

Information

To: NACUA Board of Directors

From: Kathleen A. Rinehart
Chair, Committee on Membership and Member Services
Miriam S. Miller, Staff Liaison

Date: June 2, 2008

Subject: June 2008 Report of the Committee on Membership and Member Services

The following is a summary of the recent activities that stem from the 2007-2008 work plan of the Committee on Membership and Member Services.

Charge to Committee:

The Committee is responsible for recommending amendments to policies and procedures as well as new policies to the Board of Directors regarding membership matters. The Committee is also responsible for proposing changes to enhance member services or to add services in any areas deemed appropriate and timely by the Board of Directors. The Committee will assist the staff, when appropriate and necessary, in the recruitment of non-member institutions.

Committee Leadership:

Kathleen A. Rinehart, Chair
Dana Scaduto, Vice-Chair and Chair of the Subcommittee on Policy and Procedure
Scott Warner, Vice-Chair and Chair of the Subcommittee on New Member Initiatives and Member Services
Nancy Washington Vaughn, Vice-Chair and Chair of the Subcommittee on Recruitment and Retention

Work Plan for 2007-2008

- Provide input into the annual report of the NACUA Board of Directors Advisory Council on Diversity and Inclusivity regarding membership and member services activities that support NACUA's diversity and inclusivity initiatives.

Nancy Washington Vaughn is the Committee on Membership and Member Services' representative to the Council. In its recent call, the Council discussed preparing a one-page document describing the practice of higher education law to those interested in entering the field. A draft has been prepared for review by the Council and will be shared with the NACUA Board in June. This document will be posted on the NACUA website, and will be available for members to use during presentations at meetings.

Subcommittee on New Member Initiatives and Member Services

- Assess the volunteer and staff liaison experience in FY 2007-2008 and consider other ideas in subsequent years. Review and make suggestions for questionnaire to send to 2007-2008 volunteers.

In October, the Subcommittee reviewed a schedule for the creation and execution of the Volunteer Assessment Survey. Staff developed a survey instrument and survey correspondence, and the survey was sent to 295 Committee volunteers in April. 165 responses were received, yielding a 56% response rate. A report on the results of the survey will be presented to the Board at its June 2008 meeting.

- Continue to focus on services for new members, with an increased focus on providing more customized and personalized contacts between new and veteran members.

NACUA continues to pair new members with more tenured members via the Colleague Program. Welcome emails and letters were revised in July 2007 to further highlight this program.

NACUA offered welcome breakfasts for new member attorneys on Thursday, November 8 at the Fall Continuing Legal Education Workshop, on March 6 at the Spring Continuing Legal Education Workshop, and on April 11 at the April One-Day Workshop. NACUA will continue to offer small group dining opportunities to attendees of the Annual Conference, including this year's Conference in New York.

NACUA will again invite members of the Board of Directors, as well as Past Presidents, to participate in the Lawyers New to NACUA Luncheon. All new member attorneys attending in the Lawyers New to Higher Education Workshop will be invited to attend this luncheon.

- Given the demographics of the membership, consider ways to communicate to the membership the core values and culture of NACUA; continue to find ways to foster an environment where members are willing to participate and contribute to the Association.

Staff has prepared of a document citing examples of NACUA activities that reflect NACUA Core Values. Questions related to Core Values will be included in a revised new member feedback survey, a draft of which was reviewed by the Subcommittee in March. NACUA will implement an updated version of the new member survey this summer.

Subcommittee on Policy and Procedure

- Review and make recommendations to the Board of Directors on applications for Associate Institutional membership.

The Subcommittee convened in November to discuss NACUA's Membership Review Process. All members of the full Committee have received a copy of the Review Process for further review.

The Subcommittee convened in May to review applications for Associate Institutional membership. The Subcommittee's recommendation to approve CUPA-HR for Associate Institutional membership will be presented to the Committee on Membership and Member Services on its June 2 conference call. The Subcommittee deferred recommendations on two applications, recommending instead that the 2008-09 Committee review the Associate Institutional membership category, and make a recommendation regarding additional criteria that might clarify the review process for Associate Institutions before further considering these, and any future, applications.

Subcommittee on Recruitment and Retention

- Review and make suggestions for enhancements to NACUA's Membership Recruitment Plan, including continued outreach to lapsed members, as well as Historically Black Colleges and Universities, Hispanic-Serving Institutions, Community Colleges, small private colleges, and International Institutions.

The Subcommittee on Recruitment and Retention convened via conference call in October, February, and May to review the status of NACUA's Recruitment Plan.

Targeted recruitment campaigns were mailed in May to American Association of Community College presidents, as well as to National Association of Independent Colleges and Universities (NAICU) presidents. These recruitment campaigns will also offer attorneys representing these institutions to request temporary access to the NACUA website for the purpose of evaluating membership. The Subcommittee received an update on these campaigns during its May conference call.

NACUA continually sends informational materials to lapsed member attorneys, as well as to attorneys who have never been members, but have purchased NACUA publications, attended NACUA meetings, or otherwise indicated an interest in the practice of higher education law. The packets highlight NACUA's Annual Conference and the Clearinghouse on Training Resources for the Practice of Preventive Law in Higher Education, as well as the full complement of NACUA's member services.

- Make recommendations on educating members about electronic services. Discuss how to ensure that members understand current NACUA benefits that can be delivered quickly to their desktop. Make recommendations on electronic services to highlight for the membership.

NACUA has created a template for "Did You Know" emails highlighting specific NACUA benefits and services, including electronic services. The first message, highlighting the Legal Reference Service resource pages, will be sent to the membership this summer.