



California Association for Bilingual Education

# MEMORANDUM

**TO:** CABE Board of Directors

**FROM:** Francisca Sánchez, President

**DATE:** February 22, 2014

**SUBJECT:** Board Agenda Item: Planning for 2014 Membership Meeting  
**AGENDA DETAIL**

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## **Background**

CABE holds a membership meeting each year at its annual conference. Last year, we focused the meeting on our new CABE COMPASS. This year, we intend to continue that work.

## **Connection to the CABE COMPASS**

The CABE COMPASS relies on understanding and clarity about the strategic plan, and especially our CABE Essentials, among the general membership to support COMPASS implementation.

## **Opportunities**

The annual membership meeting represents an opportunity to generate enthusiasm and renew excitement about the work of CABE. It's also an opportunity to engage current members in reaching out to other potential members, thereby increasing CABE's sphere of influence and its fiscal stability and health.

## **Proposed Membership Meeting Outcomes**

The following outcomes are proposed for the 2014 membership meeting:

- ◆ Generate enthusiasm and pride about being a CABE member.
- ◆ Rekindle the CABE spirit.
- ◆ Launch a new membership drive and energize membership to enlist others as CABE members.
- ◆ Inspire CABE members to actively engage in CABE COMPASS implementation efforts.

## **Proposed Agenda**

The following is the proposed agenda for the meeting.

1. Welcome (5 Minutes)
2. Inspirational Message from the President (10 Minutes)
3. Bilingual Voices: Kids Speak Out about CABE (10 Minutes)
4. The CABE COMPASS: What It Is, The Board Priorities, and How Members Can Be Involved (15 Minutes)
5. Membership Drive Launch (10 Minutes)
6. Prize Drawings (5 Minutes)
7. Call to Action/Closing (5 Minutes)

## **Recommendations for Consideration**

### *Bilingual Voices Video*

I propose that CABE develop a brief (2-3) minute video featuring diverse California students speaking out in multiple languages about CABE's accomplishments and why everyone should be proud to be a CABE member. The major tasks in accomplishing this would be (1) writing a script; (2) identifying students to be filmed while each read a few lines of the script; (3) filming the students; and editing the video clips to create one unified piece. I suggest contacting several documentary filmmakers to see if they would be willing to help. The timeline, however, may be too short for that. We might be able to make this a DIY project. Possible filmmakers to contact are Debra Koffler (CYMC), Peter Bratt, Pam Cohen, and Ken Schneider/Marcia Jarmel (Patchwork Films).

### *CABE Journey Posters*

I propose creating a triptych of three visually appealing posters that capture our CABE journey: WHERE WE'VE BEEN – WHERE WE ARE – WHERE WE'RE HEADED. The second two can be anchored strongly in our COMPASS. These posters can be collages that include text, visual, and graphic elements. These posters can be premiered at the membership meeting, but they can also be used throughout the year at our various events and at our conference booth(s). I suggest that we contract with an artist or graphic designer to create the posters in time for our membership meeting.

### *Membership Drive*

I propose that we design a membership drive and launch it at the 2014 membership meeting. We can identify incentives for members, chapters, and regions that bring in the most new members.

### *Drawings*

I propose that we identify a set of attractive, high-end prizes to be given away at the membership meeting – you must be present to win --. These can be used in publicizing and announcing the membership meeting, both before the conference and during the conference, since the membership meeting is scheduled for the last day of the conference.

### *COMPASS Palm Card*

In preparation for the JDA meeting, we'd like to develop a COMPASS Palm Card. These can be distributed at the membership meeting as well.

### *Regional/Chapter Action Plan Posters*

The regional teams will be designing their action plans in the form of a regional poster. These can be displayed at the membership meeting as well.