GROWING MEMBERSHIP & MANAGING DATA

2018 Leadership Institute

2 Welcome and Overview
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Topics for today
- Overview of CEC membership structure & financial distribution systems
- Types of data CEC can provide
- Marketing your Unit/Division products, events
- Membership (retention and acquisition)
CEC Membership Structure

- "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, amount depends on the Division

Unit Fees and Calculations

- Financial
  - CEC collects individual membership dues throughout the year.
  - Each unit receives $7 for each state/provincial member annually (CEC retains $1 for administrative costs.)
  - The checks are distributed to Units after CEC’s books are closed for the year – within the first quarter.

Division Fees and Calculations

- Service fees charged to Divisions are based on a portion of staff salaries and benefits.
- Each Division pays a percentage based on the Division’s percentage of the total division membership as of December 31st of the previous fiscal year.
Example of an Individual’s Dues Distribution

Example: Dues Distribution

Total Dues Payment in CEC = $174

- $30 TAM
- $29 DISES
- $8 California
- $2 Yes I Can
- $105 National

Data Management

Bryan Reynolds
Membership and Database Manager

Membership Tiers

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<tr>
<td>FULL</td>
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<td>PREMIER</td>
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- Member discounts
- Online TEC
- All-Member Forums
- Access to
  - Member Program
  - Job Board
  - Preferred Member Pricing

- Basic +
- $150
- Professional Liability Insurance
- TEC & IEC, print
- Free Division (up to $30)
- 2 Free e-books
- 2 Free recorded webinars
Subdivisions and Chapters

- State Unit Chapters and Division subdivisions are managed at the State Unit or Division level.
- The process for starting or reinstating a chapter can be found on the CEC website at:
  - https://www.cecped.org/About-Us/CEC-Leadership/Unit-and-Division-Leadership-Resources

Membership Data

- 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 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.

Additional Custom Lists

- Lists can be requested from CEC.
- Suggestions:
  - Lapsed members going back 3-5 years
  - Contacts from your state
  - Event or Convention attendees from your state
  - Members or contacts by zip or surrounding states
  - Members or contacts by Professional Roles
  - Division members
  - Product purchasers
Reports and Retention

- Membership Reports are run during the first week of each month and posted in the library of the State Unit Leadership or the Division Leadership Communities.
- Retention Rate measures the number of members kept over a given period of time — usually during a fiscal or calendar year.
- Total Number of Members Today (minus 12 months of new members) / Total Number of Members in Previous Year
  - Example: (10,500 - 1,500) / 10,000 = 90% Renewal Rate

Using Data for Marketing

Darenda Downing
Marketing Manager

Using Data for Marketing

- Good data is clean data.
  - It is good practice to clean your unit/division data regularly. The frequency of this effort depends on how frequently your data is updated.
    > Duplicate Information
    > Erroneous Information
    > Missing/Incomplete Information
- Tip: Use returned mail, bounced emails and opt-out requests to keep contact information current.
Using Data for Marketing

- Good data is accurate, actionable, and accessible.
  - Accurate: contains complete, verified information in each data field.
  - Actionable: provides insight into audience identity, behavior, preferences, etc.
  - Accessible: is stored in a system that you have access to; is not expensive

  Tip: Capture the same information in your unit/division databases that is available from CEC-HQ.

Using Data for Marketing

- Good data informs your marketing campaigns.
  - Identity: Who would be most interested in what we're marketing?
  - Reach: What are our choices for contacting them?
  - Connect: Have they purchased this or other similar products from us in the past?

  Tip: Use targeted lists to reach the right audiences with the right messages.

Membership Retention & Engagement
