

ACTIVATE YOUR MEMBERSHIP



Session Focus

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- Weekend built around the resources, tools, people and networks that exist to support you in your role as a component leader
- This session is focused on supporting members and how you, as a leader in a component, should:
 - Promote and expose members to existing benefits and resources
 - Adapt or repurpose to meet your member needs
 - Be aware of and promote as member benefits

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Policy and Advocacy



Share Policy Insider articles with members & non-members to promote awareness and encourage members to take action!



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

Your Staff Support

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Kuna Tavalin

Senior Policy & Advocacy
Advisor

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Publications



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



Share publication emails from
CEC about new releases and
promotional webinars



Share a SET article or blog post
with your members



Invite publication authors to
speak at unit/division meetings
and events!



Utilize CEC publications as a membership driving initiative

Your Staff Support

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Annie Drinkard

Director of Communications and
Publications



Jake Minor

Publications Fulfillment &
Operations Manager

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Membership



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



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

AND

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



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



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

Encourage members to make CEC Award nominations.

- 6 professional awards
- Outstanding Student Award
- CEC Impact Award

Your Staff Support

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Kevin Jacobs

Membership
Manager



Kate Webber

Director of
Membership

Professional Development



Encourage members to use
and submit resources located
in our Exceptional Teachers
Resource Repository!



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



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



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



Share resources directly from the HLP Website

Your Staff Support

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Brooke Massey

Senior Manager of Online
Learning



Brad Duncan

Director of Professional
Standards

Who Do We Contact?

Staff Contacts + QR Code

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Department List

Advertising	busdev@exceptionalchildren.org
Convention	convention@exceptionalchildren.org
Convention Exhibits, Sponsorship	busdev@exceptionalchildren.org
Customer Service	service@exceptionalchildren.org
Giving, Fundraising	giving@exceptionalchildren.org
Life Centered Education	LCE@exceptionalchildren.org
Member Support	service@exceptionalchildren.org
Membership	service@exceptionalchildren.org
Professional Development	pd@exceptionalchildren.org
Publications	service@exceptionalchildren.org
Special Education Legislative Summit	sels@exceptionalchildren.org
Standards	prostandards@exceptionalchildren.org

**Find All of Our
Staff Member and
Department
Contacts Here:**



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