



***Council of
Administrators
of Special Education***

Membership

Council of Administrators of Special Education

**February 5, 2020
Portland, Oregon**

CASE Committee Report

NAME OF COMMITTEE/OFFICE:	Membership
DATE:	February 4 th , 2020
EC OFFICER/COMMITTEE CHAIR:	Julie Irene Bost
COMMITTEE MEMBERS, STATES:	<p>Dr. Julie Irene. Bost, CASE Membership Chair Clinical Assistant Professor & Program Coordinator University of North Carolina at Greensboro Department of Specialized Education Services PO Box 26170, Greensboro, NC 27402-6170 336-847-0749 (cell) casemembershipchair@gmail.com</p> <p>Chrissy Peterson Special Services Director, Meade School District 1230 Douglas St., Sturgis, South Dakota 57785 605-347-4770 X 3 (office) 605-347-1068 (cell) Chrissy.Peterson@kl2.sd.us</p> <p>Jerry Reeder Executive Director of Special Services, Rio Rancho Public Schools, New Mexico 87124 505-896-0667 X 51141 (office) jerry.reeder@rrps.net</p> <p>Melissa Taylor Assistant Superintendent, Belleville Township HS District 201 920 N. Illinois St., Belleville, Illinois 62221 618-806-6686 (office) mtaylor@btchs201.org</p> <p>Angie Neely Executive Director of Special Education Culpeper County Public Schools 450 Radio Lane, Culpeper, Virginia 22701 540-825-3677, Ext. 3131 (office) 540-220-9009 (cell) aneely@culpeperschools.org</p> <p>Phylitia Jamerson Administrator of Special Education 100 Bennett Street, Lynn, Massachusetts 01902 781-477-7220 x3186 jamersonp@lynnschools.org</p>

COMMITTEE MEMBER STATES:	North Carolina, South Dakota, New Mexico, Illinois, Virginia, Massachusetts
STRATEGIC PLAN GOALS:	<p>2016-2019 Strategic Plan</p> <p>Goal 1: Voice of Membership - survey members to capture value of membership and to retain current members and recruit new members.</p> <p>Goal 2: Professional Development - provide learning opportunities and support for units to conduct a membership drive campaign.</p> <p>Goal 3: Membership Support - goal is to maintain membership at approximately 4000 which has occurred for the past 48 months on average</p> <p>Goal 4: Unit Development - work closely with unit rep to help develop units and overall membership</p> <p>Goal 5: Research effective membership strategies for professional organizations.</p> <p>Goal 6: Financial Stability – continuously seek strategies for increasing membership to support financial stability.</p>
NARRATIVE of ACTIVITIES: (date and description of activity, including meeting description, correspondence, and accomplishments)	<ol style="list-style-type: none"> 1. Maintain updated membership campaign materials (ongoing and kept current in Google drive and the link is included in monthly email to membership chairs and other designees). 2. Develop materials, strategies, and activities to promote membership (Ongoing and distributed monthly with ongoing list kept in archives. Continuously seeking suggestions). Strategies can be submitted anytime via google doc and are solicited at the CASE membership/BOD meetings held twice each year. 3. Deliver new, renewals, lapsed, and total member lists to units (ongoing monthly). 4. Email lapsed members monthly encouraging them to rejoin CASE. Ongoing and seeing an increase in responses via email and phone calls. 6. Created and maintain a template to help units plan their membership drive/ campaign in detail (originally presented at fall BOD meeting, November 7, in Biloxi, Mississippi). 7. Explore potential partnerships with state departments to provide membership packages for special education administrators/directors in their first three years. 8. Assist members with creating an “elevator speech” to help recruit new members. Activity for 2020 Spring BOD/membership meeting.

**Committee Report
in Drive**

**Click on links for
more info and to
contribute ideas**

CASE Membership Committee

Julie I. Bost, Membership Chair, North Carolina



Jerry Reeder, New Mexico



Chrissy Peterson, South Dakota



**Phylitia Jamerson,
Massachusetts**



**Angela Neely,
Virginia**



**Melissa Taylor,
Illinois**

Membership

▶ Membership Options

▶ Membership Applications

▶ Special Interest Divisions

▶ Member Savings

▶ State Units

▶ Provincial Units

▶ Caucuses

▶ Chapters

▶ CEC Mentoring Program

Membership

The Council for Exceptional Children (CEC) is a professional association of educators dedicated to advancing the success of children and youth with exceptionalities. Through the dedication of its members, CEC sets the standard for high-quality education and special education practice through advocacy, standards, and professional development. Since 1922, CEC has been known as the leading source for evidence-based resources and information to help special education professionals meet the individualized needs of their students and address challenges today.

[Join as a new member](#)

[Renew your membership](#)

 Member Resources Hub

[Sign In](#)

Not a member yet? [Join](#)

Find us on    

High-Leverage Practices
in Special Education



Membership



Membership



A word from Judy.

Membership, Marketing, and Communications

Judy Harrison, Director
703-264-9433
judyh@cec.sped.org

Contact Judy about the [CEC/CEC-PD Mentoring Program](#) and for questions on membership recruitment and related member involvement and engagement programs.

Bryan Reynolds, Membership and Database Manager
703-264-9480
bryanr@cec.sped.org

Contact Bryan about [division](#) and [state/provincial](#) unit activities.

Darenda Downing, Marketing Manager
703-264-9478
darendad@cec.sped.org

Contact Darenda if you have questions about general marketing issues.

Alexandra Garvey, Communications Manager
703-264-9435
alexandrag@cec.sped.org

Contact Alex about the [CECommunity All-Member Forum](#), the CEC website, CEC's [Professional](#) and [Yes I Can Awards](#), CEC's social media and unit and division microsites.

<https://cec.sped.org/Membership>

start the day at MOCASE19!



MISSOURI COUNCIL OF ADMINISTRATORS OF SPECIAL EDUCATION

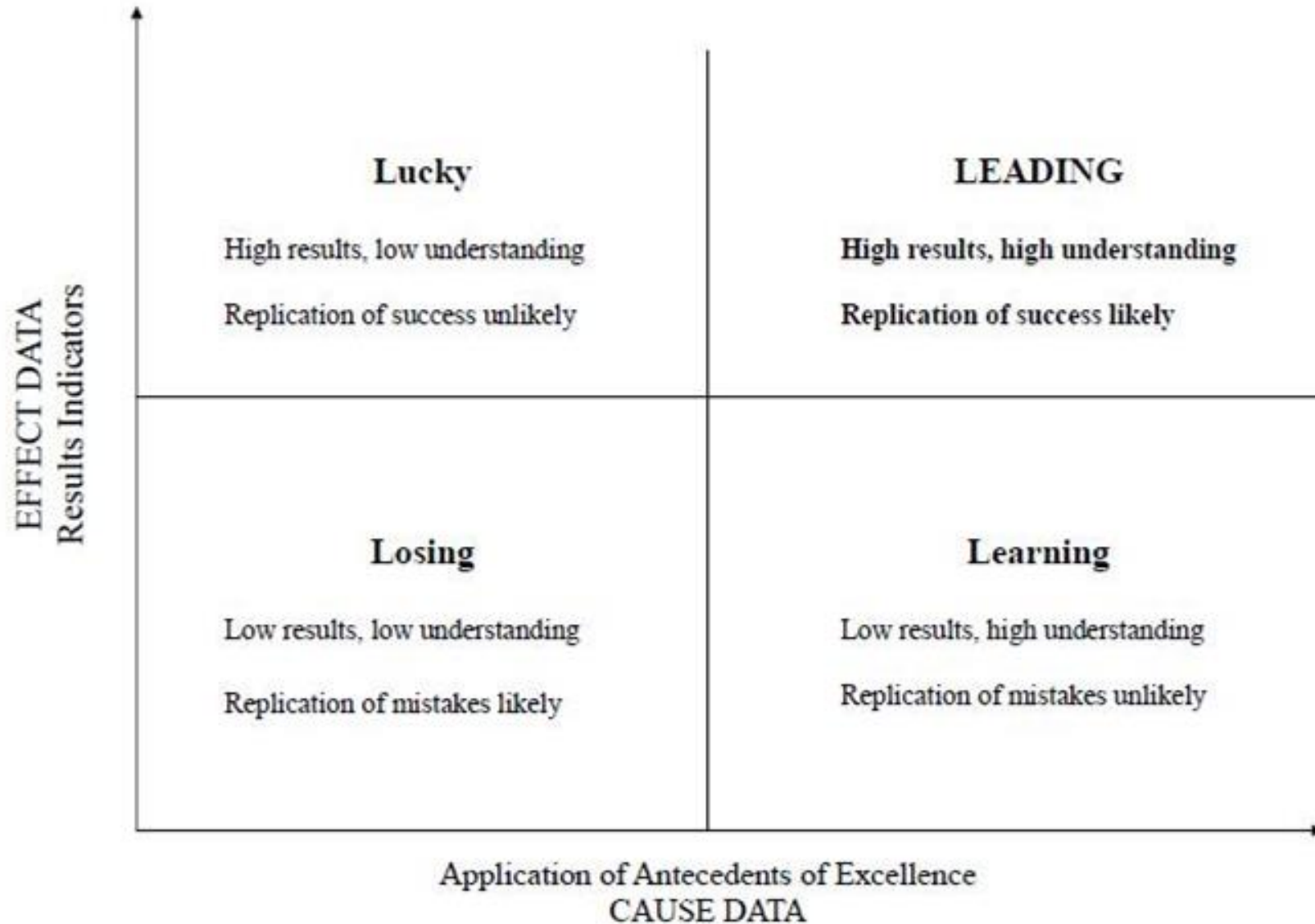


<http://www.mocase.org/>

<https://padlet.com/caturner7/qqt5q3nqi24x>

Cause Data: Indicates what the adults in the system are doing to get the student success.

Effect Data: Indicates how the students did as a result of what the adults have done.



Did your membership increase or decrease?

*Do you know **WHY?***

Membership

Growth Chart...

CASE UNIT MEMBER CHANGES 2018-2019

State/Provinc	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	18-19	%	GOAL
																			cha	cha	2020
Alabama	25	34	25	29	20	26	48	44	39	41	40	29	27	31	76	84	83	90	7	8%	!
Alaska	25	26	31	27	22	26	39	34	30	33	34	40	40	35	44	39	34	42	8	24%	2
Arizona	112	127	122	114	116	104	100	100	95	100	96	88	89	78	84	76	104	126	22	21%	1
Arkansas	67	63	69	74	88	83	84	80	75	72	70	66	61	54	48	43	45	39	-6	-13%	49
British	74	72	74	73	75	68	53	52	44	42	43	36	36	21	16	12	10	8	-2	-20%	67
California	134	135	127	132	131	121	138	123	107	128	97	103	126	144	135	133	103	82	-21	-20%	62
Connecticut		131	125	134	113	103	112	102	104	102	100	81	77	82	81	63	56	62	6	11%	72
Florida	106	94	105	104	107	99	93	84	80	92	87	110	98	122	131	152	100	93	-7	-7%	59
Georgia	233	179	283	245	322	293	311	254	351	432	416	444	375	394	291	284	269	258	-11	-4%	186
Idaho	45	44	50	57	50	58	58	37	60	54	39	51	52	57	55	69	65	61	-4	-6%	8
Illinois	314	317	324	362	350	385	380	342	303	295	277	244	234	225	264	284	292	335	43	15%	50
Indiana	106	97	102	100	126	122	132	148	134	137	139	146	135	116	134	114	137	132	-5	-4%	34
Iowa	76	65	75	70	64	67	60	56	59	54	54	54	51	43	42	44	41	42	1	2%	34
Kansas	37	32	37	46	40	43	40	32	35	21	29	28	29	30	41	40	35	34	-1	-3%	10
Kentucky	114	117	122	140	205	187	182	189	181	174	168	145	195	152	156	136	158	168	10	6%	37
Maine	43	43	46	41	35	35	33	31	29	26	23	23	17	21	17	23	19	27	8	42%	19
Massachusetts	146	147	158	127	138	159	168	153	154	149	154	149	133	114	121	118	96	85	-11	-11%	83
Michigan	297	230	256	228	248	248	255	247	228	211	214	210	206	173	191	216	200	200	0	0%	97
Minnesota	123	100	104	116	109	125	130	112	109	119	113	94	87	81	71	120	116	141	25	22%	!
Mississippi	60	62	58	67	69	65	71	77	63	55	56	47	43	31	21	28	55	47	-8	-15%	30
Missouri	134	132	146	145	181	167	173	162	160	155	153	139	136	120	139	122	207	573	366	177%	!
Montana	61	57	59	57	67	63	65	67	77	73	72	75	73	71	71	73	72	78	6	8%	4
Nebraska	84	54	66	81	87	85	86	102	110	109	105	112	109	101	111	115	109	122	13	12%	!
New			49		45	40	46	44	37	35	37	33	35	32	35	38	36	48	12	33%	1
New Mexico	46	42	42	39	40	39	51	42	41	49	60	59	58	44	46	47	43	43	0	0%	17
New Jersey	181	178	187	181	159	157	154	156	140	140	131	134	136	106	104	112	89	94	5	6%	93
New York	287	286	244	216	190	202	234	206	207	211	224	195	191	154	146	141	132	113	-19	-14%	174
North Carolina	122	127	111	117	111	117	110	104	116	108	107	102	102	124	119	126	120	120	0	0%	7
North Dakota	33	31	38	40	37	38	43	34	32	32	30	31	34	28	29	28	25	28	3	12%	15
Ohio	177	192	177	155	140	138	142	141	134	117								94	94	0%	98
Oklahoma																30	30	33	3	10%	!
Ontario	50	55	48	51	48	51	54	49	49	39	38	27	25	23	25	19	12	15	3	25%	40
Pennsylvania	258	271	294	285	269	269	277	269	276	273	264	260	218	200	198	197	195	205	10	5%	89
South Carolina	86		78	80	92	96	95	89	89	77	69	63	69	71	65	64	71	66	-5	-7%	30
South Dakota	37	38	37	37	41	38	35	33	34	35	38	41	33	31	33	33	28	33	5	18%	8
Texas											81	127	142	106	119	98	71	74	3	4%	68
Utah	45	45	49	49	54	57	52	66	56	52	45	38	44	40	43	30	35	33	-2	-6%	33
Vermont	46	40	51	55	51	61	71	77	67	72	70	62	55	44	41	80	74	73	-1	-1%	7
Virginia	94	97	109	101	105	107	108	89	112	126	118	113	109	93	93	121	114	142	28	25%	!
Washington																85	92	112	20	22%	!
West Virginia									27	31	34	27	19	14	19	64	68	47	-21	-31%	21
Wisconsin	194	185	187	175	168	163	167	150	140	127	123	104	106	86	88	86	77	74	-3	-4%	120
Wyoming												25	28	22	28	27	29	29	0	0%	!
Totals 12/31	4072	3945	4265	4150	4313	4305	4450	4177	4184	4198	4048	3955	3833	3514	3571	3814	3747	4321	574	15%	636

- Green – highest past membership
- % column indicates change/growth; yellow rows showed growth!
- Last column – how many members you need to gain to achieve your highest membership

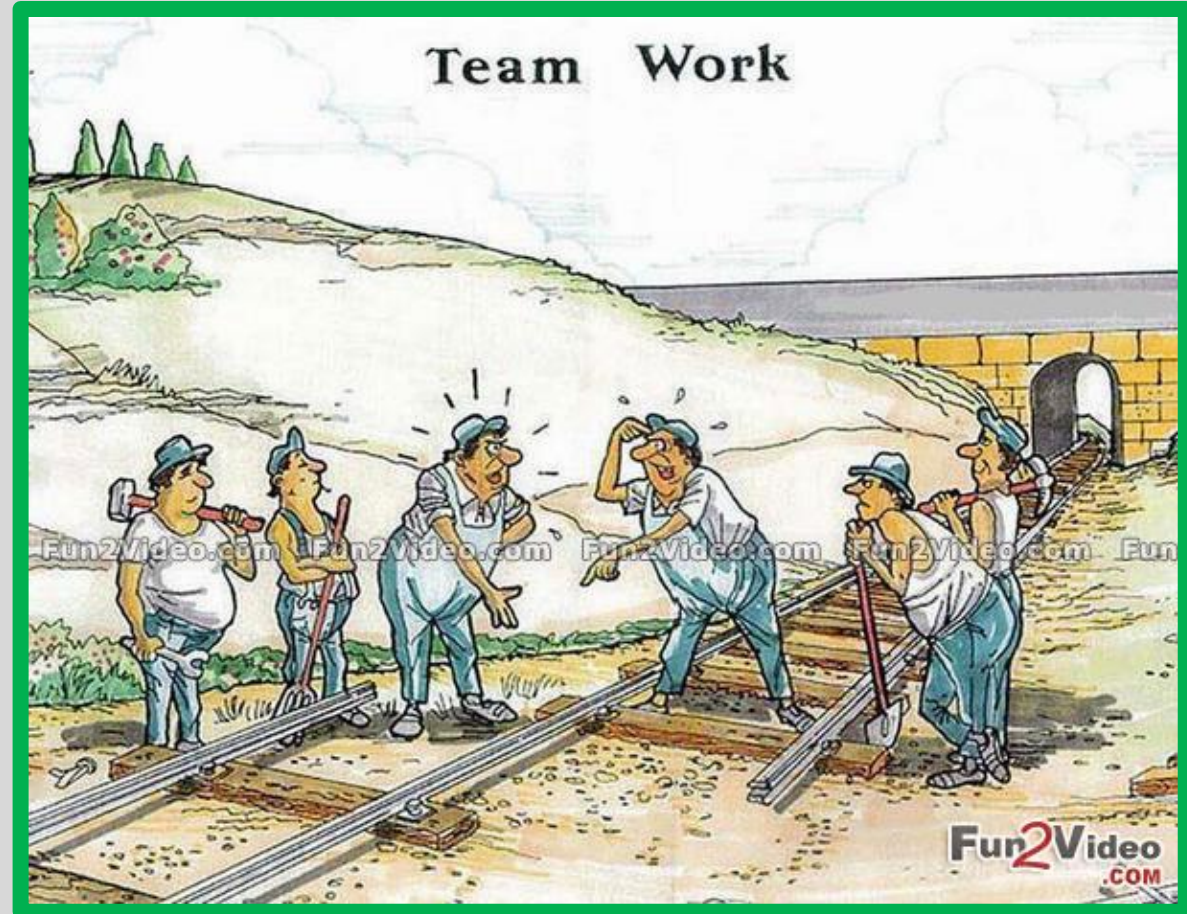
Continued Membership Strategy – Membership Campaign Materials

- Recruitment script
- Top 10 Reasons to Join
- Campaign flyer (*you choose the month or hold at your conference*)
 - Special Offer
- Thank you letter for joining
- Campaign planning template
 - **you** helped create this!



Reach out to LAPSED Members!

- **We are maintaining membership at just under 4,500 members for the past 4 months!**
- **So important to reach out to lapsed members**
- **Script in drive**

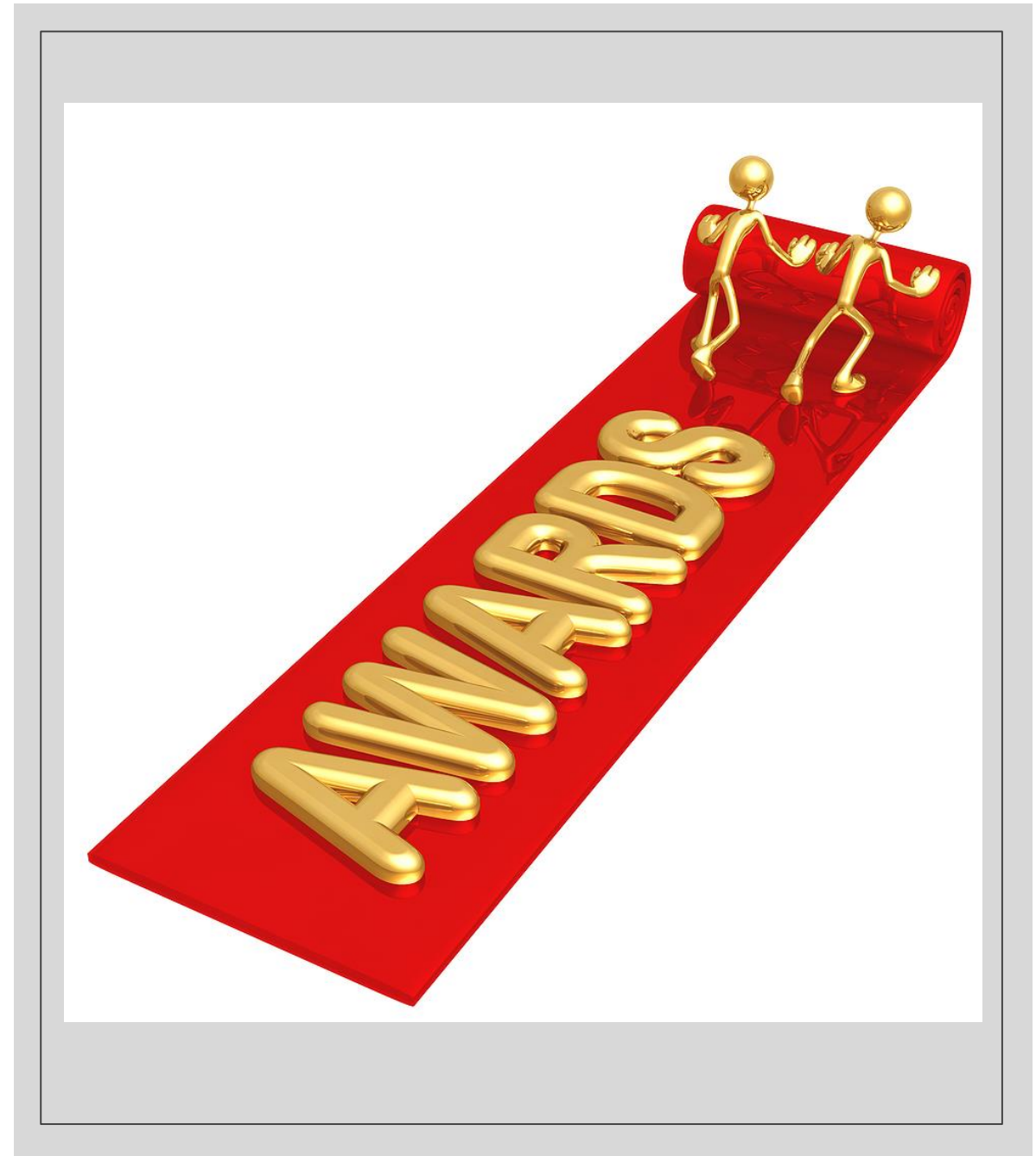




Monthly Membership Report

- **WHO receives this email???**
- **Current, New, Lapsed, and Renewals/ rejoined members**
- **Membership strategy**
- **Link to membership drive/campaign materials**
- **Form a membership committee and take baby steps to implement strategies!**

DUE MAY 1!



The Harrie M. Selznick CASE Distinguished Service Award

- The Harrie M. Selznick CASE Distinguished Service Award recognizes individuals who have been career-long leaders in the administration of special education programs. The intended recipients of the award have made significant contributions to the field over extended professional careers. The Selznick Award is the highest CASE honor and it is accompanied by a cash award

Jimmy Gunnell,
Illinois



Timothy J. Lewis,
Missouri



Phyllis Wolfram, Missouri Michael Remus, Arizona



Sara Staton, Virginia



Wendy Otheim, South Dakota



Jill Skarvold, Minnesota



John Street, Nebraska

The CASE Outstanding Administrator of Special Education Award

- The CASE Outstanding Administrator of Special Education Award recognizes individuals making significant professional contributions to leadership behavior and field practice in the administration of programs for students with disabilities and/or who are gifted. Nominees must have ten years experience in special education, and must be a current CASE member.

The Early Career Special Education Administrator Award is presented to a Special Education Administrator who is *a member of CASE and in their first five years administering special education programs and/or services, and demonstrates leadership consistent with CASE standards, innovations and contributions to the field of special education, and has received education-related and/or community accomplishments and recognitions*



Tammy Lampereur,
Wisconsin



Adam Leckie,
Arizona



Sandi
Thorpe,
Virginia



Cammie
Nguyen,
California



Angie
Currey,
Missouri



Cammie
Nguyen,
California

The Outstanding Service to CASE Award

- ***The Outstanding Service to CASE Award*** recognizes individuals who have made a significant contribution to CASE resulting in a positive and significant impact on the work of the organization.



**Myrna M. Mandlawitz,
Washington D.C.**



**Dr. Luann L. Purcell,
Georgia**

“WRITE” NOW!

- **Take moment to write the name of at least one person that is deserving of each award**
 - **The Early Career Special Education Administrator Award**
 - **The CASE Outstanding Administrator of Special Education Award**
 - **The Harrie M. Selznick CASE Distinguished Service Award**
- **Consider similar awards in your state/provincial unit for potential nominees**



How can you help...?

- Add strategies, ideas, suggestion to google doc linked in the committee report
- Plan a membership drive
- Volunteer an hour at the CASE booth during the convention. See sign-up sheet





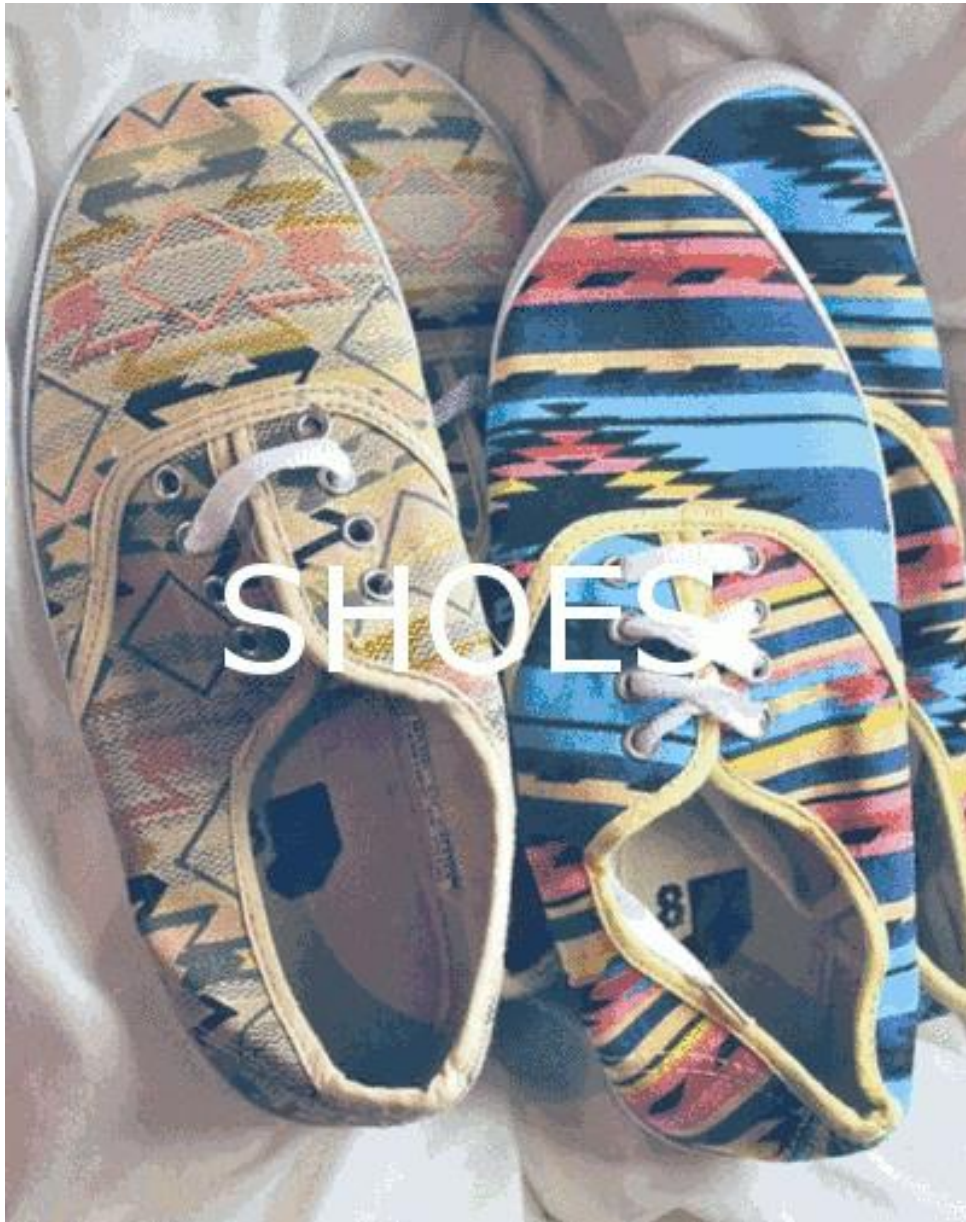
What's YOUR Elevator Speech???

- Great opportunity to promote membership at the CEC Convention...what is your 30-second elevator speech about why you are a member of CASE?
- Take 3 minutes and craft your 30 second “elevator speech” that you can share with potential CASE members.

THANK YOU! Any Questions???

- I would love to hear from you...
- casemembershipchair@gmail.com
- 336-847-0749





As we transition to the next speaker...Find someone in the room (not at your table) with the same color shoes and discuss.. From your notes...What is one thing that you learned (goal you set, etc.)that you can take back to your state/provincial unit to help boost membership???