



## 2014-2015 Service Area Goals & Objectives

**Service Area:** *Member Benefits and Services*

**Facilitator:** *Christel Mikami*

**Assigned Board Members:**

### Continuing Goals:

1. Establish an oversight agenda for the Executive Committee or an appointed subcommittee to work with staff to review existing benefits provided by SASS to determine their ongoing viability or adjustment. Provide a recommendation for improvement to the Board.

2. Work through the Exec Committee and CFLA to quantify the successful Affiliate Summit including a description, purpose, format and designated participants toward the goal of establishing it as an annual event which brings together all of the major administrative groups in one forum under ACCCA.

3. Working through the CFLA, the Board should propose a recommendation that the PAC consider restructuring to include the voices and support of ACCCA affiliate group representatives and their members.

### Proposed Goals:

1.

2.

3.



## 2014-2015 Service Area Goals & Objectives

**Service Area:** *Advocacy Services*

**Facilitator:** *Susan Bray*

**Assigned Board Members:**

### Continuing Goals:

1. Develop a focused campaign to increase funding to the PAC along with the planned review of the dues schedule. Review the "opt-out" assessment for the PAC and tie all fundraising efforts to current issues and policy. Ensure that each event registration includes an opportunity to contribute to the PAC and some form of recognition of PAC contributors at all ACCCA events.

### Proposed Goals:

1.

2.

3.



## ***2014-2015 Service Area Goals & Objectives***

**Service Area:** *Professional Development Services and Programs*

**Facilitator:** *Courtney Clark*

**Assigned Board Members:**

### **Continuing Goals:**

1. The MDC and Board working together with the Accrediting Commission will develop a process to assist and guide presenters in the development of content that results in trained administrators who want to meet and exceed the standards for accreditation in the State of California. As new content is developed and brought on line, a review process should be instituted that ensures all content is run through a filter of accreditation standards and information provided models accepted best practices of the system.
2. Staff will develop a budget timeline to help the Board understand the cash flow impacts of various programs and competing events so that ACCCA's menu of training options can be better budgeted and revenue highs and lows can be anticipated.
3. Staff will establish an historical event database to track the statistics of each event in order to show program growth or decline, outcomes and comparative data with other programs.
4. The MDC working with the Board's Finance Committee will develop a structure for an ongoing Professional Development Scholarship Fund for Administrators to be funded through donations of members and business members. The Scholarship Fund would cover the extraordinary costs (fees and travel expenses) for administrators who are not funded by their district and cannot participate otherwise.

**Proposed Goals:**

1.

2.

3.



## 2014-2015 Service Area Goals & Objectives

**Service Area:** *Communication and Information Services*

**Facilitator:** *Patti Marcotte*

**Assigned Board Members:**

### Continuing Goals:

1. Work with the Executive Director to research contract terms and negotiate the agreement for a consultant supported annual salary survey including suggestions for improving the survey.

2. Develop an updated Business Member Benefits and Cost Alignment Plan to increase interest in ACCCA by potential new Business Members and better retention of existing Business Members. This was a new goal added in January 2014.

### Proposed Goals:

1.

2.

3.



## 2014-2015 Service Area Goals & Objectives

**Service Area:** *Operational and Management Services*

**Facilitator:** *Susan Bray*

**Assigned Board Members:**

### Continuing Goals:

1. Re-establish the Policy & Procedures Committee and develop a meeting schedule for the 2013-14 year with an end date or completion target date. Plan to have a 1<sup>st</sup> read presentation to the Board in January or February, 2015 with final presentation at the Boards 2015 planning retreat. Limit the committee to 3 members and staff and incorporate transparency into the process by instituting a Policy & Procedures Report at each Board and Exec Committee Meeting.

### Proposed Goals:

1.

2.

3.