State Partnerships: An Overview of How CEC Works with State Departments of Education to Grow Membership
What is a State Partnership?

State partnerships are agreements between CEC and state departments of education that provide strategic support to large groups of members and competitive rates.

State partnerships are:

• A collaboration between CEC and the state Unit
• Customized agreements with many parts
  • Membership
  • Publications
  • Professional development
  • Convention registrations
• Long-term agreements (1+ years)
• Complex, long-term conversations
• Led by CEC’s senior management

State partnerships are not:

• One-way conversations
• “Solo missions”
• Short-term agreements
• Simple memberships; they are substantive
• Small conversations
State of Virginia

Package components:
- Full membership
- Publications
  - *The Survival Guide for New Special Educators*
- Professional development:
  - JumpStart for New and Early Career Special Educators
  - High Leverage Practices program

Result: 1,112 Members

State of Oregon

Package components:
- Premier membership
  - Includes $250,000 insurance policy
- CASE membership
- Publications
  - *Special Education Leadership*
  - *High Leverage Practices for Inclusion*
- Registration for CEC 2023 Virtual Convention & Expo
  - Includes one pre-convention workshop

Result: 53 Members
Virginia

- Early career special educators (first- and second-year teachers)
- Includes books & professional development
- **5,000 new paraeducator members!**

Why does this matter?

- CEC’s Paraeducator membership group is growing rapidly and this will accelerate that growth. They will become the **second largest membership group** once acquired (after Professional members).
- This will represent a significant milestone for CEC. This group will then account for **20% of our total membership**, bringing our total member count to around 25,000!
- Virginia CEC will also benefit from this with $10 per-member that joins, meaning **they’ll get $50,000** in additional money from CEC to use for operational and programming expenses.
### How to Start the Conversation

<table>
<thead>
<tr>
<th>Step 1</th>
<th>Step 2</th>
<th>Step 3</th>
<th>Step 4</th>
<th>Step 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Identify an appropriate contact at the state’s Department of Education</td>
<td>Connect with CEC’s senior management to develop a strategy</td>
<td>CEC will reach out to the contact and start the conversation</td>
<td>CEC will negotiate a package of benefits for the organization</td>
<td>CEC acquires the group and coordinates with the state Unit to deliver benefits</td>
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</tbody>
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**Key considerations:**

- The contact should be someone with the authority to advocate for our services or has budgetary authority.
- Don’t approach the contact without first notifying CEC and developing a plan.
- CEC will work with local Units to develop a plan of support and benefits for the group. This may include things like professional development seminars, events, and more.
**What happens after CEC gets the deal?**

<table>
<thead>
<tr>
<th>5-7 business days</th>
<th>2-5 business days</th>
<th>Month 1</th>
<th>Months 2-11</th>
<th>Month 12</th>
</tr>
</thead>
<tbody>
<tr>
<td>CEC Member Services Team manually processes each membership.</td>
<td>CEC senior leadership works with the state Unit to develop an action plan</td>
<td>Onboarding sequence sends a series of welcome emails to members</td>
<td>CEC &amp; Unit engages cohort members with programming</td>
<td>Renewal</td>
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**Things to remember:**

- You are not alone in this journey! CEC is here to support you throughout this process.
- CEC HQ will handle most of the initial engagement and data entry.
- If you are ever in doubt, reach out!
What happens once you’ve identified an appropriate contact?

Contact CEC’s Chief Membership Team to start the conversation.

Do not proceed without CEC’s support!

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Questions?
CEC Member Services is available Monday to Friday from 9:00am to 5:00pm Eastern.

(888) 232-7733 (Toll Free)
(703) 620-3660 (International)
or call using your Telecommunications Relay Provider

exceptionalchildren.org

exceptionalchildren.org/help

service@exceptionalchildren.org