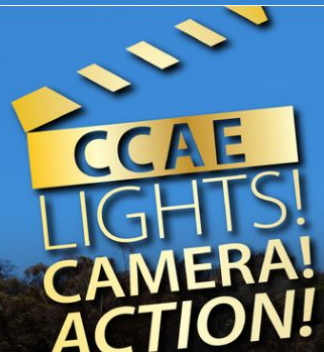


# Making your CCAE Chapter and Section Thrive!

CCAIE State Membership Committee

CCAIE 2022 STATE CONFERENCE

The Hollywood sign is visible on a hillside in the background. The sign is white and made of large letters. The background shows a clear blue sky and some utility poles on the hillside.

HOLLYWOOD

# Discussion Topics

Fundraising

Scholarships for Students

Incentives for membership

Membership renewals

Building Advocacy Skills

Starting New Chapters

# Cast

## **Anel Martinez**

Southern Section Membership Chair  
anel.martinez@sweetwaterschools.org

## **Carlos Rodriguez**

State Legislative Advocacy Chair  
carlos.rodriguez@lausd.net

## **Crystal Rodriguez**

Central Section Membership Chair  
CrystalRodriguez@clovisusd.k12.ca.us

## **Judy McFadden**

South Coast Section Membership Chair  
mcfadden\_judy@montebello.k12.ca.us

## **Tom Reid**

State President Elect  
thomasreid@berkeley.net

# Who is here?

CCAIE members?

Officers in chapters or sections?

Sections: Southern, South Coast, Northern, LAM, Central, Bay

# The *MAGIC* of CCAE Membership! (Judy)

South Coast Section and 14 Chapters

**M**embers

**A** mazing Staff and Students

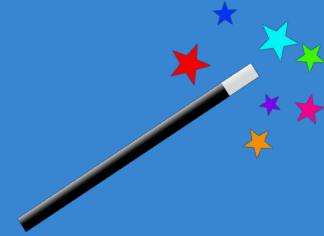
**G**ratITUDE

**I**ncentives

**C**ommunity Partners



# Ideas to Celebrate the MAGIC!



**M** embers - All inclusive membership/organization, The more the merrier!

**A** mazing Staff and Students - Team, Donate, Fundraisers, Assist

**G** ratitude - Is the best attitude, I get to - *not* - I have to, Volunteerism, CDRs

**I** ncentives - BOGOS, Scholarships, Meeting giveaways, Social events

**C** ommunity Partners - Networking, Best practices, Event guests

# Incentives and the CCAE Connection (Judy)

- Fun!
- Engaging
- Exciting
- Lasting



# Fundraising (Crystal)

Why do we fundraise for our Chapters?

- The number one reason for fundraising for Clovis Adult is to be able to provide scholarships to students who are graduating and furthering their education.
- To be able to provide incentives for our members.
- To provide luncheons for CCAE Chapter meetings.

# Fundraising continued

So, what kinds of things do we do?

- We try to do things that are easy and very little work.
  - Taco Tuesdays
  - Snack Shack
  - Marquee Ads
  - Holiday Goodie Bags
  - Yard Sale on campus during school hours (donations from across the district)
  - Shirt Sale Project with Economics Class
  - ESL donations

# Getting members to renew membership (Crystal)

Monthly lists of expiring memberships

# Scholarships for Students (Anel)

- Establish an annual goal
- PACE Scholarships among sites
- Staff Scholarships
- Memorial Scholarships (Donors)
- Opportunity basket raffles
- Silent Auction
- Prom at the Brewery

# Advocacy (Carlos)

# New Chapters - Why? (Tom)

More Chapters = More places to “plug in”

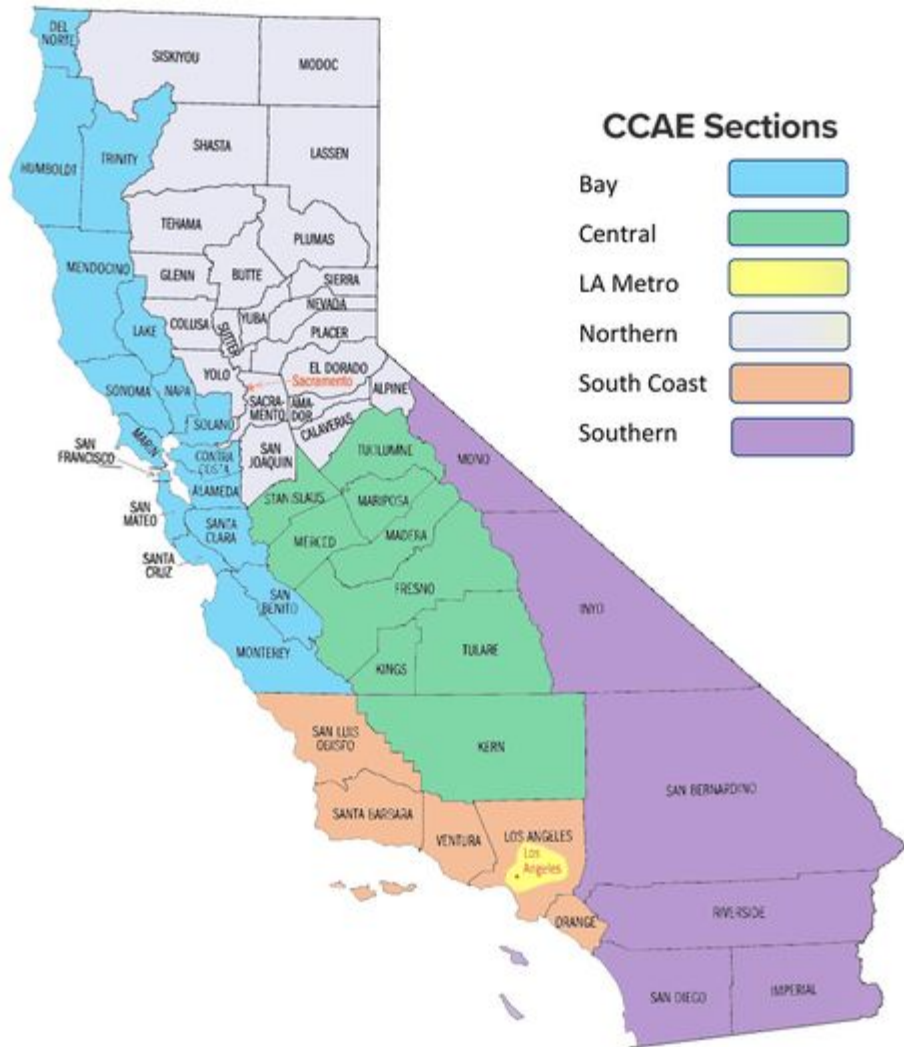
More people actively participate in CCAE.

More educators recognized with more chapter awards.

More volunteers for supporting conferences etc.

Larger pool of potentials for leadership succession in Section & State.

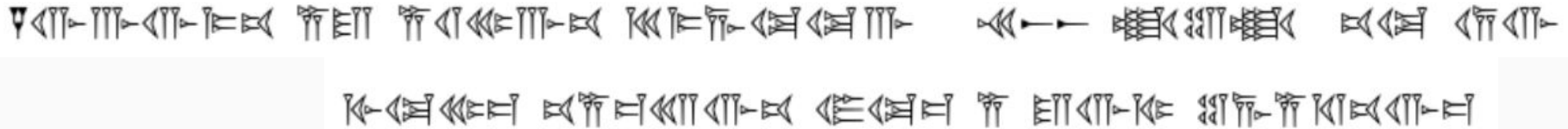




Section	Active Members	Chapters
Bay	153	5
Central	180	9
LA Metro	471	-
Northern	51	5
South Coast	441	14
Southern	227	16

# New Chapters

*Wisdom from our CCAE ancestors:*



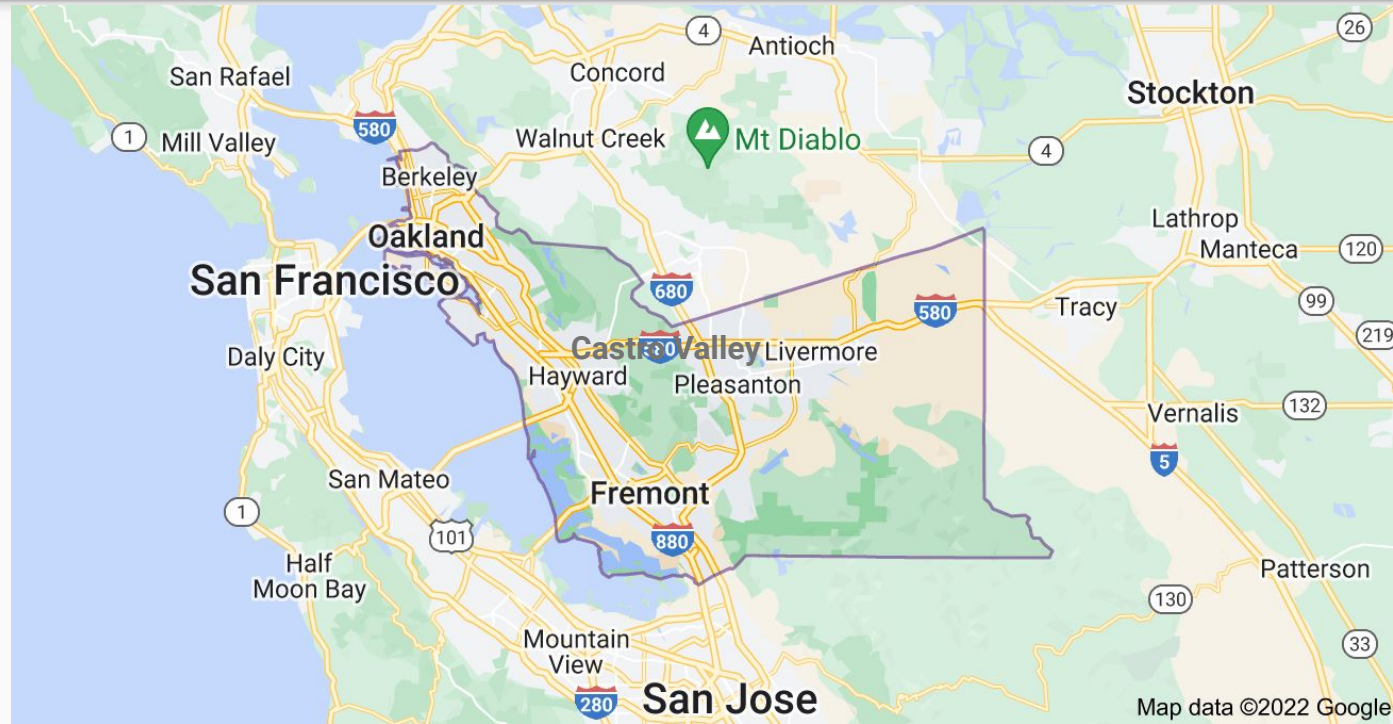
*Translation:*

“Select an adult school (+800 ADA) to be your target for a new Chapter.”  
\$2.5M?

# Alameda Chapter

**Larger Adult  
Schools =  
Berkeley  
Castro Valley  
Fremont.**

**Three Consortia =  
North  
Middle  
South**



# How To Start a Chapter

1. Target a school (or CAEP consortium?)
2. Get support from top administrator.
3. Identify some “usual suspects” at the school.
4. Present at a staff meeting with both teachers and classified staff.
5. Get two volunteers to head up organizing committees.
6. Hold an organizational meeting. Do some paperwork.  
....A new chapter is born!

What else?

# Cast

## **Anel Martinez**

Southern Section Membership Chair  
[anel.martinez@sweetwaterschools.org](mailto:anel.martinez@sweetwaterschools.org)

## **Carlos Rodriguez**

State Legislative Advocacy Chair  
[carlos.rodriguez@lausd.net](mailto:carlos.rodriguez@lausd.net)

## **Crystal Rodriguez**

Central Section Membership Chair  
[CrystalRodriguez@clovisusd.k12.ca.us](mailto:CrystalRodriguez@clovisusd.k12.ca.us)

## **Judy McFadden**

South Coast Section Membership Chair  
[mcfadden\\_judy@montebello.k12.ca.us](mailto:mcfadden_judy@montebello.k12.ca.us)

## **Tom Reid**

State President Elect  
[thomasreid@berkeley.net](mailto:thomasreid@berkeley.net)