



# 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: October 21, 2008

Subject: November 2008 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

TBA, 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

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

During its Orientation on September 9th, the Committee discussed the purpose of the outside counsel focus groups. After the Subcommittee reviews the results, any recommendations will be presented to the full Committee and/or the Board by June 2009.

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

NACUA continues to pair new members with more veteran members via the Colleague Program. New member welcome materials were updated in Fall 2008 to further highlight all services available to members. We will continue to offer a welcome breakfast for new member attorneys during NACUA events. The next breakfast will be held on Thursday, November 13 at the Fall CLE Workshop. Also, similar to the Annual Conference and for the second time at a Workshop, we will offer small group dining opportunities to attendees of the Fall CLE Workshop on Wednesday, November 12 and Thursday, November 13.

- 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.

#### **Subcommittee on Policy and Procedure**

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

During its Orientation on September 9th, the Committee discussed NACUA's Membership Eligibility Review Process. All members of the Committee received a copy of the Review Process for further review.

A Work Group of the subcommittee has been formed to develop guidelines for the Associate Institutional Membership category. The Work Group is comprised of three prior chairs of the Committee on Membership and Member Services and a few veteran members from the current subcommittee. The Work Group's charge is to share their collective experiences in determining commonality of interest under the current standards and, in turn, advise the Subcommittee of its findings and recommendations. The goal is to consider ways to streamline the process for review of Associate Institutional Members as appropriate. The Work Group will begin its discussions in mid-October 2008 in time to advise the Subcommittee near the end of the calendar year. The Subcommittee will then take up the discussion of the Work Group's report, followed by full Committee on Membership review, ideally in time for a recommendation regarding any proposed revisions to this category of membership or the process for review of applications by 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 in later this year to further discuss benefits to be offered to retirees and make any recommended revisions to the Policy.

#### **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.

During its Orientation on September 9th, the Committee discussed NACUA's Recruitment and Retention plan. All members have received a copy of the plan for further review.

In October 2008, recruitment packets were sent 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 focus on why an attorney in the field of higher education should join NACUA. The highlights include networking opportunities, educational programming, volunteering, and mentoring, as well as the full complement of NACUA's member services. We will follow-up with those attorneys via email, phone, and additional targeted mailers throughout the year.

Additionally, we have reintroduced the "30-day Free Trial Web Access" to eligible non-members. The access allows potential members access to archived information in an attempt to increase awareness of the value of a NACUA membership.

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

- Make recommendations on topics for the "Did You Know" email series, which is designed to highlight member services and benefits.

The Subcommittee will review a list of current "Did You Know" emails and make suggestions for future topics. The emails will be distributed to members on a monthly to bi-monthly basis.

- Consider ways to make member attorneys aware of affinity groups, as well as how NACUA might encourage the formation of additional affinity groups.

In October 2008, staff has worked to identify contacts for current affinity groups and listed them as point-of-contact on the members-only web pages. This increased visibility will increase knowledge of and participation in current affinity groups, and may prompt the creation of additional groups.