

2022 **Leadership** Institute

**ACTIVATE**  
*the* **VALUE**  
*of* **CEC**

Council for  
Exceptional  
Children  
**1922-2022**

**100 Years**  
of Leading  
Special Education

# MEMBERSHIP CYCLE

Chad Rummel, M.Ed, CAE  
Brannan Meyers, CAE

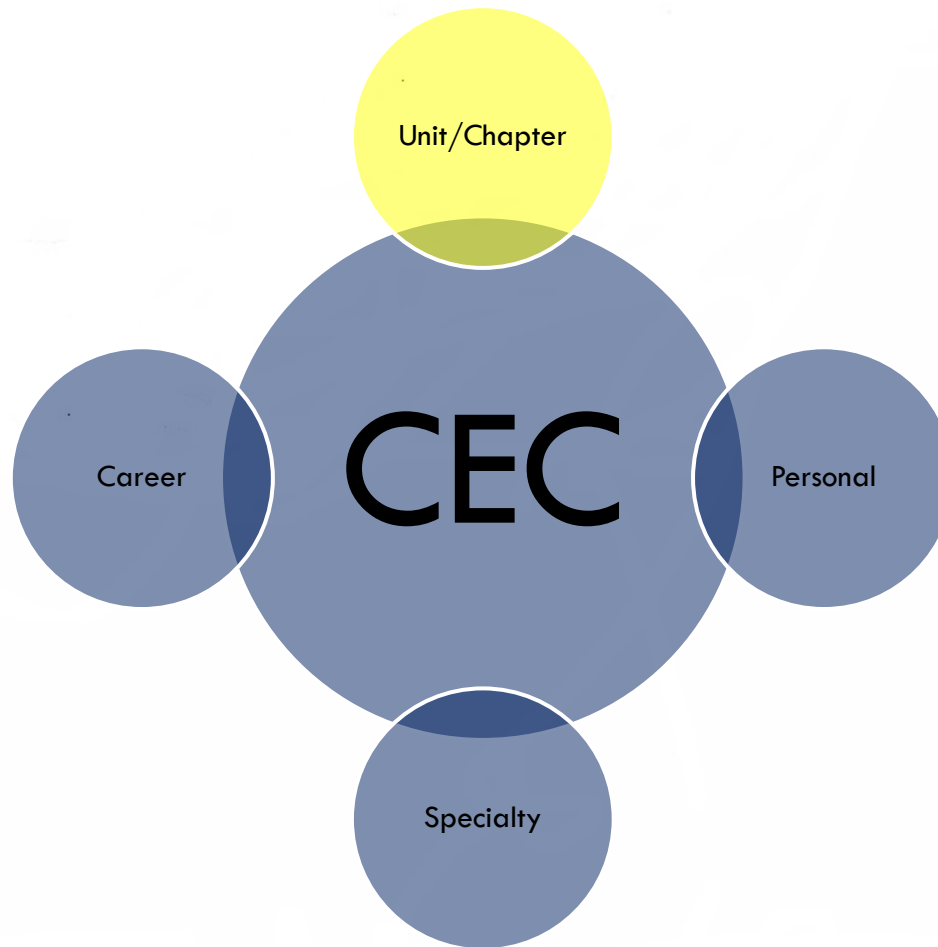
# Activating Your Membership

3



# Activating Your Membership

4



# Units/Chapters

## Units

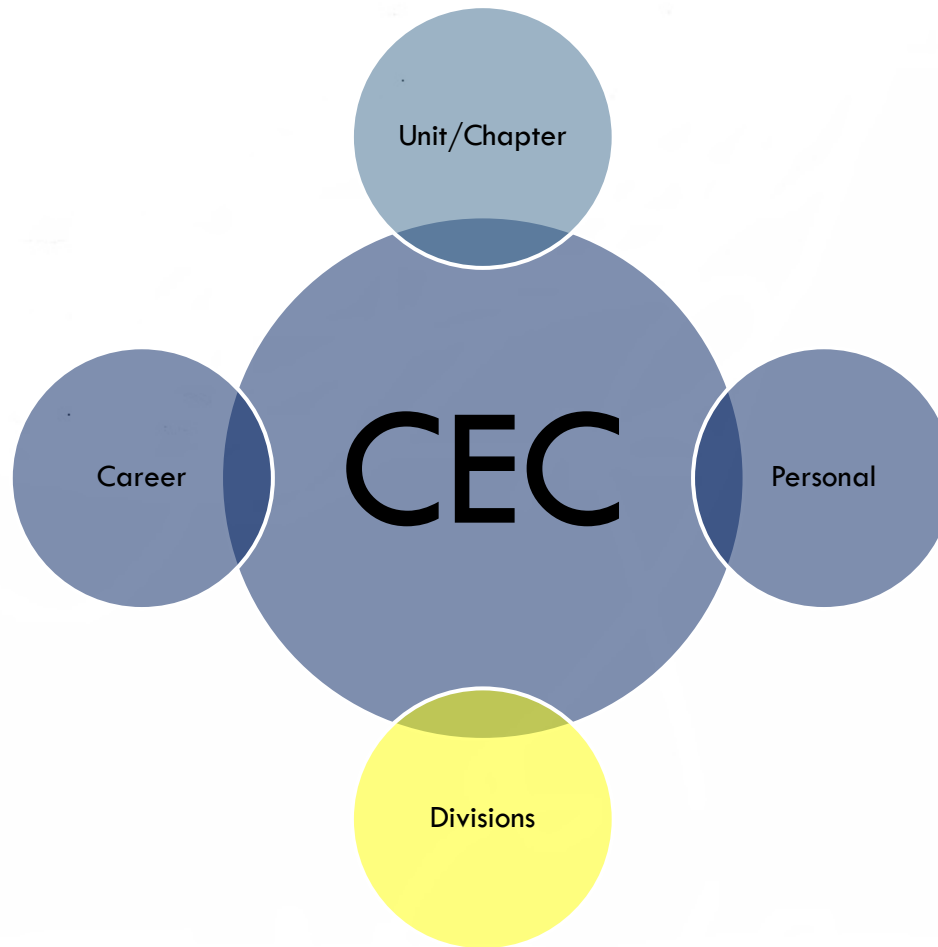
- Traits
  - ▣ Automatically Assigned
  - ▣ Geographically Based
  - ▣ Included in Membership Cost
  - ▣ Reports to CEC International
- Example
  - ▣ Manitoba CEC
  - ▣ California CEC
  - ▣ Virginia CEC
  - ▣ Michigan CEC

## Chapters

- 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

6



# Special Interest Divisions

## Divisions

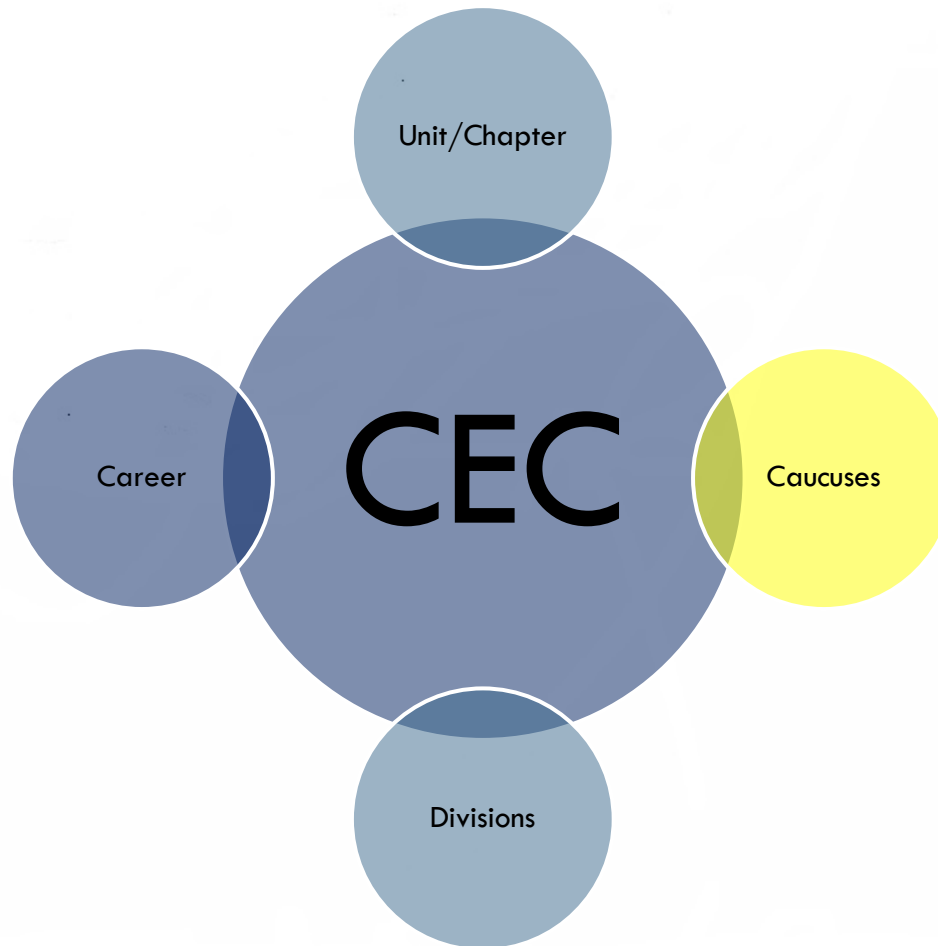
- Traits
  - ▣ Selected During Sign-up
  - ▣ Based on Interest/Roles
  - ▣ Additional Dues
  - ▣ Reports to CEC International
- Example
  - ▣ Division for Early Childhood (DEC)
  - ▣ Teacher Education Division (TED)
  - ▣ Division on Career Development and Transition (DCDT)

## 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

8





# 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.

## Caucuses - Now

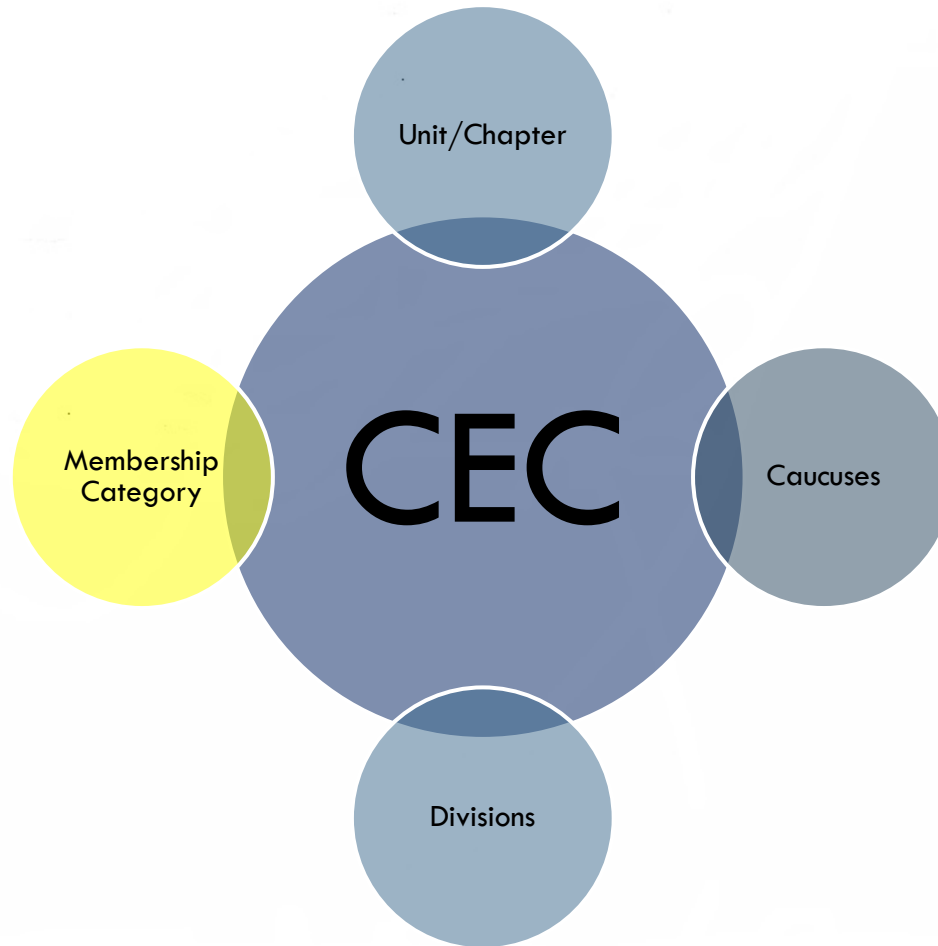
- Traits
  - ▣ No Sign-Up Mechanism
  - ▣ Based on Personal Demographics
  - ▣ No Dues
  - ▣ Reports to No One
- Example
  - ▣ Black Caucus
  - ▣ Educators with Disabilities Caucus
  - ▣ LGBTQIA+ Caucus
  - ▣ Hispanic Caucus

## Caucuses - Proposed

- Traits
  - ▣ Selected During Sign-Up
  - ▣ Based on Personal Demographics
  - ▣ No Dues
  - ▣ Monitored/Supported by CEC
- Example
  - ▣ TBD
  - ▣ TBD
  - ▣ TBD
  - ▣ TBD

# Activating Your Membership

10



# Categories

- ❑ Pre-service Student (undergraduate or graduate)
- ❑ Graduate Student
- ❑ Early Career Professional
- ❑ Professional
- ❑ Paraeducator
- ❑ Retired
- ❑ Family/Parent Affiliate

# Tiers

Basic	Full	Premier
Pre-Service Student Members: Liability Insurance		
Resource Library, Quick Takes		
SET Today, Store Discounts, Online Journals		
Communities, Unit Memb, PD/Insurance Discounts		
	All Recorded Webinars	
	Print Journals	
		All Live Webinars
		Free eBook
		Liability Insurance

# Group Memberships

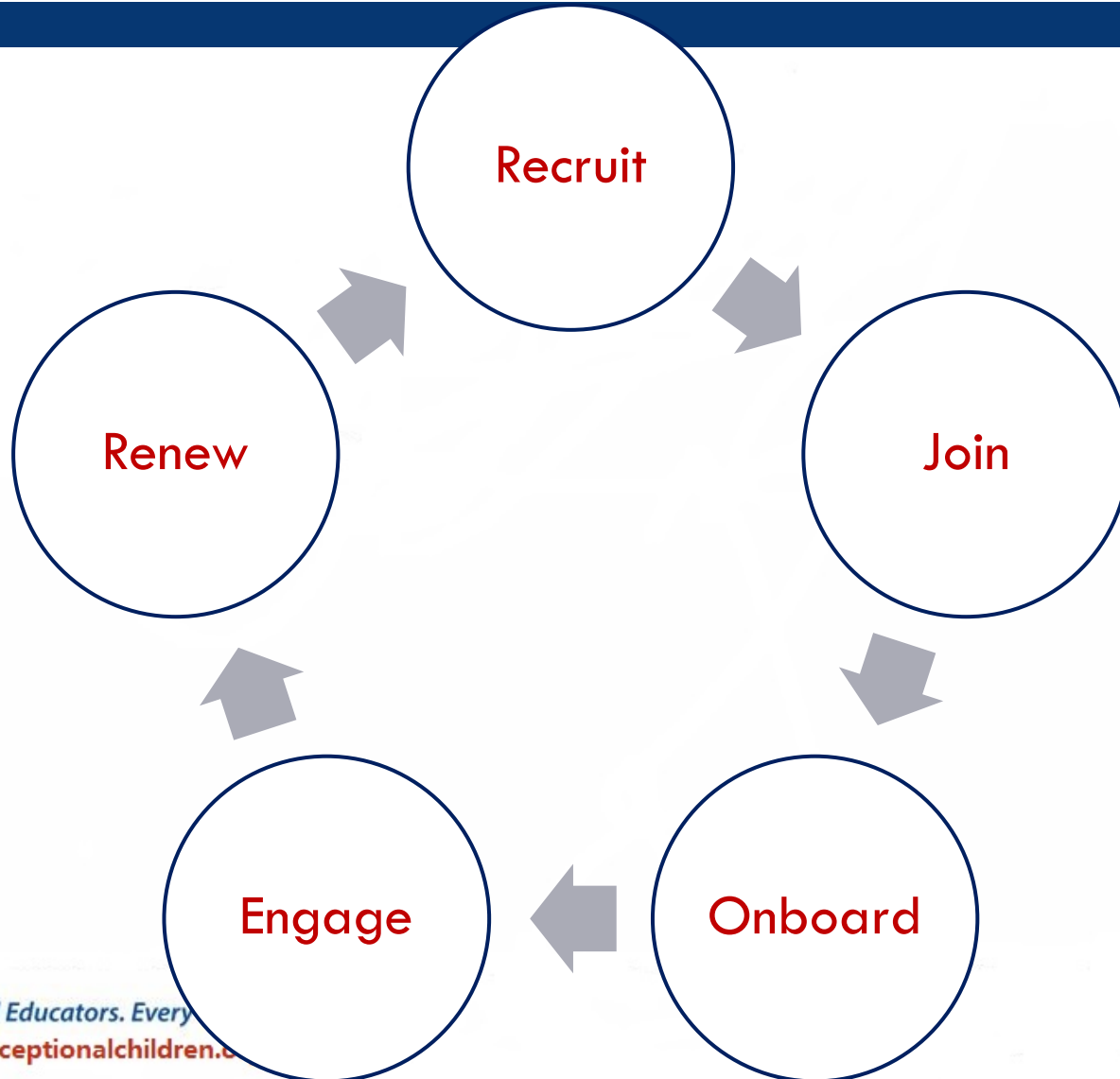
13

- 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

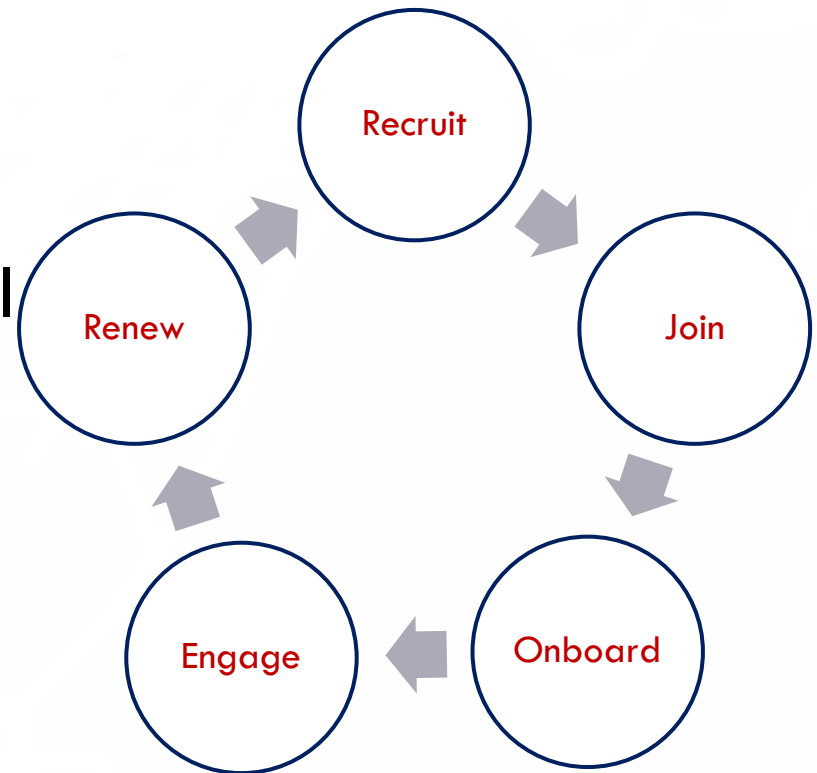


# Understanding Membership



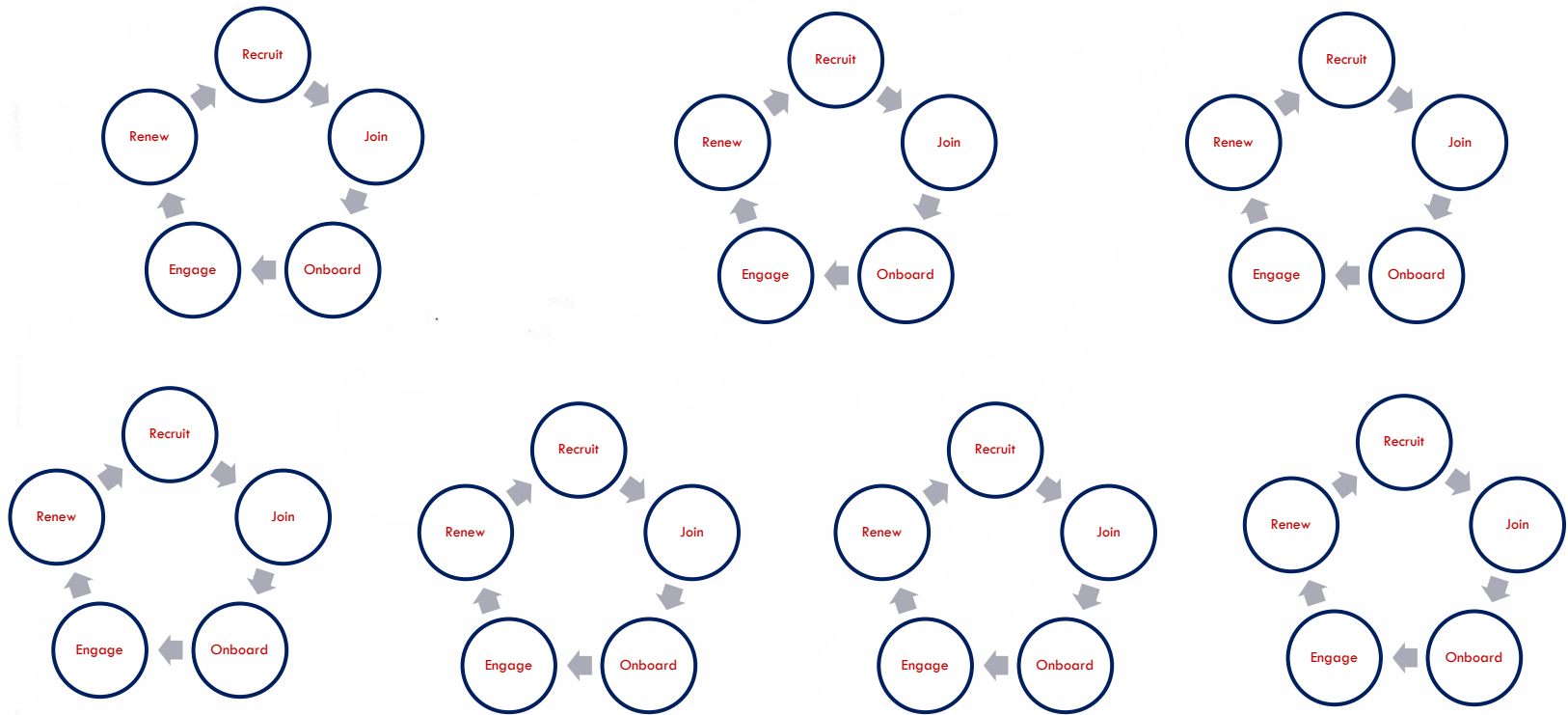
# Understanding Membership

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





# Understanding Membership



# Membership Cycle



Recruit

Join

Onboard

Engage

Renewal

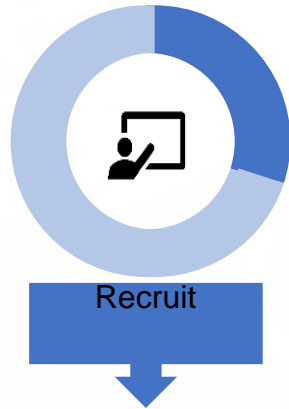
Membership Types

	Recruit	Join	Onboard	Engage	Renewal
Preservice	Active	Active	Active	Active	Active
Inservice	Active	Active	Active	Active	Active
Early Career	Active	Active	Active	Active	Active
Professional	Active	Active	Active	Active	Active
Para	Active	Active	Active	Active	Active
Retired	Active	Active	Active	Active	Active
F/P Affiliate	Active	Active	Active	Active	Active



Recruit

19



- 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 address
  - ▣ Value to members
  - ▣ Who we are targeting
  - ▣ What tactics will we use



Recruit

20





Recruit

# Why People Join

## Feature

Journals

Webinars/Events

Resources

All Member Forum





Recruit

# Why People Join

Feature	Actual Value
Journals	Free access to research
Webinars/Events	Free access to training
Resources	Free access to tools/support
All Member Forum	Free access to networking





Recruit

# Why People Join



## Perceived Value

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

# Proposition Value

24

- 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”)





Recruit

# WHOSE Value?

25

- Who do you want to target?
  - ▣ Career-Level
  - ▣ Job Role
  - ▣ Specialty Area
- What from the proposition value do they care about?

# Proposition Value

26

- 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



Recruit

# WHOSE Value?

27

- 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?

Value

Target

Tactic



Recruit

# Acquiring Using Cold Calling

28

Value

Target

Tactic

- ❑ 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



Recruit

# Closing the Deal

29

## Strategies: Make Sure You Have what Your Potential Members are Looking For



TARGET

VALUE

CTA

### 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 A PROFESSIONAL



Recruit

30

# Xlosing the Deal

Home Membership Minutes Special Ed Info Awards CASE Events About Board

Search ...

SEARCH

News & Events

CEC 2021 Convention Expo  
Baltimore, MD March 3-6, 2021

CEC 2022 Convention Expo  
Orlando, FL January 15-19, 2022  
(CEC celebrates 100 years)

CEC 2023 Convention Expo  
Louisville, KY March 1-4, 2023

Links

Visit [celebrateexceptional.org](https://celebrateexceptional.org)  
CEC's new membership model gives you options.

You can belong to CEC in one of three ways:

1. **Premier** — Its our most expansive package with exclusive benefits.
2. **Full** — Offers all the benefits of Basic membership as well as special professional development and practical, topical information.
3. **Basic** — Features the most-requested CEC member benefits at our lowest price.

[CEC Membership Brochure](#)  
[CEC Membership At-a-Glance](#)  
[CEC Membership Application](#)





# Acquiring Using Hot Calling

31

Value

Target

Tactic

- 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**



Recruit

# Breakout

32

## □ Think Of Three Things

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





# Joining

33

- 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



Onboard

# Onboarding

34



- 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**



Onboard

# CEC Onboarding

35

Member receives  
welcome email



Member joins



Member receives email highlighting  
membership benefits every two weeks





# Onboarding

36

## □ 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 straight forward

**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



# Onboarding

37

- 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



# Breakout

38

## □ 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



Engage

# Who Is Happier with CEC?

39



Published in Journal  
Serves on CEC Committee  
Advises Student Chapter



Attends SELS Each year  
No Volunteering  
Doesn't Read the Journals

# Engagement

40

- 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





Engage

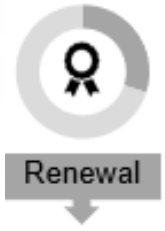
# Breakout

41

## 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 a ways to engage people that you **didn't** do last year

# CEC Renewal



Member receives renewal notice



Member receives invoice



Member receives renewal notice



Kevin's email



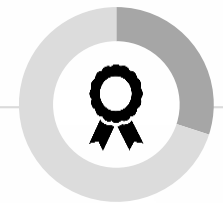
Member receives 'Sorry to See You Go' email



Member receives final notice



Board email



Renewal date

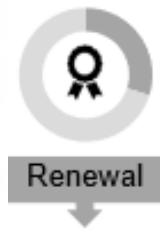
# Renewal

Renewal

43

- More than just a bill
  - ▣ Use Proposition Value
  - ▣ What's coming up?
  - ▣ End of cycle benefits
- “Bob, You Expire Tomorrow”
  - ▣ Too late





# Shareout

44

Has Anyone Done Anything To Get Renewals that Has gotten a Great Result?

# Questions?

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*the* **VALUE**  
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Council for  
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**1922-2022**

**100 Years**  
of Leading  
Special Education

# Program Showcase

# Ohio Unit State Partnership Program





# 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.

# Timeline cont.

## □ 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.

# Next Steps of Partnership

## □ 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

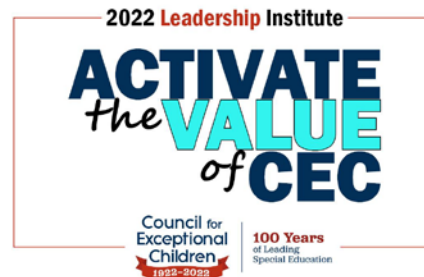
**President-Elect:** Victor Torres

**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  
<http://www.daddcec.com/diversity.html>
  
- DADD YouTube page  
<https://www.youtube.com/c/DivisiononAutismandDevelopmentalDisabilities>

# CEC New Jersey Unit Policy and Advocacy Team







Council for  
Exceptional  
Children

*All Educators. Every Child. No Limits.*

[exceptionalchildren.org](http://exceptionalchildren.org)



Council for  
Exceptional  
Children

**NEW JERSEY**

**Dr. Julie Norflus-Good**

***President NJCEC***

**[jandcgood@msn.com](mailto:jandcgood@msn.com)**

**Cell 201 906 0238**



And



And



# 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

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



## Keynote Speaker



**Haley Moss**  
The first openly autistic  
attorney in Florida

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

Over 40 PD sessions  
to choose from

Find the full list of  
sessions, and more  
information on  
our website  
[www.njcec.org](http://www.njcec.org)

Questions?  
Please email  
[newjerseycec@gmail.com](mailto:newjerseycec@gmail.com)

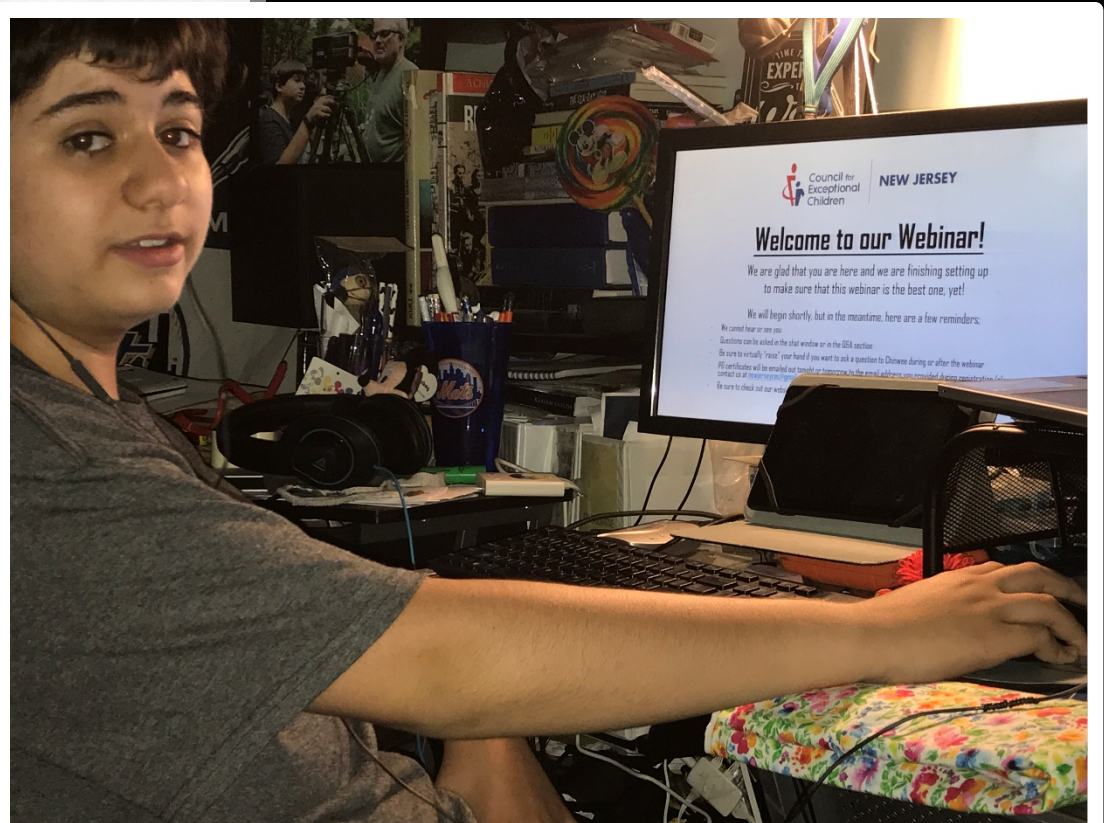
Sign up for  
our email list at  
<https://njcecspring2020.eventbrite.com>



To request disability-related  
accommodations, please  
call (201) 684-7246 least  
one week in advance of this event







Council for Exceptional Children  
NEW JERSEY

## Welcome to our Webinar!

We are glad that you are here and we are finishing setting up to make sure that this webinar is the best one, yet!

We will begin shortly, but in the meantime, here are a few reminders:

- We cannot hear or see you.
- Questions can be asked on the chat window or in the Q&A section.
- Do not be verbally "hated" or hounded if you want to ask a question to Christine during or after the webinar.
- All participants will be emailed our benefits or resources. In the email, address you provided. All good communication!
- Be sure to check out our website.



Council for  
Exceptional  
Children

**NEW JERSEY**

*#NJCECwebinarWednesdays*

# Webinar Spotlight:

An Introduction to Tourette Syndrome

Presenter: Dr. Jeremy Lichtman Psy.D

6.23.2021 @ 6:00 PM



And



And

A horizontal banner with a blue and green color scheme. On the left, the text 'Special Education Legislative Summit 2020' is displayed in white, with a white silhouette of a state capitol building. Below this, it says 'Virtual | July 13-24, 2020'. On the right, there are two logos: the 'Council for Exceptional Children' logo and the 'case' logo (Council for Administrative Support of Exceptional Children).



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



Psych  
Association

Administrators



General  
Educators

Intern in a  
Congresswomen  
office

Pre-Service  
Educators

# Networked

Educators



Council for  
Exceptional  
Children

**NEW JERSEY**

Special  
Education  
Legislative  
Summit  
2020  
Virtual | July 13-26, 2020



ASA

# New Jersey Council for Exceptional Children

**#SELS2020**



## **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

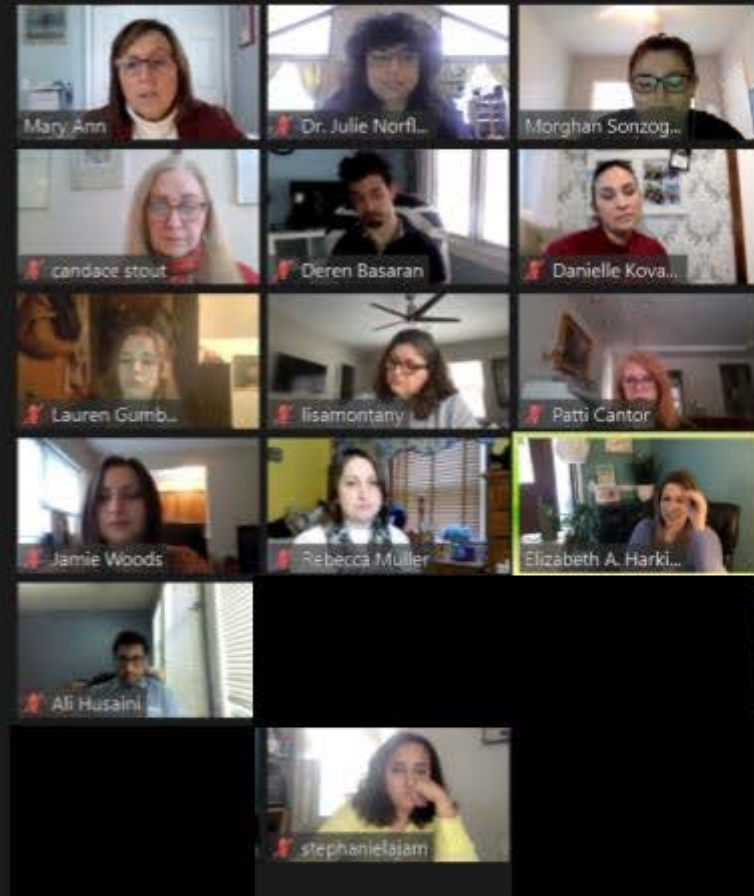
What is the probability that students will be identified with a disability?

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

Special  
Education  
Legislative  
Summit 2021  
July 19-20, 2021



# Thank You!

We really appreciate your support!

#SELS2021



	A	B	C	D	E	F	G	H	I	J	K	L	M
	<b>CONGRESSIONAL MEETINGS</b>												
	SELS - Sample Congressional Agenda SELS Issue Brief												
<b>OFFICE</b>	<b>Congressman Van Drew</b>	<b>Congressman Sires</b>	<b>Congressman Payne</b>	<b>Congressman Smith</b>	<b>Congressman Pascrell</b>	<b>Senator Menendez</b>	<b>Senator Booker</b>	<b>Congressman Pallone</b>	<b>Congressman Kim</b>	<b>Congressman Malinowski</b>	<b>Congressman Gottheimer</b>		
<b>Date/Time</b>	<b>Wednesday (7/21), 3 pm</b>	<b>Thursday (7/22), 10 am</b>	<b>Thursday (7/22), 12 pm</b>	<b>Friday (7/23), 11 am</b>	<b>Friday (7/23), 1:30 pm</b>	<b>Friday (7/23), 2:30 pm</b>	<b>Tuesday (7/27), 11:00 am</b>	<b>Thursday (7/28), 1:00 pm</b>	<b>Friday (7/30), 10:15 am</b>	<b>Friday (7/30), 3 pm</b>			
<b>"Elected" Participants</b>	Trevor Ray - Sr. Legislative Assistant Trevor.Ray@mail.house.gov	Mag Barnes - Legislative Assistant Mag.Barnes@mail.house.gov	Ruben Goddard - Legislative Assistant Ruben.Goddard@mail.house.gov	Christian Henniger - Legislative Correspondent (repost) Christian.Henniger@mail.house.gov	Carrin Swopes - Legislative Aide Carrin.Swopes@mail.house.gov	Alfa Feder - Legislative Correspondent Alfa.Feder@menendez.senate.gov	Leah Hill - Legislative Director Leah.Hill@booker.senate.gov	Alexander Gristina - Election Staffer Alexander.Gristina@mail.house.gov	Sophie Friedfeld-Gebalde - Legislative Aide Sophie.Friedfeld@mail.house.gov	Ian Gray - Senior Policy Advisor Ian.Gray@mail.house.gov	(Dawn)	(Jamie)	El Schooley - Legislative Counsel El.Schooley@mail.house.gov
<b>Slide Presentation</b>	Slide Deck	Slide Deck	Slide Deck	Slide Deck	Passcrell Folder	Menendez Folder	Booker Folder	Pallone	Kim Folder	Malinowski Folder	Gottheimer Folder		
<b>Drive Folder Links</b>	Van Drew Folder	Sires Folder	Payne Folder	Smith Folder	Passcrell Folder	Menendez Folder	Booker Folder	Pallone	Kim Folder	Malinowski Folder	Gottheimer Folder		
<b>Congressional District / State</b>	2	8	10	4	9	State	State	6	3	7			5
<b>Websites</b>	<a href="https://vandrew.house.gov/congress.gov">https://vandrew.house.gov/congress.gov</a>	<a href="https://sires.house.gov/congress.gov">https://sires.house.gov/congress.gov</a>	<a href="https://payne.house.gov/congress.gov">https://payne.house.gov/congress.gov</a>	<a href="https://christianhenniger.house.gov/congress.gov">https://christianhenniger.house.gov/congress.gov</a>	<a href="https://cspascrell.house.gov/congress.gov">https://cspascrell.house.gov/congress.gov</a>	<a href="https://www.menendez.senate.gov/congress.gov">https://www.menendez.senate.gov/congress.gov</a>	<a href="https://www.booker.senate.gov/congress.gov">https://www.booker.senate.gov/congress.gov</a>	<a href="https://pallone.house.gov/congress.gov">https://pallone.house.gov/congress.gov</a>	<a href="https://kim.house.gov/congress.gov">https://kim.house.gov/congress.gov</a>	<a href="https://malinowski.house.gov/congress.gov">https://malinowski.house.gov/congress.gov</a>			
<b>SELS PARTICIPANTS IN CONGRESSIONAL DISTRICT</b>													
<b>Tentative SELS Attendees</b>													
(17 Responses - Google Form)	Barry Barbarasch	Barry Barbarasch	Barry Barbarasch	Mary Ann Cahill	Dr. Cheryl Blankman	Dr. Cheryl Blankman	Dr. Cheryl Blankman	Dr. Barry Barbarasch	Barry Barbarasch	Dr. Cheryl Blankman	Mary Ann Cahill		
(Green - "Yes" (Google Form))	Dr. Cheryl Blankman	Dr. Cheryl Blankman	Janice Carter	Mary Ann Cahill	Mary Ann Cahill	Mary Ann Cahill	Mary Ann Cahill	Mary Ann Cahill	Mary Ann Cahill	Mary Ann Cahill	Teresa Cardoza		
(Yellow - "Maybe" (Google Form))	Pauli Cantor	Mary Ann Cahill	Kristyn Coraco	Kristyn Coraco	Thomas Genat	Karina Ceglinski	Narah Chung	Mary Ann Joseph	Mary Ann Joseph	Barbara Cardoza	Karina Ceglinski		
	Janice Carter	Charles Goedl	Kristyn Coraco	Dr. Julie Norfus-Good	Benjamin Good	Benjamin Good	Benjamin Good	Dr. Danielle Kovach	Dr. Danielle Kovach	Dr. Julie Norfus-Good	Dr. Carol Fries		
	Karina Ceglinski	Thomas Genat	Dr. Julie Norfus-Good	Benjamin Good	Benjamin Good	Benjamin Good	Lauren Gumbman	Dr. Kara Loflin	Benjamin Good	Benjamin Good	Benjamin Good		
	Kristyn Coraco	Dr. Julie Norfus-Good	Benjamin Good	Dr. Elizabeth Harkins	Benjamin Good	Benjamin Good	Mary Ann Joseph	Rebecca Muller	Dr. Elizabeth Harkins	Dr. Elizabeth Harkins	Dr. Elizabeth Finnegan		
	Charles Goedl	Benjamin Good	Dr. Elizabeth Harkins	Dr. Elizabeth Harkins	Marina Kafkas	Dr. Danielle Kovach	Marina Kafkas	Lauren Gumbman	Dr. Kara Loflin	Dr. Kara Loflin	Carlaice Stout		
	Dr. Julie Norfus-Good	Mary Ann Joseph	Marina Kafkas	Marina Kafkas	Wesno Kafkas	Dr. Danielle Kovach	Wesno Kafkas	Carol Fries	Rebecca Muller	Rebecca Muller	Benjamin Good		
	Benjamin Good	Marina Kafkas	Rebecca Muller	Dr. Kara A. Loflin	Dr. Kara A. Loflin	Dr. Kara A. Loflin	Dr. Danielle Kovach	Parthena Cogdell	Parthena Cogdell	Parthena Cogdell	Mollie Good		
	Laura Haney	Kathryn Neves	Kathryn Neves	Kathryn Neves	Kathryn Neves	Dr. Kara A. Loflin	Dr. Kara Loflin	Dr. Kara Loflin	Rebecca Muller	Rebecca Muller	Rebecca Muller		
	Dr. Elizabeth Harkins	Morgan Sonzogni	Morgan Sonzogni	Morgan Sonzogni	Morgan Sonzogni	Dr. Kara A. Loflin	Lauren Vandegrift	Lauren Vandegrift	Lauren Vandegrift	Lauren Vandegrift	Jamie Woods		
	Dr. Danielle Kovach	Carlaice Stout	Carlaice Stout	Carlaice Stout	Christopher York								
	Rebecca Muller												

Possible Future Meetings							Last Updated: 7/2/21
	ELECTED OFFICIAL	TYPE	DISTRICT/ LOCATION	MEMBER	Contact in Official's Office	NOTES	
1	Congressman Norcross	Federal		Rebecca Muller	<a href="mailto:barbbarowsky@mail.house.gov">barbbarowsky@mail.house.gov</a> <a href="mailto:laura.wasver@mail.house.gov">laura.wasver@mail.house.gov</a>	SELS - Rebecca last sent dates on 8/3.	
2	Congresswoman Sherrill	Federal		Liz Harkins	<a href="mailto:chris.taylor@mail.house.gov">chris.taylor@mail.house.gov</a> <a href="mailto:liz.lochert@mail.house.gov">liz.lochert@mail.house.gov</a>	SELS - Liz H. - 7/27 - Follow-up email sent	
3	Congresswoman Watson	Federal		All Husaini	<a href="mailto:alex.huang@mail.house.gov">alex.huang@mail.house.gov</a> <a href="mailto:aimoo.ajmartin@mail.house.gov">aimoo.ajmartin@mail.house.gov</a>	SELS - Ali - 8/9 - Will reschedule in Sept. 10/24/21 - Ali sent email	
4	Assembly Members Houghtaling and Downey			Rebecca Muller	<a href="mailto:Email_Chronicle@njleg.org">Email_Chronicle@njleg.org</a>	SELS - Wanted to schedule at end of Sept. - Preferred Tuesday, Thursday, Friday from 1-5pm	
5	Senator Kristin Corrado	State	Bergen, Essex, Morris, Passaic	Candace		SELS - Can meet at 11:30 may be flexible as per avail post SELS	
6	Senator Joseph Pennacchio (R)	State	Morris	Liz H.		12/21 - Liz was in contact with office	
7	Senator Joseph A. Lagana (D)	State	Bergen	Liz F		8/15/21 - Liz F. sent email 10/24/21 - Liz F. sent email	
8	Senator Codey			Liz H.		10/24/21 - Liz H. sent email	
9	Senator Joseph Cryan (D)	State	Union	Mary Ann		Joint Committee on the Public Schools SELS-Sent email on 7/9/21 (M.A.) 8/21- Mary Ann sent email	
10	Senator Cunningham	State	Jersey City	Mary Ann/Carol		12/21 - Mary Ann sent email and spoke to staff member (Carol has a contact-colleague in her office) 11/11/22 - Mary Ann sent email 3/22/22 - Mary Ann sent email	
11	Senator Teresa Ruiz	State		Mary Ann		Key official 3/22/22 -Email sent through NJ Legislative Website (Contact form) <a href="https://www.njleg.state.nj.us/confirmation?type=contact">https://www.njleg.state.nj.us/confirmation?type=contact</a>	
	Assemblyman Brian Bergen (R)	State	Morris	Liz H.			
	Assemblywoman Aura Dunn (R)	State	Morris	Liz H.			
	Senator Anthony M. Bucco (R)	State	Morris	Liz H.			
	Senator Nia Gill	State	Essex, Passaic	Candace			
	Assemblyman Thomas Gibbon	State	Essex, Passaic	Candace			
	Assemblyman Brimee Timberlake	State	Essex, Passaic	Candace			
	Senator Fred Madden, Jr. (D)						
	Assemblyman Paul Moriarty (D)						
	Assemblywoman Gabriela Mosquera (D)						
	Assemblyman Brian Bergen (R)						
	Assemblywoman Aura Dunn (R)	State	Morris	Liz H.			



# New Jersey



# STRONG



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**NEW JERSEY**

**Dr. Julie Norflus-Good**  
***President NJCEC***

**[jandcgood@msn.com](mailto:jandcgood@msn.com)**

**Cell 201 906 0238**

# DISES Sip & Chat



# Division of International Special Education and Services (DISES)

84

- 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

85

## 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

86

## 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)

87

Summer 2022: Breckenridge, CO



Summer 2023: India



Please Join Us!

# DCDT Townhalls





2022 **Leadership** Institute

**ACTIVATE**  
*the* **VALUE**  
*of* **CEC**

Council for  
Exceptional  
Children  
**1922-2022**

**100 Years**  
of Leading  
Special Education

# COMPONENTS 911

## HOW WE CAN HELP

Brannan Meyers, Director of Component Services  
Danielle , Manager of Component Services

# First Things First....

91



# Your Team

92

**Brannan:**  
Component  
Services  
Director

**Danielle:**  
Component  
Services  
Manager

**Gennith:**  
Chief  
Engagement  
Officer



# Unit & Division services provided by entire CEC staff

93

**Membership**

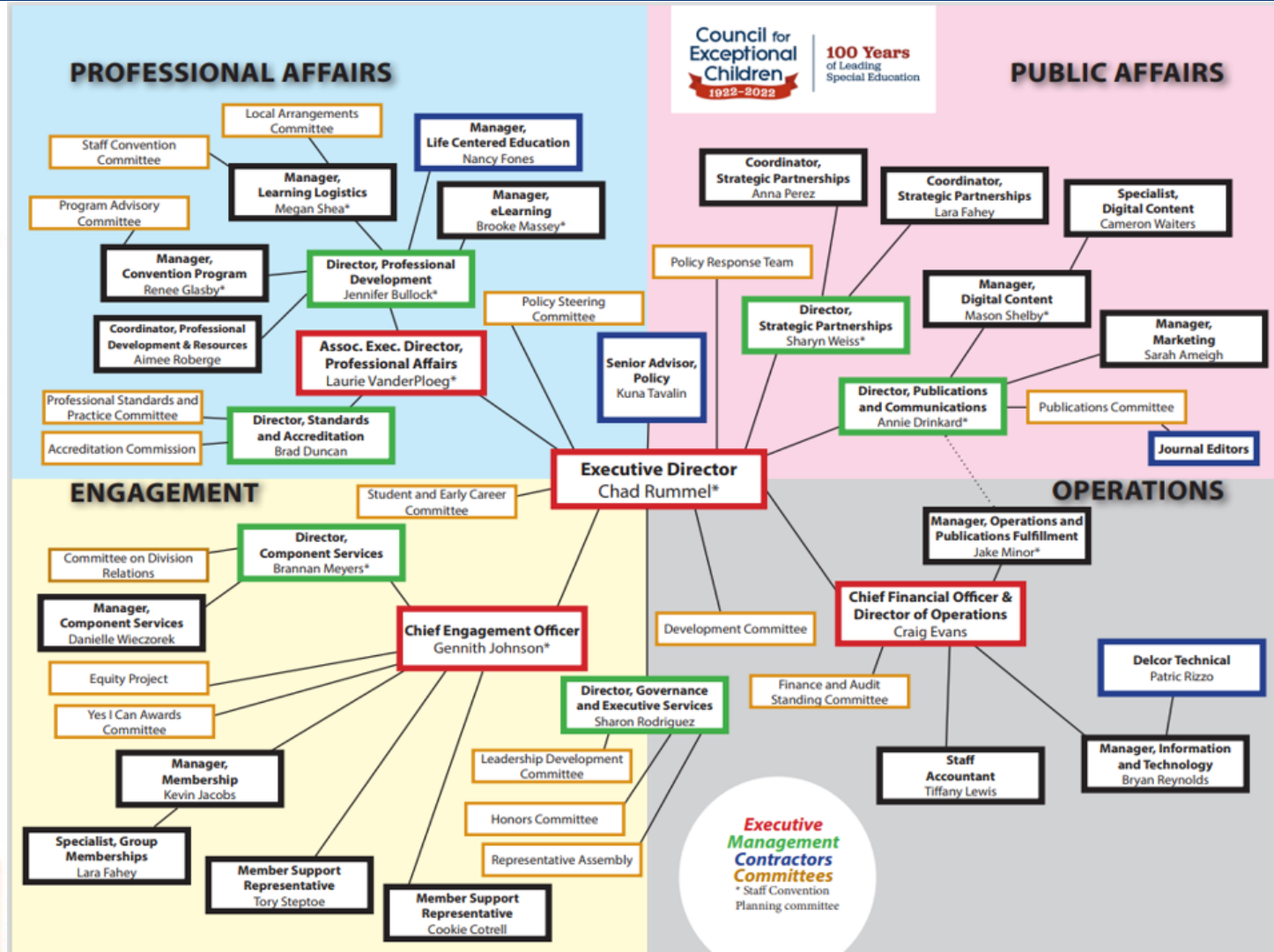
**Communications**

**Operations**

**Events**

**Management**

# Unit & Division services provided by entire CEC staff



# Continuing Collaboration

95

- Quarterly Unit Townhalls
- DRC Initiated Townhalls
- CECCommunity: Division Leadership, Unit Leadership



# Building Your Bench

96

- ❑ Volunteer Square
- ❑ Volunteer Recruitment
- ❑ Volunteer Job descriptions
- ❑ !!! Quarterly list required





# Engaging With Your Membership

97

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



Hello [NAME],

Welcome and thank you for becoming a member of the [UNIT] Council for Exceptional Children! We are so excited that you joined our international network dedicated to improving the success of children and youth with disabilities and/or gifts and talents. We are excited to see how CEC supports you, your talents, passions, and work.

There are a variety of the benefits with your membership in the [UNIT]CEC—we offer colleagues nearby, access local resources, engage in public policy and your students directly, and attend local meetups and is. There are several ways to get involved through volunteerism, you can find these on our website, I've listed a few upcoming ties below:

ies, hyperlink when possible  
ies, hyperlink when possible  
ies, hyperlink when possible  
ies, hyperlink when possible

all [UNIT]CEC happenings via our social media platforms! Give on.

rd, we are looking forward to connecting with you soon!  
one specific? [Let us know how we can help here](#) and one of our ct with you soon!

### DEVELOPING AND EXECUTING YOUR WELCOME AND ONBOARDING PLAN

**1 Identify your Lead**  
Who will handle executing the welcome and additional onboarding steps for your new members?  
Will your Unit require more than one individual to execute this process?  
• Consider having your membership chair run this process or using a new member support committee!  
• When the lead for this initiative is named, they should move forward with the following steps, creating a committee or welcoming added support from non-board members as necessary.  
**TIP:** This is a great opportunity to tap into Volunteer Square to involve individuals who have already expressed interest in volunteering!

**2 Establish Cadence of Welcome Messages**  
How often will reports be pulled and welcome letters be sent? Monthly? Bi-monthly?  
Be sure to:  
• Establish dates by which these reports will be pulled.  
• Establish dates by which welcome messages will be sent out.  
**Consider how often members are joining and any programs or recruitment initiatives that may make particular seasons busier.** For example, if you are hosting a recruitment event, you may want to do these weekly for the month so as to not overwhelm yourselves if 25+ members join at once.

**3 Pull and Review List of Members**  
A list of members should be pulled for your unit (officers can pull this from their member

**4**



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# Supporting Communication

98



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

# Assisting with Events

99

- Registration thru CEC
- Repackage CEC Programing 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

100

## Unit Advancement Program







# Start Of The Conversation

103

- Post Assessment

# Contact Information

104

**Brannan:** [bmeyers@exceptionalchildren.org](mailto:bmeyers@exceptionalchildren.org)

**Danielle:** [dwieczorek@exceptionalchildren.org](mailto:dwieczorek@exceptionalchildren.org)

**Gennith:** [gjonhson@exceptionalchildren.org](mailto:gjonhson@exceptionalchildren.org)