**TEACHER EDUCATION DIVISION of CEC**

**Board Report: November 2018**

**FOCUS: Advocacy and Organizational Structure**

**SPRING REPORT of: Member at Large-Membership**

**\*This board report must be submitted with Meeting Agenda and Meeting Minutes.**

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| Name: Andrew Hashey | Date Submitted: November 9, 2018 |
| Position: Member-at-Large: Membership |
| Term: 2018-2020 |
| Committee Members: Andrew Hashey, Willa Van Dyk, Jennifer Walker |
| Committee Members in Attendance: Andrew Hashey, Willa Van Dyk, Jennifer Walker |
| Current Office/Committee/Caucus/SIG Measurable Goals:(List goals here.)1. Deploy “Win-Back” campaign focused on former TED members who lapsed within the past five years.
2. Develop and disseminate additional resources (via website) for supporting state subdivisions.
3. Increase information and engagement at TED Table at CEC conference (e.g., swag, brochures, QR code for various Facebook pages, etc.).
4. Improve retention of current TED members (to reverse current downward membership trend).
5. Contact potential New Orleans conference attendees (in consultation and collaboration with conference organizers) to promote conference attendance by non-traditional, local education stakeholders.
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| **Accomplishments:** (Provide a list of activities and accomplishments here.)1. Disseminated membership rosters to state subdivisions.
2. Updated and redeployed TED’s membership surveys.
	1. *What do you love most about TED?*
	2. *How can TED better serve your professional needs?*
3. Identified resources to host at TED Table at CEC, and proposed suggestions to Presidential line (see *New Initiatives* section below).
4. Created database to identify about-to-lapse members for easy communication in advance of member lapse date.
5. Consulted with Judy Harrison (Dir. Membership for CEC) to strategize initiatives for member retention.
6. Hosted membership committee meeting and state subdivision meeting at TED conference.
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| **Action Items:**(Provide a list of action items here. Include timeline/deadlines of initiatives and who is responsible.)1. Identify CEC members and non-members in New Orleans to boost local communities’/stakeholders’ awareness of TED conference* Teacher leaders
* District leaders
* Lapsed TED members
* CEC members & contacts

2. Revise annual timeline/calendar of proactive action steps to be taken by Membership Chair & Committee, given the new timeline of the CEC conference. 3. Email new leaders of state subdivisions to create updated line of communication, and introduce to key resources and capabilities from TED and CEC related to membership recruitment and communication. 4. Collaborate with Dee, Ed, & Presidential Line to coordinate TED table materials & initiatives. 5. Outline details for Win-Back campaign, in consultation with Pres. Line, and send to CEC.  |
| **Outcomes:**(List outcomes here.)1. More engaging and informative presence at TED table in Indianapolis.
2. Increased membership (via Win-Back Campaign).
3. Increased attendance at New Orleans TED 2019.
4. Increased organization, communication, and resources to support state subdivisions.
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| **Challenges / Needs:** * Declining membership numbers are concerning, despite recent trend of strong conference profits. Given the importance of the conference attendance, and with the goal of remaining responsive to our members’ needs and interests, we believe it would be helpful to create some sort of mechanism to solicit feedback about: (a) what is most valued at TED conferences, (b) perception regarding number of sessions offered, (c) nature of session formats offered, (d) number of attendees/session. It could be QR code survey, paper-based survey, or both. The number of sessions seems to be a particular strength (in terms of promoting likelihood of conference attendance) but also a unique challenge (given a majority of the sessions seem to be very lightly attended). Multi-paper formats might be expanded as one possible solution, strands might be expanded to group similar sessions as interactive papers or roundtables, or the Pecha Kucha format might also be revived. Membership committee is willing to discuss ideas, if these ideas seem worth pursuing.
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| **Action Items or New Initiative to be brought to the Board:** 1. The Win-Back Campaign Judy Harrison recently conducted with CASE had a few components, and we are soliciting ideas from the Presidential line as we seek to build out our campaign for TED. The major pieces for a win-back campaign include:
	* Contacting lapsed members from past 5 years (include CEC current members who lapsed from TED, and those who generally lapsed).
	* A brief message pointing out the value of being a TED member, recent updates, etc. This message is signed by TED President.
		+ CEC can assist in crafting the message as well.
	* In the message, we should also identify and offer a distinctive, meaningful resource of TED’s (that is exclusive to our members) that we can offer/fulfill as soon as the lapsed member rejoins.
		+ Question for leadership to consider: What can we offer? (Advocacy-related materials? HLP Brief? Other ideas?)
2. The committee would also like to ensure a robust presence at the TED table in Indianapolis. While we still need to clarify the existing resources that are already planned, the following items could be helpful additions:
	* PARC 1-pager (also perhaps review these themes at board meeting in Indianapolis so that board members, especially incoming, have easy talking points to describe the strategic themes of TED)
	* A list of advocacy-related activities/initiatives would seem to be especially useful as this is consistently identified as a valued benefit by our members
	* Upright banner (I forget what Karen mentioned we *do* have by way of table runners, banners, etc.)
	* New batch of *Hi I’m TED!* stickers
	* Mardi Gras beads for cheap handout
	* Several copies of recent TESE issues
	* Additional swag items like pens? (again, not certain which items we already have)
3. We also see the value in presenting one or more *CHALLENGE* campaigns to our current members. One idea for the TED table would be to purchase a gift card(s) to a local attraction in New Orleans (e.g., Café du Monde) and then challenge members to bring a non-TED member by the table to talk TED, share info/resources, and collect the guests’ email addresses so we can follow up with them. The TED member’s name and their guest’s name would then be entered into a raffle, to be pulled at the end of the convention. Membership committee would email new list of contacts after convention, and either make a personal outreach or offer discount to conference registration (or a similar perk).
4. A longer-term *CHALLENGE* campaign for current TED members: (a) faculty members recruit 2 new attendees to the TED conference, and receive a discount on TED 2019 registration. Could pro-rate this if someone brings additional new members to sign up for conference. Incentive could be different for signing up new student members. We are seeking input from the Presidential line and conference planning team to identify the amount of discounts that we can support financially.
5. CHALLENGE for TED board members: each of us is challenged to bring one new member to New Orleans.
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| As appropriate, please match the above committee or position accomplishments to the Strategic Themes and Strategic Initiatives of the TED 2015-2019 Strategic Plan listed in the left column below. This allows us to see how our committees/caucuses/SIGs are furthering TED's Strategic Plan. |
| **Strategic Plan Scorecard** |
| **Strategic Themes of TED Strategic Plan** | **Accomplishments Related to** **Strategic Plan Themes and Initiatives (include objective/quantitative data)** |
| **Professional Development:** We foster teaching, research, evaluation and leadership skills of teacher educators through professional development.  |  |
| **Advocacy:** We advocate for special education teacher-education policy, research, and practice that focuses on improving outcomes for individuals with exceptionalities. |  |
| **Research:** We promote and disseminate research-based practices related to special education teacher education.  |  |
| **Collaboration:** We advance collaborative practices that positively impact the outcomes for individuals with exceptionalities through teacher education.  | * Consulted with Judy Harrison (Dir. Membership for CEC) to strategize initiatives for member retention.
* Hosted membership committee meeting and state subdivision meeting at TED conference
	1. 2 members present at committee meeting
	2. 3 states represented at state subdivision meeting.
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| **Strategic Initiatives of TED Strategic Plan** |  |
| **Membership:** We recruit, engage, and retain membership in TED.  | * 12 subdivisions in good standing, with 2 new interested states (VT & AL).
* Current membership numbers, from September membership data = 1864.
* Identified resources to host at TED Table at CEC, and proposed suggestions to Presidential line for additional challenge and win-back campaigns.
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| **Diversity:** We work toward increasing diversity representation in membership and leadership. |  |
| **Responsive Organizational Structure:** We maintain a responsive organizational structure while striving to create unity within the organization. | * Solicited feedback via surveys deployed on website, and also disseminated on social media sites.
* Disseminated membership rosters to state subdivisions.
* Created database to identify about-to-lapse members for easy communication in advance of member lapse date.
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| **Financial Stability:** We maintain financial stability within the TED organization.  |  |