



Council for
Exceptional
Children

**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

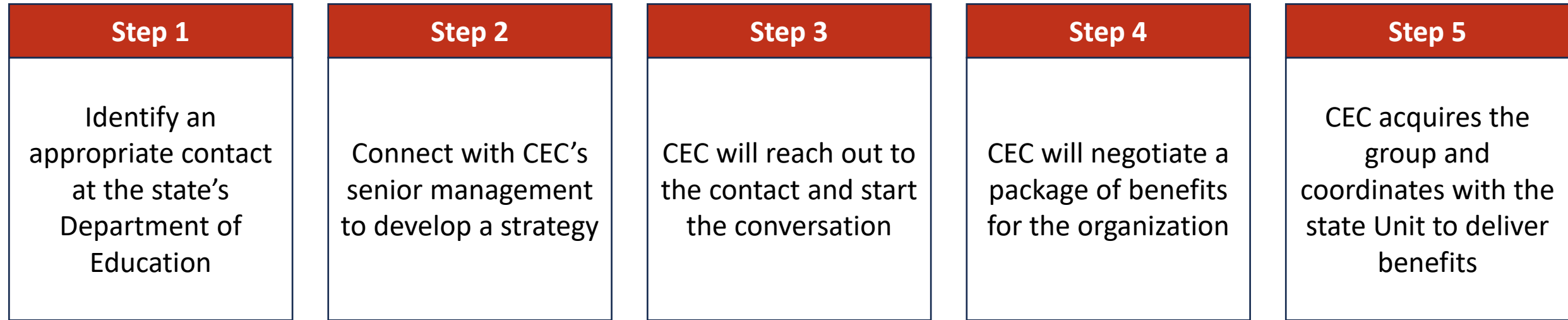
Virginia

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



Why does this matter?

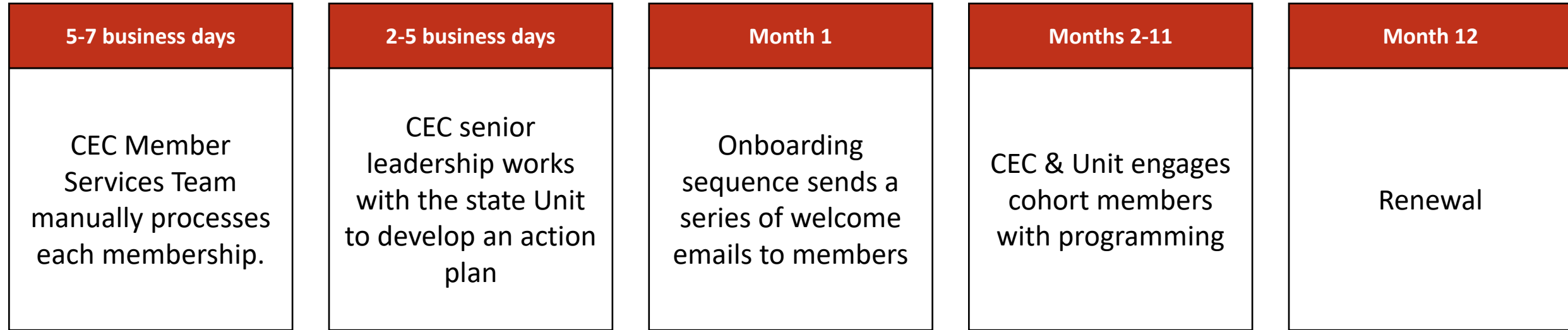
- CEC's Paraeducator membership group is growing rapidly and this will accelerate that growth. They will become the **second largest membership group** once acquired (after Professional members).
- This will represent a significant milestone for CEC. This group will then account for **20% of our total 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.



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?



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!

Gennith Johnson

Chief Engagement Officer

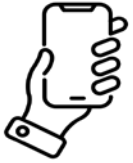
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Thank
You