



REGIONAL MEMBERSHIP COUNCIL

MEETING NOTES

Monday, April 22, 2019

Call to Order. Present at the meeting were:

- **Susan Bray**, Executive Director, ACCCA
- **Christel Mikami**, Membership Coordinator, ACCCA
- **Region 1: VACANT**
- Region 2: **Steve Wylie**, Woodland College
- Region 3: **Dio Shipp**, Contra Costa CCD
- **Region 4: Absent (Kurt Hueg, Foothill College)**
- Region 5: **Michelle Brock**, College of the Sequoias
- **Region 6: Absent (Diane Fiero, College of the Canyons)**
- Region 7: **Dipte Patel**, El Camino CCD
- **Region 8: VACANT**
- **Region 9: Absent (Cecy Garcia, Palo Verde CCD)**
- **Region 10: Absent (Mike Reese, Grossmont College)**

Council Priorities & Trending Issues:

Council Chair:

Director Bray began by announcing that the newly appointed Chair of the RMC, Phillip King had resigned due to an unexpected move out of state. Another Chair will be appointed by the Board at their June meeting.

She also noted that the Admin 101 and 201 registration deadlines have been extended, and encouraged Council members to make sure their Campus Contacts know.

Council Meeting Dates:

Regional Council Members concurred that the Council should continue to meet at least quarterly, and then as needed, in the 2019-20 year and selected the following meeting dates [please calendar these meetings]:

- Thursday, August 8, 2019
- Friday, November 8, 2019
- Friday, February 14, 2020
- Friday, May 8, 2020

All meetings are one hour, 2 p.m. to 3 p.m., and all are conducted by conference call.

RMC and Campus Contact Roster Status:

Director Bray reported that staff has been filling vacant Campus Contact seats and the roster is once again nearly complete. She provided the updated report. She noted that the excel report, and others, are now being maintained on Google sheets and will be accessible through the [Regional Council web page](#).

The updated page contains additional resources for Council members which they can share with their Campus Contacts for recruitment and informational purposes. ***Suggestions for improving the page from the Council will be helpful in making it more robust and useful for Council members and their Campus Contacts.***

ACCCA Member Survey:

Director Bray stressed that the 2019 Member Survey, scheduled to be distributed to members the last week in April, will be critically important to moving forward on the strategic plan's four strategic areas, particularly for the professional development and membership efforts. The survey instrument has been vetted by several internal committees and was shared with the Council in its final form. No changes were made to the final draft. Council members were asked to communicate with their Campus Contacts when they receive the survey and encourage them to complete the survey, and to ask their ACCCA member colleagues to do the same. The survey will be released on or about April 30th and will be due back on or about the 15th of May.

Strategic Plan Review - Planning for 2019-20

The Council also reviewed the current status of the ACCCA Strategic Plan and its four critical areas: Membership; Professional Development; Operations and Advocacy. Director Bray shared some of the issues going into the June meeting that the Board will have to take on including marketing member benefits effectively; expanding professional development beyond

the existing line up of programs, and continuing to pursue legislation to improve the environment for interim appointments of retired administrators.

She stressed the importance of the coming member survey results which she hopes will reinforce these assumptions and provide some specific suggestions from members about how to better meet their needs.

ACCCA Board and Commission/Committee Reports:

Director Bray reported on recent activities of the Board and key Commissions. Notes from the March 15 meeting of the Board were provided for review, but she highlighted the Board's discussion of **building capacity and sustainability into the existing professional development line up in the 2019-20 year.**

She said efforts have been hampered by the lack of leadership of the MDC recently, but she is hopeful that a strong leader will come forward by June to lead the Commission in the coming year. Regardless, Bray said that she and the Board are **moving forward on some concepts that are designed to build in additional opportunity for training, and allows flexibility to bring content based on member needs** [again, the Member Survey is critical to this.] Adding "lunch and learn" webinar sessions and periodic one day Regional Events to supplement existing training will be important in 2019-20. Bray noted that survey questions have been adjusted to get at content needs and format preferences that will work for most members.

On the advocacy front, Bray reported that the CFLA is scheduled to meet again on 4/30 and that agenda will address ACCCA's position on the ongoing SCFF debate and next steps on the interim position legislation will be decided. She encouraged any Council members who have an interest in those issues to sit in on the conference call.

Bray closed with good news on the member recruitment front. Already ahead of the 3% growth goal, current membership is holding in the last quarter and now sits at 1190 [up by 125 net new members since June.] She apprised the Council that ACCCA has contracted with a marketing consultant to plan for a first quarter 2019-20 recruitment campaign and Member Appreciation month. Council members will be provided with details about the campaign at their May meeting.

END OF MEETING

Next Meeting is Wednesday, May 8th at 10 a.m.