

Campaign message from Gordon Cutting:

I have served members as the VP Communications for NASA for the last six years and I am now kindly asking you to vote for me, Gordon Cutting, as the VP of Membership Services.

What is the role of the VP Membership Services?

You can look up the definition of the role in the NASA Constitution, but many members perhaps derisively define the Membership Services role as “the NASA party planner.”

I must admit that, prior to the pandemic, this derisive definition might have been taken as offensive. However, in our new reality, the need of a VP of membership services, or perhaps otherwise considered membership “connection” or membership “engagement”, is vital as we move forward in re-establishing relations between programs and schools at NAIT, and reconnecting members across campuses. Membership events are an integral part of this and should not be overlooked, but the way in which these events are organized and carried out needs to evolve to fit our new reality, our uncertain times.

This idea of membership engagement has been a hot topic among the NASA Table Officers and NASA Executive throughout the pandemic, particularly as our provincial government has sought to cut broad-base funding to education, and are attempting to “gigify” post-secondary education (carve training up into tiny pieces that may give students the opportunity to quickly participate in the economy, but which leaves them vulnerable to insecurity and fast paced changes that may leave them obsolete almost instantly).

As VP Membership Services I intend to survey membership on how best to connect and engage so that we can be a strong, responsive community.

I understand and respect that some members might prefer to be empowered to get on with their core purpose of teaching and training (left to fulfill their core purpose), but I also believe that many would like to be able to participate in a meaningful way of contributing to their staff association. Many members might identify with both camps – I want to support my association when I can, but when things get busy, I’d prefer to focus on my core duties.

Post pandemic (if such a thing exists), I think the role of VP Membership Services should be reformed to become a VP of Membership Engagement – a person that works to find a balance to suit members’ needs for engagement via in-person and virtual events, along with encouragement to participate in the post-secondary community in a meaningful way such that the Alberta industry and economy moves forward towards a strong future.

Please, as academic staff members, let’s try and fight for a bright future in which NAIT polytechnic training remains a vital portal for students to become successful, long-serving members of industry and the economy through strong, quality, qualified, hands-on training. Let’s find a way to come together and push back against the recent degeneration of what NAIT training has provided through the last 50+ years. I believe the training which NAIT provides is the future of the success of Alberta and our industry and economy.

Vote for Gordon Cutting, VP Membership Services, to keep strong the NASA community and the education and training that NASA members provide.

Gordon Cutting
Candidate for VP Membership Services,
Instructor with Instrumentation Engineering Technology