

Information

To: NACUA Board of Directors

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

Date: October 16, 2007

Subject: November 2007 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.

The Board Advisory Council held its Orientation call on October 10. Nancy Washington-Vaughn is the Committee on Membership and Member Services' representative to the Council.

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 committee volunteers from 2006-2007 (and possibly 2007-2008 volunteers).

During its Orientation on October 8, the Committee discussed the creation of a survey instrument that would be delivered to volunteers in early 2008, with a report to the Board in June 2008.

- 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 materials were revised in Summer 2007 to further highlight this program. NACUA will again offer a welcome breakfast for new member attorneys on Thursday, November 8 at the Fall Continuing Legal Education Workshop. Also, similar to the Annual Conference and for the first time at a Workshop, NACUA will offer small group dining opportunities to attendees of the Fall CLE Workshop on Wednesday, November 7 and Thursday, November 8.

- 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 begun the preparation of a document citing examples of NACUA activities that reflect NACUA Core Values. The Subcommittee will review a draft of this document in the late Fall and make recommendations on how to communicate this information to members.

Subcommittee on Policy and Procedure

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

During its Orientation on October 8, the Committee discussed NACUA's Membership Review Process. All members of the Committee received a copy of the Review Process for further review. The Subcommittee on Policy and Procedure will convene in late October to further orient the Subcommittee to the Review Process. The Subcommittee will convene via conference call as needed to review any pending Associate Institutional Membership applications.

Subcommittee on Recruitment and Retention

- 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.

On September 28 and October 5, NACUA sent recruitment packets to 58 lapsed member attorneys and 36 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 highlighted 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.

The Subcommittee on Recruitment and Retention will convene in late October to review the status of NACUA's Recruitment Plan.

- 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.

The Subcommittee will review a list of NACUA's current electronic services and tutorials in the Fall, and make recommendations to staff as to which services might be highlighted in a series of standalone emails to the membership, as well as highlighted in future recruitment campaigns.