

COMMUNICATION, MARKETING AND BRANDING YOUR UNIT/DIVISION IN SUPPORT OF MEMBERSHIP GROWTH

Presenters

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A decorative horizontal bar at the top of the slide, consisting of a red rectangular section on the left and a dark blue rectangular section on the right.

You can be an amazing marketer!

Annie Baldauf

Marketing and Communications Coordinator

July 2017

What is marketing?

Marketing and communications for units and divisions.



Email Marketing



Steps & how-to

1. Establish a purpose and goal.
2. Define an audience.
3. Create a schedule.
4. Make the main message or call to action the focus of the email.
5. Test. Test. Test.
6. Deploy.
7. Review the metrics and make adjustments.

Best practices

1. Keep subject lines short and make them grab your readers' attention.
2. Maintain and update your email lists.
3. Review metrics and make adjustments.
4. Personalization.
5. Less is more.
6. Brand.
7. Be consistent.

Email Marketing

CEC2017

SPECIAL EDUCATION
CONVENTION
Boston | April 19-22



Treat yourself at CEC 2017!

If CEC 2017 is an ice cream sundae, adding a [workshop](#) is the cherry on top—a simple addition that makes the experience that much sweeter. You can enhance your [CEC 2017](#) experience by adding one of our 21 full- and half-day [Convention Workshops](#) to your schedule. These workshops focus on specific and relevant topics that dive deep into content that you need to know!

Here's a taste of what we have to offer:

- [Workshop #2 – Bring It On: Applying UDL to Collaborative Planning](#)
- [Workshop #8 – THINK DEVELOPMENTALLY! Linking Classroom Practice to Assessment, Achievement, and Accountability](#)
- [Workshop #12 – A New President and Congress: Implications for Federal Education Policy!](#)
- [Workshop #16 – What's the Deal With Assistive Technology? A Dynamic Conversation](#)
- [Workshop #17 – Charting the Course: Special Education & Charter Schools](#)
- [Workshop #19 – Differentiation Made Simple: Change Your Favorite Lessons Into Differentiated Ones](#)

[Register now!](#)

Sprinkle in a workshop and earn while you learn! At CEC 2017 you can earn up to 23 [Professional Development Hours](#) (PDHs) by attending convention education sessions, including pre-convention workshops, lectures, panels, and poster and strand sessions. [Learn more.](#)

A sweet treat awaits at CEC 2017, the only special education professional development event for all educators serving all students with no limits.

[View web version](#) | [Forward to a friend](#)



Council for Exceptional Children
2900 Crystal Drive, Suite 100
Arlington, VA 22202

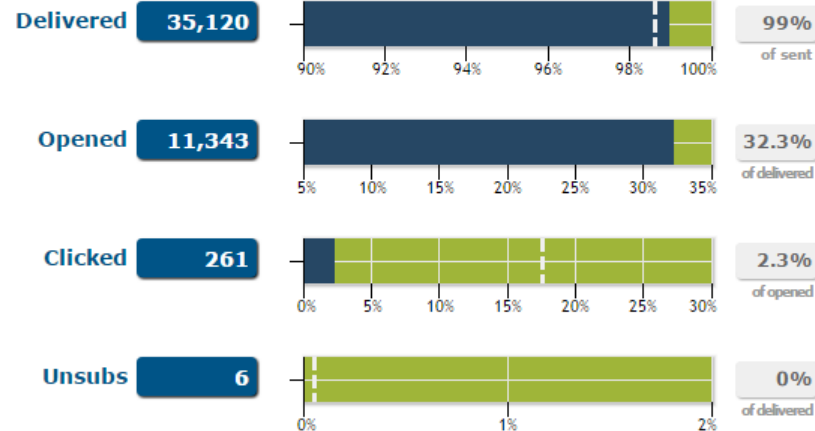
[Visit our website](#) | [Contact us](#)
[Opt-out of CEC Convention emails](#) | [Unsubscribe from all CEC e-Communications](#)

To: 35,491 subscribers Note: It was not sent to 1,111 subscribers because of suppression rules applied to this mailing
From: Council for Exceptional Children <CECservice@cec.sped.org>
Subject: CEC 2017: Treat yourself with a CEC 2017 workshop

Emails from Mailings

White dashed line is the benchmark.

[Benchmarking Details](#)



Social Media

Using social media effectively

1. Start small and develop one channel.
2. Maintain frequency.
3. Curate content other than yours.
4. Build your audience.
5. Don't overload.
6. Timing.

Things to remember

1. Define your social channels.
2. Social channels are casual, organic and fun, but always maintain professionalism.
3. Be willing to


Best Practices



Facebook

- ❑ Keep posts short and specific.
- ❑ Be engaging and be active.
- ❑ Know your audience.
- ❑ Post frequently and be consistent.
- ❑ Include images.
- ❑ Review your data.

Council for Exceptional Children (International Headquarters) shared Ceedar Center's post.
June 27 at 6:33pm · 🌐



Cedar Center added 5 new photos.
June 27 at 6:23pm · 🌐

Just finished a press conference on High-Leverage Practices with Council for Exceptional Children (International Headquarters) at #CCSC2017.

Great to hear from representatives from CEC, CEEDAR, Grand Valley State University, the Oregon Department of Education, and Augustana University.

2,545 people reached

Like Comment Share

👍 Anne Sloboda, Claudia Cuellar Rinaldi and 15 others

Council for Exceptional Children (International Headquarters)
Published by Hootsuite [?] · June 27 at 4:01pm · 🌐

You made a difference! Thanks to CEC advocates, the Senate healthcare vote has been delayed until after the July 4th Recess.
<http://ht.ly/OSWN30cXi0U>



Keep the pressure on!
Send your letter today.
CQRCENGAGE.COM

463 people reached

Like Comment Share

👍 Melissa Reeves Kanasty, Autumn Pingel and Colleen Doyle Tomko

1 share

Social Media: Facebook

Organic



Well performing organic post

- ❑ Has short, clear post text, image, call to action, and link.



Paid



Well performing paid post

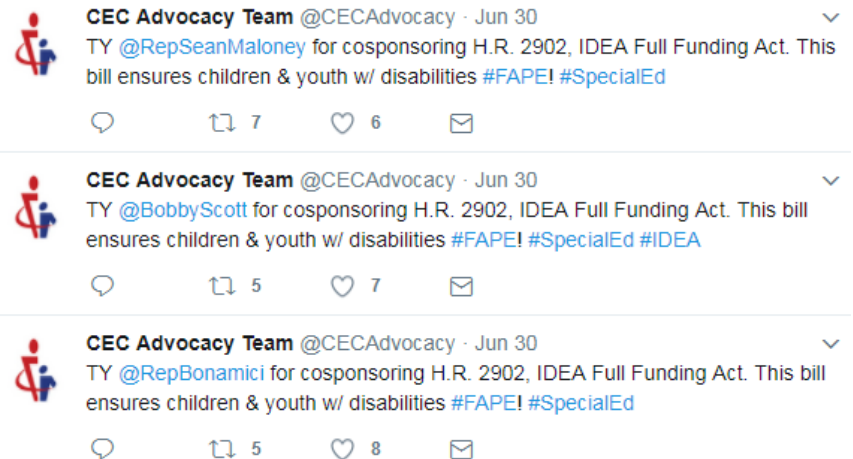
- ❑ Has short, clear post text, image, call to action, and link...but has a greater reach

Best Practices



Twitter

- ❑ Have a simple handle.
- ❑ Add followers and build a audience.
- ❑ Be engaging and be active.
- ❑ Know which hashtags to use.
- ❑ Post frequently and be consistent.
- ❑ Know the purpose of your Twitter account.
- ❑ Review your data.



Websites



The home for ALL of your content.

- ❑ Everything links back to your website.
- ❑ It is a place to have a calendar for events.
- ❑ It is a place to make important announcements.
- ❑ Share and archive resources.
- ❑ It should explain who you are as an organization.

The basics

- ❑ You need content.
- ❑ You need 1 to 3 volunteers to be webmasters.
- ❑ Keep it updated.
- ❑ Remember less is more.

Websites

Navigation

The screenshot shows a website's navigation structure. On the left, a 'Navigation' sidebar lists various site sections under 'CEC BETA', including 'Main Button Bar', 'Archive', 'Home', 'My Profile', 'Communities', 'Directory', 'Events', 'Blogs', 'Glossary', 'Resources', 'Participate', 'Left Side Navigation', and 'Text Links at Top'. On the right, a 'Content' sidebar lists various content items, such as 'Slide Show Without Right Column', 'Sample Banner', 'GETTING STARTED', 'Welcome', 'What's Hot', 'ANNOUNCEMENTS', 'ORGANIZATION ANNOUNCEMENTS', 'LATEST INDUSTRY NEWS', 'LATEST DISCUSSIONS', 'In The Know', 'RECENT SHARED FILES', 'RECENT BLOGS', 'LATEST MEMBER ACTIVITY', 'CEC On YouTube', 'MOST ACTIVE MEMBERS', 'FIND US ON', 'Our Community', 'UPCOMING EVENTS', 'POPULAR SEARCH TERMS', and 'Status Update'. Each item is accompanied by a small icon and a count in parentheses.

Type of content:

* HTML * Uploaded File * Hyperlink * User Control * MVC Action * Syndicated Content * JavaScript

Switch to reader compliant editor

The screenshot shows a rich text editor interface. At the top, there is a toolbar with various icons for text formatting (bold, italic, underline, strikethrough), alignment (left, center, right, justified), and other functions. Below the toolbar, the main text area contains the following content:

[There's something for everyone in the [CECCommunity](#), where [CEC](#) Members are exchanging ideas, working out problems together, and otherwise connecting, collaborating and sharing. **Ready to get started?**

Collaboration & Co-Teaching

Get advice and share your experiences with other [CEC](#) Members who are working out specific methods of collaboration and co-teaching learn more about the most common co-teaching approaches.

Common Core State Standards (CCSS)

This conversation starts here for [CEC](#) Members who want to learn about and share best practices for helping students with disabilities meet the **Common Core State Standards**.

Special Education Teacher Evaluation

This conversation builds on [CEC's](#) Position on Special Education Teacher Evaluation intended to help [CEC](#) Members understand and navigate the systems by which they are evaluated.

Swap-N-Share

Looking for just the right lesson plan or worksheet? No need to reinvent the wheel! You can post or find what you need in the **Swap-and-Share**, only for [CEC](#) Members.

Reality 101

Design HTML

Save Save and Stay on Page Save and Return to Site Cancel

Managing a website
doesn't have to be scary.
Your website is like a folder and updating it is like
typing a Word document.

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Membership 101

Key Vocabulary

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- **Retention** – keeping the members we already have
 - ▣ Retention Rate – how we measure the number of returning members
- **Acquisition** – gaining new members
- **Lapsed** – when a member does not rejoin/renew
- **Non-Member Customer** – someone who buys a CEC product, or attends an event...but is not a member
- **Membership Campaign** – events or promotions designed to retain and/or acquire members

CEC Membership Structure

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- “All members of CEC state and provincial units, as well as members of CEC divisions are required to hold concurrent membership in The Council.”
 - ▣ Unit Membership
 - No additional fee imposed on the member
 - Additional chapters are the responsibility of the individual units.
 - ▣ Division Membership
 - Additional fee required, specific amount set by the Division.
 - Additional chapters are the responsibility of the individual units and divisions.

Membership Tiers

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BASIC \$65	FULL \$115	PREMIER \$205
<ul style="list-style-type: none"> <input type="checkbox"/> Member discounts <input type="checkbox"/> Online TEC <input type="checkbox"/> All-Member Forum <input type="checkbox"/> Access to: <ul style="list-style-type: none"> ✓ Mentoring Program ✓ Join Divisions ✓ Preferred Member Pricing 	<ul style="list-style-type: none"> <input type="checkbox"/> Basic + <input type="checkbox"/> TEC in Print <input type="checkbox"/> EC online <input type="checkbox"/> Free Recorded Webinar 	<ul style="list-style-type: none"> <input type="checkbox"/> Basic + Full + <input type="checkbox"/> \$250K professional liability insurance <input type="checkbox"/> TEC & EC, print+ <input type="checkbox"/> Free Division (up to \$35) <input type="checkbox"/> 1 Free e-book <input type="checkbox"/> 2 Free recorded webinars

Student membership – 20% off all rates
 Organization Membership - \$1,300

Role of Membership Chair (and executive leadership)

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- Current Member(s) of CEC
- Review Membership reports provided by CEC
- “Collaborate with CEC to develop a membership recruitment and retention plan and/or an action plan for membership services.”
- Maintain minimum of:
 - 50 members for Units
 - 1% of CEC’s total membership (currently 22.5K)

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CEC Support of Units & Divisions

We are here to help!

CEC Operational Support to Units and Divisions

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Units

- **Financial**
 - CEC collects individual membership dues throughout the year.
 - Each unit receives \$7 for each state/provincial member annually (CEC retains \$1 / member as service fee.)
 - The checks are distributed to Units within the first quarter of the new fiscal year.

Divisions

- **Financial**
 - CEC collects individual Division dues throughout the year.
 - Distributes each Division's dues quarterly. (CEC retains a percentage as service fee.)

CEC Operational Support (cont'd)

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□ **Monthly Membership Lists**

- Monthly membership lists are sent to officers of the Units and Divisions.
- The officers who receive these lists are:
 - President, President elect, Vice President, Membership Chair, Executive Director, Executive secretary, CAN Coordinator
- The 4 lists which are sent are:
 - Current members, Lapsed members, New/Rejoin members, and Renewals.
- The lists are sent for the month which has just closed.

Leadership Resources cec.sped.org

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❑ **Materials Request Form**

- ❑ To help promote membership, CEC will send promotional materials for conferences and meetings that Units and Divisions hold throughout the year. Units & Divisions must fill out the Materials Request form so that we can keep track of inventory.

❑ **Leadership Resources cec.sped.org**

- ❑ Please take a minute to check out our resources page.
<http://www.cec.sped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources>
- ❑ If you have concerns or you can think of other resources which should be posted to the resource page please contact membership@cec.sped.org

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Membership Growth

CEC's Win-Back Campaign

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Initiative

- 50,000 mailings/emails to lapsed members & non-member customers.
- June '16 – April '17*
&Ongoing

Results

- 1,816 new or rejoined members
- \$50,000 profit

Conference? Member campaign?

Notify CEC EARLY so together we can:

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- Dream up a fun membership promotion specific to your target audience.
- Promote it in multiple channels, multiple times.
- Arrange for CEC staff or leadership to participate?
- Let's remember to *NOTIFY CEC EARLY* 😊 None of the above can be accomplished 3 weeks before your conference. **THREE** months would be fabulous!

Membership Promotions & Incentives

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- ❑ Onsite discounts for new and rejoining members.
- ❑ CEC swag
- ❑ Gift membership(s) for purchase
- ❑ Webinar discounts
- ❑ Premium gifts (resource guides, ebooks, Unit or Division products)
- ❑ Targeted Facebook ads
- ❑ Other ideas???