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GROWING MEMBERSHIP & MANAGING DATA

2018 Leadership Institute

2

Welcome and Overview


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Topics for today

2

- Overview of CEC membership structure & financial distribution systems
- Types of data CEC can provide
- Marketing your Unit/Division products, events
- Membership (retention and acquisition)

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CEC Membership Structure

- "All members of CEC state and provincial units, as well as members of CEC divisions are required to hold concurrent membership in The Council."
- Unit Membership
 - No additional fee imposed on the member
 - Additional chapters are the responsibility of the individual units.
- Division Membership
 - Additional fee required, amount depends on the Division



Unit Fees and Calculations

- Financial
 - CEC collects individual membership dues throughout the year.
 - Each unit receives \$7 for each state/provincial member annually (CEC retains \$1/ for administrative costs.)
 - The checks are distributed to Units after CEC's books are closed for the year – within the first quarter.



Division Fees and Calculations

- Service fees charged to Divisions are based on a portion of staff salaries and benefits.
- Each Division pays a percentage based on the Division's percentage of the total division membership as of December 31st of the previous fiscal year.



Example of an Individual's Dues Distribution

7

Example: Dues Distribution
Example: Full Member (includes Full Member Dues of \$215, plus TAM of \$20 and DISES of \$20)
Total Dues Payment to CEC = \$174

\$174

- ➔ **\$ 30 TAM**
- ➔ **\$ 29 DISES**
- ➔ **\$ 8 California**
- ➔ **\$ 2 Yes I Can**
- ➔ **\$105 National**

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8 Data Management

Bryan Reynolds
 Membership and Database Manager

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Membership Tiers

9

BASIC \$65	FULL \$115	PREMIER \$205
<input type="checkbox"/> Member discounts	<input type="checkbox"/> Basic +	<input type="checkbox"/> Basic + Full +
<input type="checkbox"/> Online TEC	<input type="checkbox"/> TEC in Print	<input type="checkbox"/> \$250K professional liability insurance
<input type="checkbox"/> All-Member Forum	<input type="checkbox"/> EC online	<input type="checkbox"/> TEC & EC, print+
<input type="checkbox"/> Access to Mentoring Program	<input type="checkbox"/> Free Recorded Webinar	<input type="checkbox"/> Free Division (up to \$35)
<input checked="" type="checkbox"/> Join Divisions		<input type="checkbox"/> 1 Free e-book
<input checked="" type="checkbox"/> Preferred Member Pricing		<input type="checkbox"/> 2 Free recorded webinars

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Subdivisions and Chapters

10

- State Unit Chapters and Division subdivisions are managed at the State Unit or Division level.
- The process for starting or reinstating a chapter can be found on the CEC website at:
 - <https://www.cec.sped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources>



Membership Data

11

- **Monthly Membership Lists**
 - Monthly membership lists are sent to officers of the Units and Divisions.
 - The officers who receive these lists are:
 - President, President elect, Vice President, Membership Chair, Executive Director, Executive secretary, CAN Coordinator
 - The 4 lists which are sent are:
 - Current members, Lapsed members, New/Rejoin members, and Renewals.
 - The lists are sent for the month which has just closed.



Additional Custom Lists


12

- Lists can be requested from CEC.
- Suggestions:
 - Lapsed members going back 3-5 years
 - Contacts from your state
 - Event or Convention attendees from your state
 - Members or contacts by zip or surrounding states
 - Members or contacts by Professional Roles
 - Division members
 - Product purchasers



13 Reports and Retention


- Membership Reports are run during the first week of each month and posted in the library of the State Unit Leadership or the Division Leadership Communities.
- Retention Rate measures the number of members kept over a given period of time — usually during a fiscal or calendar year.
- Total Number of Members Today (minus 12 months of new members) / Total Number of Members in Previous Year
 - Example: $(10,500 - 1,500) / 10,000 = 90\%$ Renewal Rate



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14 Using Data for Marketing


Darenda Downing
Marketing Manager



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15 Using Data for Marketing

- Good data is clean data.
- It is good practice to clean your unit/division data regularly. The frequency of this effort depends on how frequently your data is updated.
 - Duplicate information
 - Erroneous information
 - Missing/incomplete information
- Tip: Use returned mail, bounced emails and opt-out requests to keep contact information current.




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Using Data for Marketing

16


- **Good data is accurate, actionable, and accessible.**
 - **Accurate** – contains complete, verified information in each data field.
 - **Actionable** – provides insight into audience identity, behavior, preferences, etc.
 - **Accessible** – is stored in a system that you have access to; is not expensive
- *Tip: Capture the same information in your unit/division databases that is available from CEC-HQ.*

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Using Data for Marketing

17

- **Good data informs your marketing campaigns.**
 - **Identify** – Who would be most interested in what we're marketing?
 - **Reach** - What are our choices for contacting them?
 - **Connect** - Have they purchased this or other similar products from us in the past?
- *Tip: Use targeted lists to reach the right audiences with the right messages.*

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Membership Retention & Engagement

18

- **Engage. Engage. Engage.**



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19 Discussion



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