

Group B - Membership

2026 CEC Leadership Institute

Introduction

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Two Halves of Membership



CEC Headquarters

The national backbone — member services, the unified voice of the field, and recruitment that feeds every component.



CEC Divisions & Units

Where membership becomes local — the community and connection that make a member want to renew.

Turning Data into Engagement



Navigating the Portal



Downloading Reports



Analyzing Reports

Know Your Members

1



Who are our Members

Which member types make up our component

2



Who is Highly Engaged

Who haven't we heard from recently

3



Where are our Opportunities for Growth

When was the last time your board reviewed your member data?

Turning Data into Action

One Message Doesn't Fit Every Member

Who just joined...



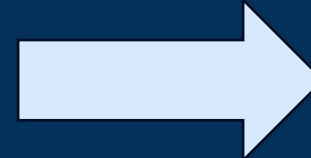
Personalize Onboarding

Member demographics...



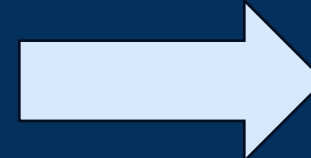
Segment Communications

Who hasn't engaged



Target Re-engagement

Renewal trends...



Plan Proactive Outreach

Create Meaningful Member Touchpoints

Think Beyond a Welcome Email:

- Personal Outreach
- Promote CEC New Member Meet & Greet
- Monthly/ Quarterly Member Meet-Ups
- Volunteer Opportunities
- Member Spotlights
- Renewal Check-ins

Partner with CEC

- New Member Meet & Greet
- Membership staff support
- Sample communications
- Promo codes/campaign support
- Membership reports & data

Workshop: Using Your Data Effectively

1

Choose One Audience

- Examples:
 - Members who lapsed
 - New Members
 - Students/Higher Ed/ Administrators/Etc.

2

What Do They Need? (Complete Worksheet)

- What benefit fits this need?
- How will we communicate?
- What engagement opportunity will we offer?
- Which CEC Can we Repurpose?

3

Action Planning

Using your Action Planning Calendar, schedule three membership actions for the next 90 days.

Examples:

- Review member data
- Enhance onboarding
- Promote Meet & Greet
- Plan a member meet-up
- Launch targeted outreach
- Create a renewal communication

Share with the Group

- 1 What **Audience** Did You Choose
- 2 The **Next Step** your component will take

CEC 2026-2027 Recruitment: Back-to-School

First Recruitment Drive

- Active August 1- September 30
- You can help by sharing with your network
- The post will be shared when recruitment drive is live



8 Keys to Creating Ironclad IEPs

A webinar with practical guidance that takes the guesswork out of IEPs

Watch for Free

<https://tinyurl.com/Ironclad-IEP-Webinar>



Council for
Exceptional
Children

**Empowering Educators
Impacting Students**

CEC 2026-2027 Recruitment: Back-to-School

If you already have your own recruitment planned, use the code **CECBTS26**

- New and returning members save 20% on CEC membership
- This code will be active August 1-September 30

CECBTS26

Q3 & Q4 Recruitment



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**Let's Stay
Connected**

2026 Membership Town Hall Schedule

September 24 at 7:00 p.m. ET

https://us02web.zoom.us/join/0AuKN_9_S-OUYuEEdGXIA

December 17 at 7:00 p.m. ET

<https://us02web.zoom.us/join/lt94nAliRDq4LfCeqLILfA>

Let's Stay Connected

THANK YOU!