

**January 25, 2017**

**Subdivision Leaders Meeting Notes**

* States on the call: IL, IN, IA, KS, KY, MI, MS, NJ, OH, TX, VA, WI
* Executive Office and Board Updates
  + Don’t forget to submit your conference proposal – January 31, 2017 deadline
    - <https://www.decconference.org/call-for-proposals-2017>
  + Ben and Diana encouraged folks to submit proposals for the conference to be held in Portland. Ben shared that a lot will be going on and a lot will be introduced in Portland in October.
  + Open nominations for board members are coming up. Ben encouraged subdivision leaders to consider self-nominating.
  + Also encouraged members to share concerns about Betsy DeVos as Secretary of Education and ask HELP committee to delay her confirmation until she agrees to uphold IDEA. Go to the CEC website <http://cqrcengage.com/cek/> and use the information to submit concerns.
    - Elizabeth from Texas stated to be sure to let everyone know that this is not a partisan issue.
    - Ben assured everyone that the focus from CEC and DEC is to get assurance from Betsy DeVos regarding specific issues for special education.
  + If you feel like you are not getting all of your DEC and CEC updates, check to ensure membership is up to date. If it is, contact CEC to let them know you are not receiving updates.
    - 1-888-232-7733- CEC phone number
* Membership Drive Presentation and Discussion
  + Ben shared the plan for the 5 step membership campaign. The goal is 3-fold: recruit, energize, and keep members. The focus is addressing what DEC is and why people should be members.
  + The campaign plan is referred to as **SHAPE**.

**S**=slogan. The slogan is “Because it matters.”

**H**=hook. We will develop video content that is compelling such as video content showing a day in the life of a preschool practitioner…5 short “commercials” that highlight DEC, what we believe in, and what we do. These will be short video clips (about 45 seconds) that we will share through email, social media, etc. to pull folks in. The plan is to post one video each day with a different tenet:

Day 1: The Division for Early Childhood

Day 2: ECSE/EI

Day 3: Advocacy

Day 4: Research / Evidence

Day 5: Partnerships

Themes such as diversity, families, and inclusion will run throughout the 5 days.

**A**=activate. The intent is for the hooks to pull people in enough that they take the next step to dig deeper into DEC and to hopefully become members. Links to learn more about DEC and to see data information will be available for people to become more informed about what we do and what we stand for. Compelling data that support what DEC is and what we do are needed.

**P**=placement/welcome. This will be a vital component by reaching out to new or returning members. Approximately every 2 weeks, subdivisions will be alerted to new or returning members. The Membership Council will prepare a “welcome / welcome back” package that can be personalized by the state, if you choose to, along with a suggested plan of how to go about welcoming this new/returning member. Suggestions on this would be welcome!

**E**=embrace/bond with community. Get this new/returning member informed and involved in state subdivision and DEC work. Get to know their interests and see what subdivision activities, SIGs, Councils, etc. that they may enjoy engaging in.

* We will run a “teaser” in April with just the Day 1: Division for Early Childhood information and then the full campaign in the fall with enough time to draw in participants for the conference.
* Input is requested for media content (such as, preschool inclusive classroom, someone who is great at partnering, etc.). As well, any data suggestions and evidence behind the data are needed.
* The link below is to a jotform for information and input. Please think and talk among your members and leaders to gain content information. The first round of information that is needed in February to meet an April deadline for the teaser <https://form.jotform.com/70246056501144>
* Additional state needs, updates, questions, thoughts
  + Next meeting we will address holding virtual meetings. Will also try to provide more information about website development.
  + CEC Leadership Institute is July 7-9, 2017 – watch for more information.
  + CEC Special Education Legislative Summit is July 9-12, 2017

**Future meetings all but October at 4:30pm eastern time**

March 15th

May 10th

September 27th

October 4th – 6th Annual Conference in Portland!

November 8th

**If you have ideas/suggestions for discussion topics, please let the Membership Council know!**