

Information

To: NACUA Board of Directors

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

Date: February 22, 2007

Subject: March 2007 Report of the Committee on Membership and Member Services

The following is a summary of the recent activities that stem from the 2006-2007 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
Grey Dimenna, Vice Chair and Chair of the Subcommittee on New Member Initiatives and Member Services
Gail Gunnells, Vice Chair and Chair of the Subcommittee on Policy and Procedure
Greta Schnetzler, Vice Chair and Chair of the Subcommittee on Recruitment and Retention

Progress to Date on Work Plan for Fiscal Year 2006-2007

- **Through implementation of NACUA's recruitment plan, conduct outreach to a broad spectrum of potential college and university members to further increase the diversity of NACUA member institutions.**

In January, NACUA provided membership and informational materials to attendees for the Valencia Community College Conference on Legal Issues. The Sub-Committee on Recruitment and Retention, led by Vice Chair Greta Schnetzler, suggested NACUA create a "Frequently Asked Questions About NACUA Membership" document to clarify NACUA's membership policies for potential new member institutions and attorneys. The Subcommittee will review this document in its next conference call and present suggestions to the full Committee at its March meeting. This document, in its final form, will be posted on the NACUA website and included in future recruitment campaigns.

The next recruitment campaign, centered on The Clearinghouse of Training Materials for Preventive Law in Higher Education, will be sent to lapsed member institution contacts and to identified attorney contacts at non-member institutions in the early Spring. Additionally, on February 22, non-member attorneys and higher education administrators at non-member institutions who purchased NACUA's copyright pamphlet were sent an email highlighting the copyright compendium and encouraging them to contact NACUA to see if they or their institution are eligible for membership.

- **Continued outreach to new members, customized contacts with members through pairing individual new members with current members, educating members about availability of members' information by area of expertise/interest, tailored messages on publications and programs relating to members' areas of expertise, and meetings with new members at Annual Conference, and all CLE workshops.**

Since July 1, 2006, NACUA has welcomed 266 new attorney representatives to the membership. The next meeting with new member attorneys will take place on Thursday, March 22 at the March CLE Workshop. A breakfast for new member attorneys will also be held at the April 20 One-Day CLE Workshop.

The Subcommittee on New Member Initiatives and Member Services presented implementation steps for the NACUA Colleague Program at its November meeting. Through NACUANEWS and tailored emails to new members, NACUA has recruited member attorneys to serve as Colleague volunteers, as well as new member attorneys, to participate in the program. The matching process will begin in late February. Additionally, NACUA has sent targeted messages to member attorneys with four or fewer years of membership tenure to encourage them to submit a professional biography that will enable NACUA to identify additional potential member speakers, authors, and volunteers. Information about the Colleague Program and requests for professional biographies will be included in all new member attorney correspondence going forward.

As part of an effort to send tailored messages relating to members' areas of expertise, NACUA will send email messages in late February announcing the copyright compendium to member attorneys who have indicated area of expertise in intellectual property law, as well as member attorneys who have purchased the copyright pamphlet. In the Spring, NACUA will also send email messages highlighting the Pre-Conference Workshop for Lawyers New to Higher Education and the updated edition of the New Lawyer's Handbook to new member attorneys and primary representatives of institutions who have added new attorneys to their membership rosters.

- **Continued assessment of membership policies and procedures, including review of all Associate Institutional Member applications.**

The Subcommittee on Policy and Procedure, led by Gail Gunnells, will convene in early March to review an Associate Institutional Member application from the Arizona State University Foundation. The Subcommittee's recommendation will be presented to the full Committee via conference call.