

## ACSA Member Services Committee Meeting Notes – 9/3/20

Attendees:

Chair absent - Rebecca Cook	Reg 12 absent - Angela Brantley
Reg 1 Glen Senestraro (auditing)	Reg 13 absent - Laura Kintz
Reg 2 Christina Jolly	Reg 14 absent - Christina Balbuena
Reg 3 Elena Cabrera	Reg 15 Yvette Walker & Saida Valdez
Reg 4 Thad Owens	Reg 16 Lisa Dachs-Ornelas
Reg 5 No rep assigned	Reg 17 David Appling
Reg 6 Renee Lama	Reg 18 No rep assigned
Reg 7 Kathy Griggs	Reg 19 No rep assigned
Reg 8 Yvonne Sugimura	Board Liaison Carol Hansen
Reg 9 Russell Freitas	Staff Liaison Margarita Cuizon-Armelino
Reg 10 absent - Colleen Myers	Support Staff Joanne Godfrey
Reg 11 Jamie Rogers	<b>*Special Guest Alice Petrossian</b>

### Veteran reps share insight into the role:

David - Reach out to charter presidents to make sure they have all info they need. Membership rosters, new & reinstated list, terminated list. Come up with different ways to support our members with scholarships.

Chrissy - Alleviate time on anyone's plate. We are here to support you.

Kathy - Getting to know who charter presidents are and the best way to reach out to them. Works with Bob Lee, region 7 membership recruiter.

Lisa - Started with a brown bag luncheon - brings in district personnel for principals and AP's to get pertinent information. Lisa is introduced to talk about membership. Non-members really see the value of ACSA membership since they are getting their PD from ACSA. She wears her ACSA shirt.

Chrissy - Self-care assessment plan. Assisting principals and AP's. Where are you in the realm of wellness?

Lisa - Virtual socials with gift card incentives

### Roles and Responsibilities:

Joanne went over Recruitment Manual

**Leadership Roles & Duties:** Region Membership Chair/VP, Charter Membership Chair, Region Consultant, Membership Recruiter/MRT, Ambassador

**Member Categories & Benefits:** Regular, Student, Associate, Retired

ACSA Educational Institution Service for School Board Members, Districts & County Offices

**Timeline of Suggested Recruitment Activities** - September, email revised membership list back to state ACSA at [memberservices@acsa.org](mailto:memberservices@acsa.org).

**Membership Reports & Membership Roster Updating:**

Monthly drop-box link contains reports in two formats - Excel and PDF

Roster updates - Make corrections directly on the excel spreadsheet in the appropriate field and highlight the row in yellow. Email changes to [memberservices@acsa.org](mailto:memberservices@acsa.org)

**Why ACSA Flyer** contains current member benefits and is a useful tool for recruiting

**\$2 a day Regular membership application**

Lisa - Created a Why ACSA flyer to help grow membership in the region.

Margie - Kudos to Region 16 for taking a state ACSA strategy and applying it to the region! Regions really need to use their social media platform. Margie will be sending \$10 Starbucks eGift Cards to several reps who were wearing ACSA logo gear.

Alice, new ACSA Partnership Executive - P4P was created several years ago. Partners provide us with financial support and access to all of you. We really need new members. We want to increase our partners to provide additional benefits to our members. Many regions already have successful partnerships.

Margie - Partners will give presentations to this committee throughout the year. We need each committee rep to create a Why ACSA video (Margie played Chrissy Jolly's video for the group). We use these over social media. You don't need professional video, just use your cell phone.

Elena - Looking to our county supts. Make space for those things that support leaders. There is a lot going on right now and we have to use several virtual meeting platforms, etc.

Margie - Member services is sponsoring a webinar at 4pm today:

**School's In! Superintendents Share Early Lessons Learned** - Please join ACSA & CALSA in a conversation with Superintendents from North, Central and Southern California as they share their heroic efforts, experience and lessons learned during the first three weeks of the 20-21 school year during the pandemic.

Asking this committee to come up with engagement opportunities for jobalikes. Put together an agenda. The power of ACSA is that we can bring administrators together from across the state, plus that feeling of not being alone. Being an administrator can be very isolating. Next event is one for principals.

Alice - requested that Zoom link to 4pm webinar be re-sent to all committee members. Also recommended that info be shared about the various virtual events on ACSA Facebook - Monday Facebook live with Wes, Wednesday Legislative Lunch Break, ACSA Campus Tour. Link to ACSA Facebook: <https://www.facebook.com/acsafans>

Carol Hansen/Board Liaison - Do non-members have access? Suggested that links to virtual pages where episodes can be found be placed in one area of the website so that they could be easily found and shared.

Margie - Things we do on Facebook are accessible to non-members. We email reminders about each event every week to members. All facebook episodes can be found on ACSA's FB page at the link above.