Membership and Leadership Committee Meeting

August 2, 2021
4:00 – 5:00 pm

Notes

Attendees: Wendy Brill-Wynkoop, Rocio Diaz, Raymond Brennan, Andrew Aleman, Jennifer Shanoski, Cornelia Alsheimer-Barthel, Jonnie Terry, Kim Perigo, Rebecca Eikey, Laura Alarcon
Absent: Masa Omae, Natalina Monteiro, Monica Nolasco, Rene Lozano
Staff: Lidia Stoian

Welcome and introductions to the new committee. The committee roster was shared with everyone.
- Johnnie Terry volunteered to take notes for the meeting.

Committees started with FACCC Priorities and constructed goals to match each priority. Those goals were edited by Wendy and Evan to make them achievable within a two year period. They were edited to be consistent across the board. The original copies have been preserved.

The activities to make those goals achievable from the agenda are:

- Review the Membership & Leadership Committee description and draft the committee’s purpose and responsibilities.
- Comprehensive plan to reach non-member faculty and increase awareness of FACCC in the CCCs
- Why FACCC? Develop why faculty need FACCC in a concise format. (the FACCC story)
- Increase committee membership participation to include members from various disciplines, employment statuses, and all areas of the state.
- Diversify the Committee through active recruitment
- Partner with FACCC Legislation and Advocacy Committee to communicate and connect the importance of membership and advocacy.
- Transition to faculty chair-led meetings

MISSION: The policy institute that enhances teaching and learning through research, communication, and professional development opportunities for community college faculty.
Wendy walked us through these goals so that members of the committee would be aware of them and potentially update, change, or add to these goals during the year.

It was suggested that we reach out to part-time faculty and coordinate with the part-time committee. Part-time faculty who are active in FACCC could be tapped to engage their campus' part-time faculty.

FACCC Membership Committee was charged with the following:

- Develops strategic plan and marketing strategies on recruitment and retention of FACCC members and leaders. Faculty members with extensive contacts and those with business/marketing backgrounds are needed.

Discussion following:

- Seek faculty expertise in Marketing for membership;
- Hire outside assistance with Marketing for membership;
- Seek faculty expertise and hire some specific assistance from outside;
- Figure out the best way to spend money for membership.
- Other options: Emails, Call to action day, mailers, phone banks to call potential members, work through local unions.
- I mentioned “Uptownstudios.net” with the byline “Designs for Social Change.”
- The Chair brought up that the Regional Directors sit on the Membership Committee because they represent regions.

We need to capitalize on this “activation of regions via the regional directors” potential for better organizing. We should think about regional activities.

There is a link to membership reports in the agenda. There are three years of trend reports and a fourth year of the new software. The Committee is trying to create a membership report that is more useful. Members were asked to look at the Membership trends to get some ideas about where we could focus energy to drive membership numbers up.

The committee is seeking a recurring monthly meeting time for fall. The committee chair will use a doodle poll and ask everyone to please respond to the doodle poll. With regards to in-person meetings, the decision “probably not now” seemed descriptive of the discussion.