

## 2022 **Leadership** Institute

# ACTIVATE *the* **VALUE** *of* **CEC**

Council for  
Exceptional  
Children  
**1922-2022**

**100 Years**  
of Leading  
Special Education

# ACTIVATORS



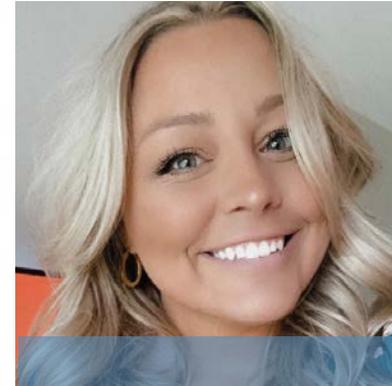
**Kuna Tavalin**

Senior Policy &  
Advocacy Advisor



**Jake Minor**

Publications  
Fulfillment &  
Operations  
Manager



**Danielle Wieczorek**

Component  
Services Manager

# ACTIVATORS



**Kevin Jacobs**

Membership  
Manager



**Jennifer Bullock**

Director,  
Professional  
Development



**Sharon Rodriguez**

Director of Governance  
and Executive Services

# Activators



**Annie Drinkard**

Director of Communications and  
Publications



**Mason Shelby**

Digital Content Manager



# Encourage members to attend Special Education Legislative Summit

Invite publication authors to  
speak at unit/division meetings

Give away CEC Swag at your event

Empower your early career members by sharing CEC resources on how to land their first job

Offer a free, topical webinar  
as a member  
recruitment/retention campaign  
(CEC can help!)

Encourage members to hold  
committee or Board roles within  
CEC International

Engage directly with your members through a private group on the CECCommunity

Showcase something awesome in  
a CEC Connections article in TEC

# Recruit & engage new members through the Volunteer Square

# Recognize your award winners at the CEC awards luncheon in Louisville

Inform pre-service students to take advantage of the \$1 Million Student Educator Professional Liability Insurance

Invite a CEC Board or staff member to your unit/division meeting

Utilize CEC publications as a membership driving initiative

# Promote Washington Update Webinars

Promote the opportunity for  
members to publish with CEC

Expand your online training offerings by hosting meetings using CEC's Zoom account for free

Download your Division/Unit member roster and connect with members through email and social media by sharing information about news, upcoming meetings and professional development events

Send welcome letter to new members using templates available in resource section of CEC website

Share resources directly  
from the HLP Website

Attract new volunteers utilizing  
clear position descriptions  
templates provided by CEC

Support your Unit/Division members that attend live or virtual events by considering a wide range of accessibility needs with the accessibility resources on CEC's website

Tag CEC in your social media posts to reach an even broader audience



# Help other members find their motivation for volunteering with Volunteer Spotlight

Host a social/ networking event  
during the CEC Convention

Curate & highlight on-demand  
PD from CEC for your members

Connect with your members as they learn how to utilize their CEC membership benefits and resources at CEC onboarding town halls

Partner with other Units to  
provide resources to members

Share publication emails from  
CEC about new releases and  
promotional webinars

Share Policy Insider articles with  
non-members to promote your  
organization

Promote publications at  
unit/division meetings by  
offering a discount to your  
members

Promote the latest from your  
Division in the Division Dialogue  
newsletter that goes to all CEC  
members

Recruit new members through a CEC live event and receive a \$5 per-member rebate when you sign-up for the new Partner Reseller Program

Celebrate member contributors and resources accepted into the Exceptional Teachers Resource Repository—and encourage members to submit

Provide “scholarship”  
registrations for convention or  
other PD programs to members  
as an engagement give-away

Nominate up to two members  
each year for Leadership CEC

Host your Division/Unit website for free thru CEC to make it easier to keep your content up-to-date AND to promote visits to your site

Share a SET article or blog post  
with your members

Encourage voting in the CEC  
elections to ensure your  
members are represented

Encourage your BIPOC members to  
apply for CEC's BIPOC Travel  
Award to the CEC Convention

Identify sessions/presentations being offered by members and create recommended “schedules” for members attending the convention

Organize a virtual or in-person learning community (or event!) using relevant on-demand PD as a foundation

# Attract Student Members by sharing CEC's Interview Hacks Video Series

Attract new members to your  
Unit/Division by offering a  
custom promotional code for  
25% off CEC membership

Partner with CEC to manage your  
unit/division's webinar or live  
event registration

# Create your own State Call to Action in the CEC Legislative Action Center