

Great Ideas & Information for TCCTA Campus Representatives

Based on the feedback we have received from Campus Representatives around the state, we've compiled a list of ideas and answers to frequently asked questions to help enhance the great work that each of you is already doing. Take a moment to look over the following pages. We're confident you'll find at least one great idea or answer that helps you.

We're here to help, so if you have any questions or need any assistance with anything, please call us in Austin at 1-800-288-6850.

We thank you for all of your hard work and achievements in helping us build TCCTA membership.

Let People Know You're a TCCTA Campus Representative

- **Don't be modest!** Your role as TCCTA Campus Representative is an important one. To be an effective "interpreter" of TCCTA, you should identify yourself as the Campus Representative.
- **Let everyone know** that you are the primary contact person between the state organization and its members on the local campus. We will rely on you to receive and distribute materials, complete and return reports, and keep us informed of significant developments or problems which might affect either the success of the membership drive or the perception of the organization held by your campus colleagues.
- **Enlist the support** and cooperation of the president or chair of your college faculty organization. *Ask for time in meetings to encourage membership and provide information about TCCTA activities.*
- **Visit with the president or dean** of your college, as soon as possible. Tell him or her that you have agreed to serve as the TCCTA Campus Representative for the coming year. Request a few moments during the faculty orientation meeting to "make a pitch" for TCCTA.

Build a Team of "Campus Co-Reps"

- **Build a "team" of Campus Co-Representatives** to help you. It's one of the most effective ways to increase membership at your institution. Working with other colleagues on campus to help "get the word out" about TCCTA can make your efforts more successful by expanding our visible presence on campus and connecting us more deeply to the community we serve.
 - **Enlist colleagues** at your college, who are highly respected by your peers, to help spread the word!
 - **Look for someone who has different assets** than you do—someone who works in another building, on another campus, in another division; someone who can balance an academic/CTE team, who is older or younger than yourself, or who otherwise moves in a different circle of colleagues, etc.
 - **Consider "deputizing" some of your colleagues** who share your belief in the value of TCCTA. Be sure to maintain regular contacts with each person who is helping in the

- **Create peer groups** to connect with other TCCTA Campus Representatives who are facing—and solving—the challenges on your desk.
 - Call them on the phone, or use video conferencing (e.g. create a free Skype account at www.skype.com) to touch base with fellow Campus Representatives throughout Texas.
- **Here's a list** of your fellow Campus Reps;

<http://www.tccta.org/members/rep-directory.html>

Create a Great “First Impression”

- **Be enthusiastic** when you present TCCTA to your colleagues! Make it clear that you believe in the “product” you are “selling.”
- **Be specific** in describing major membership benefits. Benefits are outlined in the membership brochures you received in your promotion package as well as online, at www.tccta.org. Check out the Campus Representatives resources page for more descriptions of benefits and innovative ways to present them to your colleagues—such as our promotion videos, PowerPoint presentation, and materials targeted at new faculty, part-time faculty, and more.
- **Stress the importance of belonging** to your professional association—and stress, too, that TCCTA is the **only** organization exclusively dedicated to advancing the interests of Texas community and technical college educators.
- **Highlight TCCTA's work** during the 2011 session of the Texas Legislature, when appropriations for the state's two-year colleges were considered. As in past legislative sessions, representatives of TCCTA attended all meetings of the Senate Education and Finance Committees and of the House Higher Education and Appropriations Committees at which matters relevant to community and technical colleges and their personnel were considered.

Reach Out to New Faculty

- **Let TCCTA be the first, best resource your new faculty receives!**
- **NOTE:** Each new employee at your institution is given 90 days to choose whether to participate in the Texas Optional Retirement Program (ORP) or the Teacher Retirement System of Texas (TRS). To assist them in this important decision, we have created an online Retirement Planning Resource, where they will find a number of reports comparing ORP and TRS, as well as links to valuable retirement planning resources. Although this resource is useful to any full-time college employee, it will be of particular interest to new hires and is a great way to make a positive first impression of TCCTA.
- To help you **help your colleagues**, we've developed a memo from TCCTA that you can hand out or include in the packet of information you give to new faculty members. Print out the memo below and be distribute it to all new faculty on your campus, and help them make an informed decision about their financial future.

<http://www.tccta.org/members/campusreps/retirement2011.pdf>

- **Greet new faculty by name!** Print out the Welcome flyer for new faculty that's available on the Campus Representatives Resource page of the TCCTA website and distribute it to all new

faculty—either at meetings, in person, or through campus mail. You can customize this flyer with the new faculty member's name, your name, and the name of your college!

<http://www.tccta.org/members/campusreps/Welcome11-12.doc>

Maximize Recruitment With Automatic Payroll Deduction

- Look into arranging for **automatic payroll deduction** for professional dues. Experience has taught us that schools that allow automatic payroll deduction have an outstanding advantage in membership recruitment.

NOTE: Discuss this with the college president or business officer as early as possible; and, if appropriate, encourage members to pay their dues in that manner. It will be necessary for you to work closely with your college business office to determine the most efficient manner of obtaining necessary authorization from individual members for payroll deduction.

In the event TCCTA dues (and liability insurance) are paid through payroll deduction, you may supply the State Office with a list of those whose authorization forms have been delivered to the college business office. Those memberships will be considered effective as of the date the authorization forms are received in the business office.

For each member paying by payroll deduction, it is important to have the member's email address, preferred mailing address, teaching field or other professional assignment, etc. For this reason, it is highly desirable that each member complete an enrollment form to be submitted in addition to a list of names from the college business office.

Other Tips for Recruiting Members

- **Enlist members and encourage them to join early!** Members may join any time during the year, of course, but membership is retroactive to September 1 for those who pay dues by October 15. After that date (October 15) membership and insurance coverage are effective as of the date dues are received in the state office.
- **Invite all members of the professional staff to join.** Teachers, counselors, librarians, and administrators are all eligible for full, **professional** membership. Career employees, or "classified personnel," and part-time instructors are eligible for **associate** membership. Retirees are eligible for **associate or professional** membership, at the individual member's option.

NOTE: Occasionally a question will arise concerning the classification of an individual as a professional or an associate member. Since circumstances vary among institutions, it is usually preferable to let this determination be made at the local level, based on customs and policies in effect there. (As a general "rule-of-thumb," an individual who is employed full-time under a letter or contract of appointment is assumed to be eligible for professional membership.)

- **Make a special effort to re-enlist all prior-year members.** We've included a list of individuals at your college who were members of TCCTA in previous years. Use it to check for membership renewals. To see the list of prior-year members for your school, go to:

http://www.tccta.org/members/campusreps/Prior_Members11.doc

Answers to Dues/Payment FAQ's

- **Payment for dues and insurance** can be made by credit card. We accept VISA and MasterCard. When accepting this method of payment, be certain the member has listed the expiration date along with the credit card number.
- **Annual dues** for professional members are \$45. The optional liability insurance premium is \$50. Thus, if a professional member issues a check for dues **and** insurance, the check should be in the amount of \$95. Dues and insurance for *associate* members are \$85—\$35 dues and \$50 insurance. (Neither dues nor insurance premiums may be prorated. The full amount must be paid whether the member joins in September or March.)
- We will be glad to accept **post-dated checks**—dated as late as November 1, 2011.
- Please encourage members to **join on-line** at <http://www.tccta.org/>; however, collect payments for those who do not wish to join on-line in whatever manner will work best in your situation. In some cases members are asked to make their checks payable to TCCTA, and the individual checks are sent to the State Office. In other colleges, members are asked to pay dues to the college business office or to the TCCTA Campus Representative, or to the treasurer of the local faculty organization, and one check for all dues is forwarded to the State Office upon completion of the membership drive.

Reporting Requests & Requirements

- Please **submit monthly progress** reports through December. Forms for these reports can be found on-line. It is not necessary for you to send a list of members with your reports, since their names will be taken from the enrollment forms.
- **“Double check” the forms and remittance(s)** to be sure there is a form for each member. Please be sure that members who pay for the optional liability insurance check the appropriate box on their enrollment forms. Please be **very** sure that if a member checks that box he or she includes the premium payment in the check amount. ***Please do not staple checks to forms.***
- After December, you may **forward** membership enrollment forms and checks directly to the State Office for processing. No report form is required.
- Below are **instructions to view on-line the current memberships** from your college. Contact the State Office if you do not know your username or password.
 1. Go to the TCCTA web site at <http://tccta.org/> and click on Join/Renew.
 2. Enter your Username and Password.
 3. On the page that opens, you will see a User Menu on the left-hand side. Choose “Find Members”.
 4. Choose your college campus. You will see a list of all prior year members in our data base. Anyone who has joined will have a listing in Member Type. The list can be printed by selecting the Print Results button at the top of the list.

Legal Assistance Answers

- You may receive **inquiries** regarding TCCTA’s assistance in **legal matters**, including employment grievances, academic freedom issues, etc. The simplest (and best) way to respond to such an inquiry is to suggest that the member call the State Office.
- You should **make no commitment** or assurance of assistance, since each grievance matter is evaluated individually, on its own merits.
- You may also **refer to the documents** we’ve provided online to assist you. Feel free to share the information with a member who inquires about TCCTA legal assistance.

TCCTA Legal Assistance Philosophy and Procedures
http://www.tccta.org/links/Grievance_Procedures.pdf

Summary of Coverage
http://www.tccta.org/members/campusreps/LI_Cert10-11.pdf

Upcoming Annual Conventions

- You might also receive inquiries regarding **forthcoming TCCTA conventions**. The following schedule of convention dates and sites will be helpful:

Event	Year	Dates	Location
65th Annual Convention	2012	March 1-3	Frisco
66th Annual Convention	2013	February 28-March 2	Houston

Other TCCTA Communications

- By virtue of your position as TCCTA Campus Representative, you will receive material from time to time. As time for the 2012 convention draws near, you might also be receiving material in behalf of **candidates for TCCTA state office**. Candidates will be asked not to impose on you to distribute their materials, but they will also be told that you might be willing to place their materials in the faculty lounge or put a poster on the faculty bulletin board. You should feel free to exercise your own judgment on these matters.
- **Official TCCTA communications** will be clearly identified as such—usually accompanied by notes or memoranda from the State President or the Executive Director.
- Please **exercise great caution** in responding to requests or disseminating material received to assure that it has been properly authorized. There have been rare occasions when mail has been addressed to TCCTA Campus Representatives although the material sent bore no direct relationship to the work of the representatives and did not reflect the position of the Association and was not a result of research undertaken or authorized by the Association

WE'RE HERE TO HELP!

**If you have questions during the membership drive (or any other time),
contact the State Office:**

**Email: tccta@tccta.org
Web Page: <http://www.tccta.org>
5113 Southwest Parkway, Suite 185
Austin, Texas 78735
1-800-288-6850**