



California Association for Bilingual Education

MEMORANDUM

TO: CABE Board of Directors

FROM: Francisca Sánchez, President

DATE: June 28, 2014

SUBJECT: Board Agenda Item: Membership Recruitment Drive
PROPOSAL FOR EXPANDING THE CABE MEMBERSHIP BASE

Background

As part of the CABE COMPASS, the CABE Board of Directors identified strategic goals related to expanding our membership base. At our April Board meeting, we brainstormed ideas to accomplish this. These ideas were organized and shared with the membership at the CABE 2014 Membership Meeting. The ideas were well-received by those in attendance.

As part of the Membership Meeting, we accomplished the following:

Increased attendance at the Membership Meeting.

By actively promoting and marketing the meeting, and offering a variety of incentives and give-aways, we were able to significantly increase membership meeting attendance.

Developed and distributed a COMPASS Palm Card.

We designed and printed a small card that summarized key aspects of the CABE COMPASS. The cards were distributed at the Administrative Leadership Symposium, the JDA, and the Membership Meeting.

Developed and displayed regional/chapter action plan posters.

During the JDA, the regional teams designed action plan posters outlining proposed chapter activities, which were then displayed and shared during the Membership Meeting.

2014-2015 Goal

As part of the proposed Membership Recruitment Drive, by March 31, 2015, we will have increased CABE's individual memberships to 3,000 and our institutional memberships to 20.

Recommendation

The Executive Committee of the CABE Board of Directors recommends that the following Proposed 2014-2015 actions be approved.

Organizational Support	Recruitment	Incentives	Getting the Word Out
Establish a process for securing corporate endorsements for CABE and our vision.	Build membership into conference registrations.	Recruit five people, get a free one-year membership.	Establish MOUs with other organizations (such as CSBA, ACSA, Superintendents' Symposium); establish booth exchanges at conferences.
Hire a part-time employee	Everyone recruit one.	Give longevity pins and/or	Encourage regions to hold

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or establish a consultant contract for someone to serve as "project manager" of this work, including working closely with regional reps on membership.		recognition certificates.	regional receptions during the conference.
Use the chapter lists and assign members at large to a specific chapter.	Invite non-member bilingual credentialed teachers to become members.	Include member names on program or CABE website.	Establish a membership wall at the annual conference to post names of new members as they join/renew.
Engage in superintendent searches.	Have a strong push to increase membership DURING the conference and keep tally with a big "thermometer" so that all can see our numbers rising.	Add ribbons to chapter leaders' badges, identifying them as CABE leaders.	
	Staff a membership table at the annual conference.	Include every member's chapter on the name badge at the annual conference.	
		Provide a CABE gift to people who join while at the conference.	