

UNIT AND DIVISION ADMINISTRATIVE SUPPORT AND SERVICE FEES

January 2020

In this presentation, you will find:

2

- A sampling of services provided by CEC department to Units and Divisions.
- A description of how Divisions' dues are distributed, and service fees are calculated and collected.
- A description of how Units' dues are distributed, and service fees are calculated and collected.
- How to contact CEC staff for assistance.

Unit & Division services provided by entire CEC staff

3

Membership &
Customer Service

Communications &
Publications

Finance

Conventions, Meetings

Advocacy

Governance

Membership Department

4

- Register new joins.
- Facilitate retention – send direct mail and email reminders beginning 4 months from expiration.
- Maintain member records in CEC database.
- Provide monthly member reports to all Units & Divisions.
- Provide member records upon request from Unit & Division officers or their agents.
- Analyze member trends for Units & Divisions upon request.
- Develop member campaigns in support of Unit & Division conferences and events.

Communications & Marketing

5

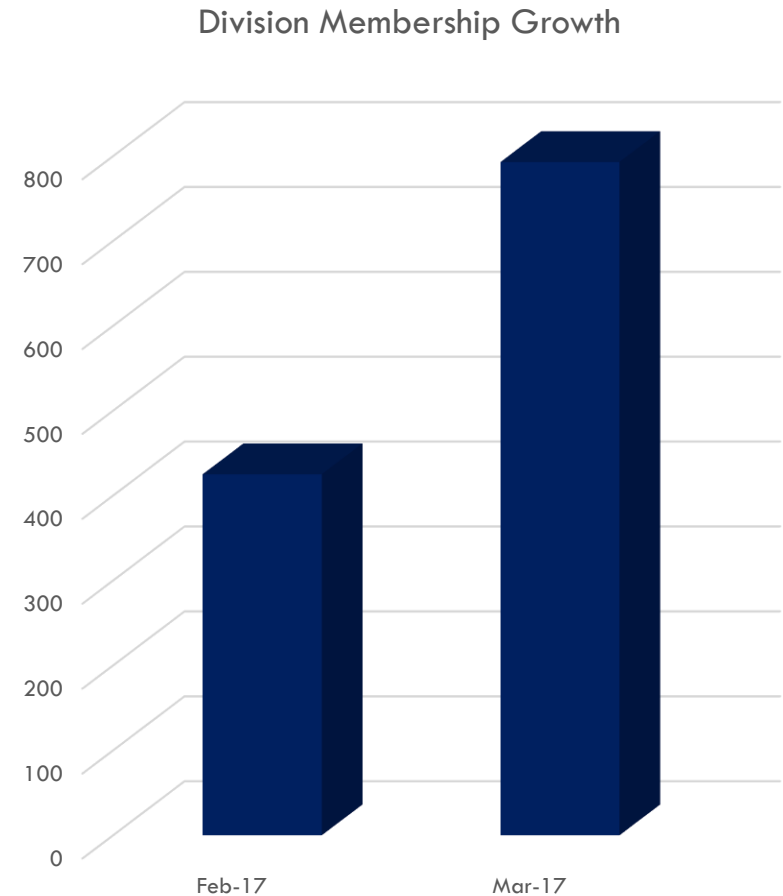
- Support most of Unit & Division microsites.
- Respond to inquiries about how to manage emails, online content, social media.
- Promote events upon request.
- Promote/distribute news/announcements upon request.

“Join A Division” promotions – example of CEC support

6

- Communications + Membership + Customer Services + Data Management + Volunteer Leaders

87% increase in new Division joins over one month.



Customer Service (Membership Services)

7

- Reply to phone, email and mail inquiries about Unit & Division membership, special interest areas, dues.
- Refer inquiries to specific Units & Divisions when needed.
- Fulfill material requests for conferences and other events as requested.
- Upsell Division memberships to individuals who are interested in topics.
- Answer inquiries about Unit & Division publications and guide members through online access.
- Redirect payments and accounting requests about Unit & Division events.

Publications

- Provide CEC publications give-aways and other promotions (e.g., discounts on orders) at Unit and Division conferences, tailored to the content of the event.
- Act as publisher for Unit/Division-developed publications, assuming the cost of editing, production and promotion.
- Respond to Unit/Division requests for advice and support in the area of publication development and production (books and journals), product fulfillment, permissions, indexing, and copyrights.
- Respond to Unit and Division member questions regarding access to CEC journals.
- Collaborate with Division leaders to author columns in *TEACHING Exceptional Children* when the theme of an issue ties into their subject matter area.

Finance

9

- Collect dues.
- Distribute dues revenue to Divisions.
- Distribute Unit dues reimbursements.
- Provide updated operations manual.
- Advise on 990s and other financial record keeping.
- Reply to accounting, financial and IRS inquiries.

Advocacy

10

- Create and distribute CAN Alerts .
- Create and distribute CAN Updates.
- Manage Policy Insider.
- Manage and promote Legislative Action Center.
- Facilitate CAN Meetings.
- Advise on bills related to specialty areas, policies and position statements.

Conventions and Meetings

11

- Negotiate hotel contracts that provide business meeting and social event space at no cost to Units & Divisions.
- Manage Division program sessions.
- Reply to Unit & Division inquiries regarding conference contracts, hotel negotiations and conference planning.
- Assist with Unit & Division group registration for convention.
- Provide staff support to Program Advisory Committee (PAC) by:
 - facilitating meetings and activities;
 - supporting development of invited sessions
 - promoting Division's sessions through e-blasts

CEC Contracts in support of Unit & Division services (sample costs/year)

12

- iMIS database (\$96,000)
- HBP Printing/Mailing renewals (\$30,000)
- Membership Marketing (\$149,000)
- Informz email vendor (\$26,000)
- Higher Logic (\$27,000)
- Web Site Consultants (\$48,000)
- Legal Services (\$5,000)

TOTAL: \$381,000 (2020 budget)

Division Fees and Calculations

13

- Service fees are charged to Divisions to partially offset CEC overhead in support of the Divisions
- Service fees are a flat 12.5% of quarterly Division dues collected.
- CEC deducts Division service fees on a quarterly basis and then sends each Division its dues, net of their deducted fees.

Unit Fees and Calculations

- CEC collects individual membership dues throughout the year.
- Each Unit receives a net of \$7 for each member annually. CEC retains \$1, or 12.5%, for administrative costs.
- Checks are distributed to Units during the first quarter of their fiscal year.

Example of an Individual's Dues Distribution





15

EXAMPLE: Dues Collection & Distribution

California member renews full membership (\$115) and joins Division XYX (\$30)

Total Dues Payment = \$145

\$145

-  **\$30 Division XYZ**
-  **\$8 California Unit**
-  **\$2 Yes I Can**
-  **\$105 CEC Operations**

Questions for staff? Please contact us!

Staff roles and contacts can be found on CEC's web site on this page under the tab "About Us"

<http://www.cec.sped.org/About-Us/Contact-Us/Headquarters-Staff>