2022 Leadership Institute

ACTIVATE the VALUE of CEC

Council for Exceptional Children
1922–2022
100 Years of Leading Special Education
Activating Your Membership

CEC

Location
Career
Specialty
Personal
Activating Your Membership

CEC

Unit/Chapter

Career

Personal

Specialty
Units/Chapters

- **Traits**
  - Automatically Assigned
  - Geographically Based
  - Included in Membership Cost
  - Reports to CEC International

- **Example**
  - Manitoba CEC
  - California CEC
  - Virginia CEC
  - Michigan CEC

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- **Traits**
  - Self-selected During Sign-up
  - Local or Student Chapters
  - Included in Membership Cost
  - Report to State/Provincial Unit

- **Example**
  - Orange County Chapter
  - Tampa Bay Chapter
  - Eastern KY Univ. Student Chapter
  - Drexel Univ. Student Chapter
Activating Your Membership

CEC

- Unit/Chapter
- Career
- Personal
- Divisions
Special Interest Divisions

**Divisions**
- Traits
  - Selected During Sign-up
  - Based on Interest/Roles
  - Additional Dues
  - Reports to CEC International
- Example
  - Division for Early Childhood (DEC)
  - Teacher Education Division (TED)
  - Division on Career Development and Transition (DCDT)

**Subdivisions**
- Traits
  - Report to CEC Division
  - Not Tracked By CEC HQ
    - Membership = Wild Wild West
  - Topical AND Geographical Based
  - If Dues Collected, NOT Routed Through CEC
- Example
  - Kentucky CCBD
  - Idaho DADD
  - Idaho DEC
  - Virginia CASE
Activating Your Membership

CEC

- Unit/Chapter
- Career
- Divisions
- Caucuses
Caucuses / Affinity Groups

In April 2022, CEC Board approved modifying current Caucus Model to provide structure and support. New Caucus model will be released later this month.

<table>
<thead>
<tr>
<th>Caucuses - Now</th>
<th>Caucuses - Proposed</th>
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<tbody>
<tr>
<td>□ Traits</td>
<td>□ Traits</td>
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<tr>
<td>▪ No Sign-Up Mechanism</td>
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<tr>
<td>▪ Based on Personal Demographics</td>
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<tr>
<td>▪ No Dues</td>
<td>▪ No Dues</td>
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<tr>
<td>▪ Reports to No One</td>
<td>▪ Monitored/Supported by CEC</td>
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<tr>
<td>□ Example</td>
<td>□ Example</td>
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<tr>
<td>▪ Black Caucus</td>
<td>▪ TBD</td>
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<tr>
<td>▪ Educators with Disabilities Caucus</td>
<td>▪ TBD</td>
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<tr>
<td>▪ LGBTQIA+ Caucus</td>
<td>▪ TBD</td>
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<tr>
<td>▪ Hispanic Caucus</td>
<td>▪ TBD</td>
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Activating Your Membership

CEC

- Unit/Chapter
- Caucuses
- Divisions
- Membership Category
Categories

- Pre-service Student (undergraduate or graduate)
- Graduate Student
- Early Career Professional
- Professional
- Paraeducator
- Retired
- Family/Parent Affiliate
<table>
<thead>
<tr>
<th></th>
<th>Basic</th>
<th>Full</th>
<th>Premier</th>
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<tbody>
<tr>
<td><strong>Pre-Service Student Members: Liability Insurance</strong></td>
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<tr>
<td>Resource Library, Quick Takes</td>
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<td>SET Today, Store Discounts, Online Journals</td>
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<td>All Recorded Webinars</td>
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<td>Print Journals</td>
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<tr>
<td>All Live Webinars</td>
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<td>Liability Insurance</td>
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<tr>
<td>Free eBook</td>
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Group Memberships

- Minimum of five in same school, district, or university
- About 20% of CEC membership comes through group memberships
- “Professional Development Package” – for professionals, includes CEC and a division for each person
- Student Group – Designed for university departments or student chapters, includes insurance
- University Classroom Package – Provides students a discount code to get reduced membership. Meant for faculty who use CEC resources/journals instead of a textbook.
- State Packages – Customized upon request to include membership, PD, books, etc; designed for State Departments, typically created to support Early Career
Understanding Membership

Join

Renew
Understanding Membership

Recruit → Join → Onboard → Engage → Renew

[Diagram showing the cycle of membership process with steps Recruit, Join, Onboard, Engage, and Renew connected in a loop.]

[Additional logo and text: Council for Exceptional Children, All Educators. Everything. exceptionalchildren.org]
Understanding Membership

- Pre-service Student
- In-service Student
- Early Career Professional
- Professional
- Paraeducator
- Retired
- Family/Parent Affiliate

Recruit → Join → Engage → Onboard → Renew
Understanding Membership

- Recruit
- Join
- Onboard
- Engage
- Renew

Council for Exceptional Children

All Educators. Every Child. No Limits.

exceptionalchildren.org
Membership recruitment is a never-ending project

Every year members leave your Unit or Division
- Retire
- Change jobs or professions
- Lose professional development budget
- Unknown reason

As members leave, must keep new ones coming in

To get new members, we need a strategy that addresses
- Value to members
- Who we are targeting
- What tactics will we use
# Why People Join

<table>
<thead>
<tr>
<th>Feature</th>
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<tbody>
<tr>
<td>Journals</td>
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<tr>
<td>Webinars/Events</td>
</tr>
<tr>
<td>Resources</td>
</tr>
<tr>
<td>All Member Forum</td>
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</tbody>
</table>

*All Educators. Every Child. No Limits.*

[exceptionalchildren.org](http://exceptionalchildren.org)
## Why People Join

<table>
<thead>
<tr>
<th>Feature</th>
<th>Actual Value</th>
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<tr>
<td>Journals</td>
<td>Free access to research</td>
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<td>Webinars/Events</td>
<td>Free access to training</td>
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<tr>
<td>Resources</td>
<td>Free access to tools/support</td>
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<tr>
<td>All Member Forum</td>
<td>Free access to networking</td>
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</table>
Why People Join Recruit

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<th>Feature</th>
<th>Actual Value</th>
<th>Perceived Value</th>
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<tbody>
<tr>
<td>Journals</td>
<td>Free access</td>
<td>Stay abreast on new research and access to practice strategies</td>
</tr>
<tr>
<td>Webinars/Events</td>
<td>Free access</td>
<td>Build the skill set you need to be a high performer</td>
</tr>
<tr>
<td>Resources</td>
<td>Free access</td>
<td>Implement new strategies and tools to enhance your job performance</td>
</tr>
<tr>
<td>All Member Forum</td>
<td>Free access</td>
<td>Learn and grow alongside like-minded colleagues and mentors</td>
</tr>
</tbody>
</table>

All Educators. Every Child. No Limits. exceptionalchildren.org
By being in CEC, you will:

- Stay abreast on new research and access to practice strategies
- Build the skill set you need to be a high performer
- Implement new strategies and tools to enhance your job performance
- Learn and grow alongside like-minded colleagues and mentors

Emotion-Driven  Member-Focused ("You")
WHOSE Value?

- Who do you want to target?
  - Career-Level
  - Job Role
  - Specialty Area

- What from the proposition value do they care about?
By being in CEC, you will:

- Stay abreast on new research and access to practice strategies
- Build the skill set you need to be a high performer
- Implement new strategies and tools to enhance your job performance
- Learn and grow alongside like-minded colleagues and mentors
WHOSE Value?

- Who do you want to target?
  - Career-Level
  - Job Role
  - Specialty Area
- What from the proposition value do they care about?
- What tactics do you use to put that forward?
Acquiring Using Cold Calling

- Acquiring NEW members means you don’t have a list of TARGETS.
- Rely on your brand or your brand ambassadors (members)
- If you have a strong brand or brand ambassadors, people get referred
Strategies: Make Sure You Have what Your Potential Members are Looking For

Membership Categories
Select the membership category that's right for you:

- **STUDENT**
  - Current undergraduate or graduate students who have not yet worked as a professional. Student membership is not available to those professionals seeking additional degrees or certifications. Student memberships include a Student Educator Professional Liability Insurance policy for up to $1 million of coverage (eligibility requirements apply).
  - JOIN AS A STUDENT

- **EARLY CAREER PROFESSIONAL**
  - Special or general education professionals with three or fewer years of professional experience. All new professionals are welcome — classroom, itinerant, resource teachers, support personnel, researchers, faculty members, administrators, and others.
  - JOIN AS EARLY CAREER

- **PROFESSIONAL (INCLUDING RETIRED)**
  - Special or general education professionals with more than three years of professional experience and interested parties. All are welcome — classroom, itinerant, resource teachers, support personnel, researchers, faculty, administrators, family members, retired professionals, and others.
  - JOIN AS PROFESSIONAL
Visit celebrateexceptional.org.

CEC's new membership model gives you options.

You can belong to CEC in one of three ways:

1. Premium — This our most exclusive package with exclusive benefits.
2. Full — Offers all the benefits of Basic membership as well as special professional development and practical.
3. Basic — Features the most reasonable CEC member benefits at our lowest price.

News & Events

CEC 2023 Convention Expo
Orlando, FL, January 15-18, 2023
Louisville, KY, March 14, 2023
CEC 2022 Convention Expo
Baltimore, MD, March 3-4, 2022
CEC 2021 Convention Expo
(CEC celebrates 100 years)
Acquiring Using Hot Calling

Example: “Stay abreast on new research and access to practice strategies”
  □ Tactic: “Access our free article by providing your name and email.”

Example: “Build the skill set you need to be a high performer”
  □ Tactic: “Attend this free webinar, just provide your name and email.”

Tabletop: Identify three separate values, targets and tactics you could try
Think Of Three Things

- What strategies have you tried that worked?
- Based on this conversation, what might you try in the coming year?
Joining

- Managed by CEC (except subdivisions)
- Group Memberships
  - School/District (includes one division)
  - University Student Group
  - University Student Classroom Package
- Events: Using CEC Promo Codes
  - Ask about Membership Reseller Program
The process you have in place to help your **members** acquire the knowledge and skills that they need in order to make the most of their **membership**
Member joins

- 1 Week
- 3 Weeks
- 5 Weeks
- 7 Weeks
- 9 Weeks
- 11 Weeks
- 13 Weeks
- 15 Weeks
- 17 Weeks
- 19 Weeks

Member receives welcome email

Member receives email highlighting membership benefits every two weeks
Onboarding

First Impressions Matter

Anatomy of a great welcome email

From: It's better if your email goes out from an individual
To:
Subject: Make your subject line catchy and straightforward
Greetings: Try to make it personal. Use first name if possible

Welcome message

Main text
Include a main message that can be one of the following: information, setting expectations, providing offers, providing the next steps, learning about the users, product benefits, casual conversation.

Call to action
What next? Provide the next course of action that can be tracked

SIGN OFF

Provide a channel to reach out to the support team
Create a “welcome” email series that explains your association and its benefits.

- Instead of including every possible bit of information in your new member welcome email, create multiple emails your new members will incrementally receive after they sign up.

These emails can include:
- Information about your Division/Unit
- Explanation of Benefits
- Helpful tips or recent Blogs
- Anything that adds value for your new members

Send them to a member center on your website
Think Of Three Things

- What you currently do and how you get it done
- What do you think is most important to share within your division and/or unit (in early communications)
- What might you do differently this year to work on onboarding
Who Is Happier with CEC?

Published in Journal
Serves on CEC Committee
Advises Student Chapter

Attends SELS Each year
No Volunteering
Doesn’t Read the Journals
Engagement

- Right People, Right Opportunities
- Listening
- Year-Round Opportunities
- Opportunities at Various Levels of Commitment
  - Microvolunteering
  - Committee Leadership
  - Board Members
- Virtual, In-Person
- Special Interests (Big Pond, Little Fish)
- Role-Specific, not just member type
Breakout:

- Discuss how you currently engage each member type in your division unit this coming year (You can think beyond just membership type (higher ed, administrators, etc))
- What are ways to engage people that you didn’t do last year
CEC Renewal

- Member receives renewal notice
  - 120 Days
- Member receives renewal notice
  - 90 Days
- Member receives invoice
  - 60 Days
- Member receives 'Sorry to See You Go' email
  - 30 Days
- Renewal date
- Member receives final notice
  - 7 Days
- Board email
- Kevin's email
  - 30 Days
Renewal

- More than just a bill
  - Use Proposition Value
  - What’s coming up?
  - End of cycle benefits
- “Bob, You Expire Tomorrow”
  - Too late
Has Anyone Done Anything To Get Renewals that Has gotten a Great Result?
Questions?
Program Showcase
CEC-Ohio Partnership With Ohio Department of Education, Office of Exceptional Children
January 2020 - July 2022

“Each Child Means Each Child”
Timeline of Partnership

- **January 2020**
  - Jennifer Webb (then PE), met newly appointed Director of Ohio OEC JoHannah Ward and introduced herself.
  - Jen invited JoHannah to speak at the scheduled state conference in June.
  - JoHannah graciously accepted and said she was eager to learn about CEC and meet state members.

- **March 2020**
  - Covid shutdown where everyone learned to “ZOOM” or “Meet”

- **June 2020**
  - No conference

- **October 2020**
  - Jen followed up with JoHannah and spoke with her at length on the phone about CEC and what was happening
  - JoHannah joined CEC on her own
Timeline cont.

- **February 2021**
  - JoHannah attended a virtual board meeting where she met the board and heard about the history and function of CEC in Ohio.

- **April 2021**
  - Follow-up call with JoHannah and some board members where she responded to previous questions.

- **June 2021**
  - Jen was asked to serve on the OEC guiding coalition for policy and strategies for the state initiative, “Each Child Means Each Child”.

- **November 2021**
  - First in-person board meeting held in Columbus since Covid, held as a “board retreat” and JoHannah joined for lunch.
  - At that meeting JoHannah shared her idea to purchase CEC memberships for all newly licensed teachers in 2022.
  - She asked for input on how to make it an effective retention strategy.
April 2022
- Virtual meeting held to discuss memberships and mentoring. Membership and mentoring committee began the process to be able to receive federal IDEA funding to purchase memberships.

June 2022
- In-person conference was held in Cincinnati (finally), and JoHannah attended to give state updates and take questions.
- Through JoHannah, Ohio OEC gave us a grant for $3800 as support for the conference which paid for the venue.
- Around 90 people attended the 2-day conference.
- Several attendees joined CEC for the first time after the conference.
July 2022

- Finalizing initiative to offer free membership to new teachers this fall, paid for by Ohio OEC via federal IDEA funding
- Message will go to superintendents, special ed directors, and via the licensing department of ODE to recruit newly license special and general ed teachers
- New teachers will register for membership on their own
- All new members will then be offered to join the mentoring program (up to 150)
- Mentoring will be provided during the school year by Ohio CEC members of 3 or more years – this is in addition to the school provided mentors
- Pre/Mid/Post surveys will be conducted with all members to monitor impact and compare those with mentors to a control group
What We Have Learned

- Be bold with introductions
- Be intentional to schedule meetings and send follow-up emails
- Be available to new ideas and thinking outside of the box
- Be confident that CEC has a lot to offer
- Be inviting to new people as stakeholders
- Be looking for new people to join and contribute
Questions?

President: Danene Fast  
President-Elect: Victor Torres  
Immediate Past-Pres: Jennifer Webb
DADD
DEI & State Mini Conferences
Program Showcase

Dr. Elizabeth A. Harkins (Cindy Perras)
Dr. Leah Wood
Who are we? What are our needs?

- Needs assessment to determine diversity, accessibility and inclusion gaps
  - What type of diversity and inclusion issues is the organization facing?
  - How have the sociopolitical issues of the present impacted our efforts?
- Data analysis: find opportunities for innovation

- DADD Diversity Webpage
DADD – What we have committed to

- DADD has a responsibility to combat bias and advance social justice, diversity, equity, and inclusion.
  - We recognize a clear connection from DEI to the rights and safety of the populations we seek to support.
  - We acknowledge that most special education practitioners are white, cisgendered women.
  - We acknowledge that most practitioners are not yet equipped to address racial or other injustices in their daily practices.
  - We understand our responsibilities to listen to others and engage in self-reflection.
  - We commit to educating ourselves and others on how to serve as allies, advocates, and social justice warriors.
Action Step: Prioritize representation, learning and outreach

- Statements on Social Justice
- Quarterly newsletter
- DADD's Webinar Series
Action Step: Audit and identify internal, structural areas of need

- Conference
  - 2021: DADD & DDEL collected data across CEC Divisions, regarding DEI in conference practices.
  - 2022: DADD is currently piloting a framework that will improve and standardize IDBEA (inclusion, diversity, belonging, equity and accessibility) in conference procedures.
  - 2023: Data analysis and next steps

- “We don’t know what we don’t know”
  - Student Liaison Positions (3)
    - Expertise and perspectives of underrepresented communities
    - Focus on continued engagement and commitment to IDBEA
    - Actionable goals
Action Step: Promote DEI & Accessibility through Mini Conferences

- Small state summer conferences
  - Select a state/province partner (active subdivision)
  - Partner with a University and the State DOE
- Partners survey needs of state or region
- Develop a 1-day conference with sessions led by board members
- Partners can offer and manage CEUs
- In person and/or online
- Free or nominal fee
- Conduct midyear board meeting the day before or after
Resources and Contacts

- Please, get involved!
  - Website development, newsletter, webinar series
  - Apply or recommend a friend to the DEI Student Liaison positions

- DADD Website - Diversity Resources and links

- DADD YouTube page
  [https://www.youtube.com/c/DivisiononAutismAndDevelopmentalDisabilities](https://www.youtube.com/c/DivisiononAutismAndDevelopmentalDisabilities)
Dr. Julie Norflus-Good
President NJCEC
jandcgood@msn.com
Cell 201 906 0238
And

And

And

Council for Exceptional Children | NEW JERSEY
Embracing The Whole Child
Promoting Social Emotional Learning

New Jersey Council for Exceptional Children
NJCEC
Annual Spring Conference

EARLY BIRD RATES
Until January 27, 2020
CEC Members $105
Non Members $115
Full Time Students $50

RATES
After January 27, 2020
CEC Members $115
Non Members $125
Full Time Students $60

Conference fees include:
- Keynote Address
- Breakout Sessions
- Continental Breakfast
- Lunch & Raffles
- Professional Development Certificate

Keynote Speaker
Haley Moss
The first openly autistic attorney in Florida

Over 40 PD sessions to choose from
Find the full list of sessions, and more information on our website
www.njcec.org

Questions?
Please email newjerseycec@gmail.com

Sign up for the event at
https://njcecspring2020.eventbrite.com

Monday, March 16, 2020
8:00am – 3:00pm
Ramapo College of New Jersey
Hosted by:
The School of Social Sciences

Sign up for our email list at
https://njcecspring2020.eventbrite.com

To request disability-related accommodations, please call (201) 684-7148 at least one week in advance of this event.
Webinar Spotlight:
An Introduction to Tourette Syndrome
Presenter: Dr. Jeremy Lichtman Psy.D
6.23.2021 @ 6:00 PM
And

Coronavirus

And
Dani and I
Divided the responsibilities and co-chaired SELS 2020
Networked

Psych Association
Administrators
General Educators
Pre-Service Educators
Intern in a Congresswomen’s office
Educators
Because it was virtual...

- More people were interested...
- I sent out extra e-blasts
- Webinars
- attend
- Social Media
- Picked up people along the way....
- Free CEC membership in 2020
COVID-19 and other disparities

What is the probability that students will be identified with a disability?

In New Jersey . . .

- Black/African American students are diagnosed with emotional / behavioral disorders 1.8 times more than that of White students.
- Black/African American students are diagnosed with intellectual disabilities 2.4 times more than that of White students.

New Jersey will become a minority majority state by 2030

- 1980 - 81 percent White, 12 percent Black, 6 percent Hispanic and 2 percent Asian/other.
- 2021 - 58 percent White, 13 percent Black, 18 percent Hispanic and 10 percent Asian/other.
- 2028 - 50 percent White, 13 percent Black, 23 percent Hispanic and 14 percent Asian/other.
- 2060 - 34 percent White, 13 percent Black, 33 percent Hispanic and 20 percent Asian/other.

4 MASE 4+1 students at the NJCEC Advocacy Meeting
Congressman Gottheimer

Introduction - Team NJ

- Mary Ann Cahill
- Teresa Cardoza
- Narah Chung
- Lauren Cohen
- Parthenia Cogdell
- Dr. Carol Fleres
- Dr. Elizabeth Finnegan
- Dr. Julie Norflus-Good
- Benjamin Good
- Mollie Good
- Dr. Danielle Kovach
- Rebecca Muller
- Jamie Woods

#SELS2021
Team NJ Meeting with Congressman Sires’ Office

Thank You!
We really appreciate your support!
## CONGRESSIONAL MEETINGS

<table>
<thead>
<tr>
<th>OFFICE</th>
<th>Congressman Van Drew</th>
<th>Congressman Sires</th>
<th>Congressman Payne</th>
<th>Congressman Smith</th>
<th>Congressman Pascrell</th>
<th>Senator Menendez</th>
<th>Senator Booker</th>
<th>Congressman Pallone</th>
<th>Congressman Kim</th>
<th>Congressman Melanie</th>
<th>Congressman Gottheimer</th>
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## Possible Future Meetings

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<th>ELECTED OFFICIAL</th>
<th>TYPE</th>
<th>DISTRICT LOCATION</th>
<th>MEMBER</th>
<th>Contact in Official's Office</th>
<th>NOTES</th>
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<tbody>
<tr>
<td>Congressman Jones</td>
<td>Federal</td>
<td></td>
<td></td>
<td></td>
<td>SLS - Reschedule last ten dates on 9/3</td>
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<tr>
<td>Congressman Smith</td>
<td>Federal</td>
<td></td>
<td></td>
<td></td>
<td>SLS - 9/14 - 9/18 - Follow-up email sent</td>
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<tr>
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<td>Federal</td>
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<td>SLS - All - 8/26 - All 100+ mentions in Sept. 9/24/15 - All sent</td>
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<td>Senator Booker</td>
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<td>Senator Gottheimer</td>
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### SLS Participants in Congressional District

| Tentative SLS Attendees | | | | | |
|-------------------------| | | | | |

### Important Dates

- **9/21/21**: Senate floor vote on bill.
- **9/22/21**: Senate floor vote on bill.

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**Contact Information**

- **Key office**: Email sent through NJ Legislature Website (Contact form)
  - [https://www.state.nj.us/njleg/](https://www.state.nj.us/njleg/)
- **SLS Office**: Email sent through NJ Legislature Website (Contact form)
  - [https://www.state.nj.us/njleg/sls/](https://www.state.nj.us/njleg/sls/)
New Jersey

STRONG
DISES
Sip & Chat
Promote international knowledge exchange, collaboration, human rights and advocacy to those who provide services for individuals with disabilities throughout the world

International research and cross-cultural studies

Forums for professional development and discussion

International projects and partnerships
Division of International Special Education and Services (DISES) – Sip & Chat

Purpose

- Connect with colleagues
- Learn about special projects members are engaged in to promote special education services internationally
- Learn about upcoming DISES events and opportunities
- Chat about current educational topics
Division of International Special Education and Services (DISES) – Sip & Chat

Implementation and Format:
- Very informal
- Current and prospective members
- Networking and community building

Work in Progress:
- Very positive feedback
- How to make it interesting for returning participants while keeping it informal
Division of International Special Education and Services (DISES)

Summer 2022: Breckenridge, CO

DISES Global Leadership Summit
A Roundtable on Inclusive Education
Breckenridge, Colorado
June 27 & 28, 2022

Summer 2023: India

Please Join Us!
DCDT
Townhalls
COMPONENTS 911
HOW WE CAN HELP

Brannan Meyers, Director of Component Services
Danielle , Manager of Component Services
First Things First.....

THANK YOU
Your Team

**Brannan:**
Component Services Director

**Danielle:**
Component Services Manager

**Gennith:**
Chief Engagement Officer
Unit & Division services provided by entire CEC staff

- Membership
- Communications
- Operations
- Events
- Management
Unit & Division services provided by entire CEC staff
Continuing Collaboration

- Quarterly Unit Townhalls
- DRC Initiated Townhalls
- CECommunity: Division Leadership, Unit Leadership
Building Your Bench

- Volunteer Square
- Volunteer Recruitment
- Volunteer Job descriptions
- !!! Quarterly list required
Engaging With Your Membership

- Provide Monthly membership lists
- Provide promotional discounts to support Unit & Division campaigns
- Welcome letter template
- Division Dialogue
Supporting Communication

- Website Hosting (including help with updating/design)
- Online Communities (specific for your Unit & Division)
- Share social media posts as we notice
Assisting with Events

- Registration thru CEC
- Repackage CEC Programming to utilize as an event opportunity
- Update events you are having on our event webpage
- Provide Zoom account for your meeting
- Fulfill material requests for conferences and other events
New Areas of Support

Unit Advancement Program
Start Of The Conversation

- Post Assessment
Contact Information

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Danielle: dwieczorek@exceptionalchildren.org
Gennith: gjonhson@exceptionalchildren.org