



National Association of College and University Attorneys

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To: NACUA Board of Directors

From: Dana Scaduto
Chair, Committee on Membership and Member Services

Paul L. Parsons, Staff Liaison
Haleema M. Burton, Staff Liaison

Date: February 23, 2009

Subject: March 2009 Report of the Committee on Membership and Member Services

The following is a summary of the recent activities that stem from the 2008-2009 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:

Dana Scaduto, Chair

Nancy Washington-Vaughn, Vice-Chair and Chair of the Subcommittee on Policy and Procedure

Gail Dyer, Vice-Chair and Chair of the Subcommittee on New Member Initiatives and Member Services

Carmen Dominguez, Vice-Chair and Chair of the Subcommittee on Recruitment and Retention

Work Plan for 2008-2009

Subcommittee on New Member Initiatives and Member Services

The subcommittee convened via conference call on December 11, 2008. The call focused on several of the subcommittee's work plan items.

- Review results of outside counsel focus groups, and make recommendations for new activities.

After reviewing the results of the focus groups, the subcommittee recommended that NACUA find ways to articulate the value of the multi-institutional discount, both to existing members and to potential members who are outside counsel and the primary

representative of more than one institution. In addition, the subcommittee discussed how to reach outside counsel by targeting in-house administrators at eligible institutions, such as university business officers or other administrators who have an awareness of the institution's relationship with outside counsel.

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

The subcommittee discussed the NACUA Colleague Program and recommended that the program should be made more visible through printed materials, e-mail communications, and the website. Staff has begun implementing many of these recommendations.

The subcommittee also discussed the 2009 Pre-Conference Workshop for Lawyers New to Higher Education and the NACUA Handbook for Lawyers New to Higher Education, and how to encourage more new members to take advantage of both. Beginning with the 2009 Annual Conference in Toronto, a complimentary copy of the Handbook will be provided to all attendees of the Pre-Conference Workshop. Staff has begun to implement this promotion

- Continue to find ways to foster an environment where members are willing to participate and contribute to the Association.

NACUA continues to pair new members with veteran members via the Colleague Program. We will continue to offer a welcome breakfast for new member attorneys during NACUA events. The next breakfast will be held on Thursday, March 19 at the March CLE Workshop.

- Given the demographics of the membership, consider ways to communicate 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.

The subcommittee will discuss this during the next conference call.

Subcommittee on Policy and Procedure

- Review and make recommendations to the Board of Directors regarding the category of Associate Institutional membership.

The subcommittee convened on January 13, 2009 to discuss recommendations regarding revised eligibility requirements and criteria for the category of Associate Institutional Membership. The proposed revisions further define and clarify the eligibility language and criteria, and demonstrate more clearly what types of organizations will support the mission and purposes of NACUA and those of its regular member institutions.

The full Committee met on January 26, 2009 to discuss the proposed revisions, and recommended unanimously that they be presented to the Board of Directors for approval at its meeting in March 2009. (See separate report regarding the recommended revisions in the binder of materials for the March 2009 Board meeting.)

- Review and make recommendations concerning NACUA's Retiree policy, including which benefits might continue to be offered to retirees.

During its Orientation on September 9th, the Committee received a copy of the Retiree Policy for further review. The Subcommittee on Policy and Procedure will convene this spring to discuss current benefits that are offered to retirees and to make any recommended revisions to the Policy.

Subcommittee on Recruitment and Retention

The subcommittee convened via conference call on December 9, 2008. The call focused on several of the subcommittee's work plan items.

- Review and make suggestions for enhancements to NACUA's Member 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 recommended that staff divide the universal recruitment list by state and send to subcommittee members to identify contacts; staff is in the process of developing individual lists of members to be sent to the subcommittee. They also suggested that NACUA consider offering non-members who are in or near the Toronto area an opportunity to attend the Annual Conference at the member rate. Additionally, they recommended that NACUA consider recruiting eligible institutions by targeting the administration, such as the president, provost, and/or business officer. In February, staff sent membership recruitment packets to all attendees of the Community College Conference on Legal Issues (hosted by Valencia Community College), and there has been interest from a couple of community colleges in membership as a result.