board members with an emphasis on equity practices.**

2. **TASK: Review/revise the existing Statement of Ethics for Administrators with a focus on equity practices and gender roles and widely publicize the revised document.**
3. **TASK: Draft operational guidelines for the replacement of key staff by 6/30/20.**
4. **TASK: Collaborate with ACHRO to establish a select committee on Administrative Standards and Practices to develop best practices to address concerns in the areas of administrator on-boarding; hostile environments [i.e., “Administrator Bashing”]; and model gender/equity practices. Widely publicize resulting documents to members and affiliates.**
5. **TASK: Review the existing member dues structure and recommend change where appropriate.**
6. **TASK: Explore outside funding to replace the Association’s web site and database platform (I4A).**

Operational Direction/Parking Lot:

- Staff will address notification issues regarding updating member salary ranges.
- Reference ARC’s new pilot program for onboarding administrators.
- Working with Finance Committee and PPC, continue development of the multi-year budget model and assumptions building.
- Provide the Board with an updated Marketing Plan report showing updated prioritization of tactics for 2019-20 in September.

Strategic Focus Area III: Professional Development for Members, Administrators and Managers of the CCCs

GOAL A: *Sustain and strengthen core programs over the next 5 years [2024].*

1. **TASK: Address succession planning for key roles in program planning and deployment, as well as Subject Matter Experts [SMEs] and presenters.**

GOAL B: *Nurture and support members throughout their professional career with targeted training and networking.*

2. **TASK: Address capacity issues by defining and adapting “Admin 150” content in core programs.**
3. **TASK: Deploy “Admin 150” topics and Subject Matter Experts [SMEs] as needed for six ACCCA sponsored webinars and four Regional Events in 2019-20.**

- 4. TASK: Review existing Affiliate Conference Engagement plan for inclusion of additional statewide and regional groups. Collaborate with selected affiliate groups to bring pre/post conference workshops.**

Operational Direction/Parking Lot:

- Stand down on “Assisting members in creating a personal pathway to professional success.” Consider this as a PD tag line for marketing purposes.

Strategic Focus Area IV: Advocacy for Legislative and Regulatory Improvement

GOAL A: *Contribute to a legislative and regulatory environment that supports members and the system*

- 1. TASK:** *Continue to address parity in post-retirement options through collaboration, negotiation and possible legislation.*
- 2. TASK:** *Work within the Administrative Leadership Council to collaborate and build consensus on administrator priorities. Address these issues in Consultation as appropriate, and widely publicize progress to members and affiliates.*
- 3. TASK:** *Explore wider use of social media [Linked In/texting links] as a tool to inform and engage members on issues of concern regarding policy, standards and practices, legislation and budget advocacy.*

Operational Direction/Parking Lot Issues:

- Consider updating the presentation on 50% Law and other policy conflicts and submitting it for presentation at affiliated conferences and the ACCCA Conference.

THURSDAY, JUNE 13, 2019

- I. CALL TO ORDER:** Day two of the annual planning meeting of the ACCCA Board of Directors was called to order at 9:00 a.m. President **Omid Pourzanjani** reviewed the agenda and then introduced the Board to Strengths Finder facilitator, Sumer Avila.
- II. BOARD DEVELOPMENT:** Sumer Avila provided the Board with an overview of the session and engaged them in several exercises in team building.
- III. COMMISSION/COMMITTEE REPORTS:** The Chairpersons or designated individuals for the two commissions and each standing committee of the Board provided a review of their written annual reports. Board members were able to discuss work plans for the

coming year in keeping with the recommended adjustments to the Strategic Plan.
Copies of Commission and Committee annual reports are attached to these minutes.

IV. ADJOURNMENT: The meeting was adjourned at 3:30 p.m.

FRIDAY, JUNE 14, 2019

- I. CALL TO ORDER:** The final day of the annual planning meeting of the ACCCA Board of Directors was called to order by President Pourzanjani at 9:00 a.m. Once quorum was established, the election of officers was facilitated.
- a. *Transition of Officers*—**it was moved/seconded (K. Kaur/J. Walters) to approve the transition of offices. The motion carried.** Omid Pourzanjani moved to the role of Past President, and Doug Houston moved to President of the Board and chaired the rest of the meeting.
 - b. *Nominations for President-Elect*—Director Bray confirmed that one self-nomination for the open President-Elect seat was received in advance of the meeting. The floor was opened for additional nominations. Hearing none, nominations were closed and the nominee, Bonnie Ann Dowd, was asked to make a statement. **It was moved/seconded (W. Duncan/O. Pourzanjani) to approve the appointment of Bonnie Dowd as President-Elect for the 2019-20 year. The motion carried.**
- II. Business Meeting/Actions Taken:**
- a. *Minutes of the 3-15 Meeting:* Bray provided the Board with minutes of their March meeting shortly after that meeting, and posted them in the June meeting materials for review. **It was move/seconded (W. Duncan/W. Fong) to approve the minutes as presented. The motion carried.**
 - b. *ACCCA Board Meeting Dates:* Bray reviewed the draft Directory with the Board and suggested meeting dates for the Board in 2019-20. The following dates were designated by the Board:
 - *Thursday, September 12, 2019*
 - *Tuesday, January 14, 2020*
 - *Friday, March 13, 2020*
 - *Wednesday, June 24 through Friday, June 26, 2020*
 - c. *ACCCA Legislative Platform:* President Houston asked for approval of the draft legislative platform put forward during the CFLA report on the prior day. **It was moved/seconded (S. Shears/K. Tarrant) to approve the Legislative Platform as**

submitted by the CFLA. The motion carried. A copy of the current Legislative Platform can be found on the advocacy page of the ACCCA web site.

- d. *Revised Strategic Plan:* Bray review the recommended adjustments to the Strategic Plan as submitted by each of the 4 workgroups of the Board. No further adjustments were made. **It was moved/seconded (W. Duncan/J. Walters) to approve the revised Strategic Plan as reviewed. The motion carried.**
- e. *Board Manual: Amendment to Chapter 2, Section 2.2.3: "Board Role and Responsibilities."* Proposed language was reviewed that would add requirements to the Board role, specifically related to recruitment responsibilities. **It was moved/seconded (S. Shears/L. Cordova) to add language to the Board Manual requiring all Board directors to recruit a minimum of 5 new members in the course of their three year term. The motion carried.**
- f. *Appointment: Chair of the Management Development Commission (MDC):* The Executive Committee recommended the appointment of Wyman Fong to serve as Chair of the MDC in 2019-20. **It was moved and seconded (B. Dowd/O. Pourzanjani) to approve the appointment of Board Member Wyman Fong to Chair the MDC. The motion carried.**
- g. *Appointment: Chair of the Regional Member Council (RMC):* The Executive Committee recommended the appointment of Amir Law as Chair of the RMC. **It was moved and seconded (D. Houston/W. Duncan) to approve the appointment of Board Member Amir Law to Chair the RMC. The motion carried.**

III. FINANCIAL OPERATIONS REPORT: For the benefit of the new board members, Director Bray reviewed the budget fact sheet with the Board to illustrate some of the contributing factors in building the Tentative Budget.

Finance Committee Chair Kuldeep Kuar presented the tentative budget to the Board and reviewed the revenue and expense assumptions that influenced the numbers proposed. She shared details of the staffing plan indicating a 3.26% COLA increase to base compensation for all full time employees. The multi-year projection model was discussed with the assumptions that were made to project increases in revenues and expenses through 2022-23. Members agreed projections should reflect a minimum of five years, and directed staff to update the model before the September meeting. **It**

was moved and seconded (B. Dowd/W. Fong) to approve the tentative budget as submitted. The motion carried.

IV. MEMBERSHIP REPORT: Director Bray presented the details of the 2-year recruitment campaign “1600 Strong” that is being ramped up now through the end of August and officially launched on September 1st. The mission of the campaign is to bring ACCCA to 1600 active members by June 2021. The one-time financial investment in the campaign totals \$9,000 and is reflected in the “Special Projects” category of the budget to cover consultant fees. The special expertise required to establish the campaign messaging, templates, quarterly milestones, communication map etc. falls outside the Board and staff and will be needed from July through September and the official launch of the campaign.

In addition to reviewing the Campaign, Bray outlined the current status of member statistics by region. She noted that the 3% growth goal for 2018-19 was far exceeded at a net growth of 8.75%. Bray indicated that a robust recruitment effort at the annual Conference and the solidification of the Regional Member Council and the 122 Campus Contacts around the state provided the energy to bring ACCCA from 1067 members to 1160 members.

END OF MEETING

Next Meeting Date: Thursday, September 12 at locations North and South