



COUNCIL FOR EXCEPTIONAL CHILDREN
Leadership Institute for Units and Divisions
July 7-9, 2017
Westin Alexandria
400 Courthouse Square
Alexandria, VA 22314
Schedule of Events

Friday, July 7

- 4 – 6 p.m. Registration & Information Desk Open (**Location:** Registration Foyer of Edison D)
- 5 – 6 p.m. Interdivisional Caucus Orientation (**Location:** Edison E)
- 6 – 7 p.m. Welcome Reception (Light refreshments and cash bar in Foyer of Edison Ball Room)

Saturday, July 8

Breakfast on Your Own

- 7 – 8:45 a.m. Interdivisional Caucus Meeting
Location: Edison E
- 7:30 a.m. Registration & Information Desk Open
Location: Foyer of Edison D
- 9 a.m. **Opening Session with Hilary Marsh Creating Content for Impact and Value**
Location: Edison D
The content you create is smart, full of depth, and has the potential to advance or transform the field of special education. Content is what connects most from an association to its members. In fact, content is an essential part of the value that your unit or division provides – and a critical aspect of CEC’s survival. But in these busy times, it’s all too easy for members to miss out on your content, and pass up opportunities to get involved. That’s when they wonder whether the organization is providing enough value to keep their membership.

This session will illustrate what successful content looks like for associations and how to create it. Spoiler alert – this doesn’t mean creating more content, but in fact, doing more with the content that exists already! It will include real-life stories about associations that brought content forward and how that led to greater member satisfaction, higher retention rates, and improvements to their profession.
- 10:15 a.m. Break
- 10:30 a.m. **Breakout Sessions** (sessions are concurrent and repeating throughout the day)
- Session 1: Statewide Conference Planning: The Top 10 Ideas to Developing a Successful Conference** (Presented by representatives of Michigan CEC, Ann Walton, Concetta Lewis and Laurie Jepsen)
Location: Banneker
Statewide conferences thrive when they have history and meet current needs of special educators, at least that is the experience in Michigan. This session will detail the 10 best



suggestions for establishing a state’s history, reaching a statewide audience and thriving as an organization. Participants will engage in discussion of successes and also miscues to learn from. The presentation will also include exchange of ideas with all participants.

Session 2: Communication, Marketing and Branding Your Unit/Division in Support of Membership Growth (Presented by Judy Harrison and Annie Baldauf of CEC’s staff)

Location: Bell

Communication, Marketing and Membership development can feel like daunting tasks, especially if you do not have a background in these areas. Join staff from CEC’s Membership and Communication departments to learn tips about using social media, promoting your unit or division and the best communication channels to use, how to conduct membership campaigns, and much more.

Session 3: CEC’s “Race for Relevance” – lessons learned from CEC’s Governance Workgroup.

Location: Edison B

Join CEC Past-Presidents Robin Brewer, Maggie McLaughlin, and Jim Heiden for an update on the workgroup tasked with developing recommendations to reinvent CEC’s governance structure. Based on evidence resources from the American Society of Association Executives (ASAE) and Board Source – the national center for nonprofit boards, this presentation will offer best practice concepts and recommendations for effective governance practices.

(CAN sessions are designed for Children and Youth Action Network Coordinators)

CAN strand: You’re a New CAN Coordinator--Now What?*

Location: Wright

This session will assist new CEC CAN Coordinators to understand their role and responsibilities as CEC’s premiere grassroots advocates, and provide techniques for establishing, building, organizing, and maintaining a successful grassroots network. Learn how coalition partnerships can further your advocacy goals, the latest techniques to develop and build positive relationships with elected officials and their staff, and hone your understanding of the legislative and appropriations processes.

**This CAN session is an introduction for new CAN Coordinators. If you are a veteran CAN coordinator, you are welcome to attend your choice of Sessions 1-3 above. Remaining CAN sessions are for all coordinators.*

11:45 a.m. Break and pick up lunch

12p.m. Lunch sessions

1) Divisions & U.S. Units Lunch Session: Legal Issues and Your Unit/Division

Back by popular demand, Art Herold, Esq., partner with Webster, Chamberlain & Bean, will address everything you ever wanted to know about legal requirements for your unit or division but were afraid to ask. This session is a legal primer for board leadership.

Location: Edison D

2) Provincial Units Lunch Session: Canadian unit leaders will discuss a strategic plan, as well as governance structures, bylaws and policies as they relate to provincial units

Location: Edison C



1:15 p.m. **Breakout Sessions Repeat** (see above for descriptions and locations)

CAN strand: "BIG" Policy Issues for CEC!

Location: Wright

CAN Coordinators will have an opportunity to "dig in" on several critical policy issues facing the field. Topics will include; IDEA reauthorization, U.S. Supreme Court opinion on Endrew F., the use of public funds for private schools and regulatory reform. This session will be interactive- lots of brainstorming among CAN Coordinators - leading the network to proactive solutions for the future.

2:30 a.m. Break

2:45 p.m. **Breakout Sessions Repeat and CAN Strand Continues** (see above for descriptions and locations)

4 p.m. End of Saturday's Leadership Institute agenda

4:15 p.m. **PAC Meeting (Location: Banneker)**

4:15 p.m. **State of the Special Education Profession National Survey (optional)**

Location: Bell

Mary Ruth Coleman, Susan Fowler and Bill Bogdan invite you to participate in a pilot of the survey which will be the foundation of a study being conducted by CEC and the Pioneer Division.

The purpose of the study is to provide a current analysis of the state of the profession to serve as a data-base foundation for CEC's leadership activities. This foundation will: establish a baseline to build trend lines and monitor change; allow for data-based decisions on policy, program, and professional development initiatives; and provide support for initiatives aimed at improving outcomes for individuals with disabilities, including those who are twice exceptional, their families, and the professionals who serve them.

Dinner on Your Own

7:30 p.m. Capitol Steps outing, Washington, DC (optional; registration and additional fee applies)

Sunday, July 9

Breakfast on Your Own

8:00 a.m. Registration & Information Desk Open (**Location:** Registration Foyer of Edison D)

8:30 a.m. **Breakout Sessions** (sessions are concurrent and will repeat again at 10:00 a.m.)

Session 1: Business Planning Basics for Units and Divisions

Location: Banneker

Join CEC's Controller and Director of Operations, Craig Evans, as he presents financial and business basics for CEC Units and Divisions.

Session 2: Perspectives on Building a Better Unit (a panel discussion with representatives from KY CEC - Kathy Maciel and Pam Matlock, and VA CEC - Brooke Blanks)

Location: Bell

(over)



Did you take a class in Board service or Unit leadership when you were training to be a special educator? Probably not! And you still stepped up and bravely took on the responsibility of serving your professional association and colleagues as a state or provincial unit leader. Chances are you have some anxiety, concerns and questions that accompany that bravery. Join us for this panel discussion as we share the missteps, successes, trials, tribulations and triumphs of strengthening a CEC Unit. Our panel includes those who have come through the tough times, as well as those in the midst of finding their way. This is the perfect opportunity to talk freely amongst ourselves about the financial, governance, and communication issues and solutions wrapped up in leading a membership organization.

Session 3: How to Strengthen Your Division

Location: Edison B

The purpose of this IDC breakout session is to identify and discuss common issues among divisions and collaborative opportunities that result in increased membership, volunteer leaders, advocacy, and successful conferences. Members of the panel include: David Cihak, IDC chair; Kelly Carrero, IDC vice-chair; Ted Burke, DEC; and Luann Purcell, CASE.

(CAN sessions are designed for Children and Youth Action Network Coordinators)

CAN strand: Strategies and Techniques for a Powerful CAN Grassroots Network!

Location: Wright

This session, for both new and seasoned CAN Coordinators, will focus on analyzing, evaluating, and building a powerful CAN network. CAN Coordinators will have an opportunity to identify and discuss critical issues for CEC's future public policy agenda, learn about CEC's resources for enhancing advocacy through social media and to sharpen your Unit's/Division's advocacy strategic plan.

9:45 a.m. Break

10:00 a.m. **Breakout Sessions Repeat and CAN Strand Continues** (see above for descriptions and locations)

11:15 a.m. Break

11:30 p.m. Lunch Session

Unit & Division Leadership Team Planning and Provincial Unit Leaders Conference Call & Lunch

Location: Edison D

This time is designated for leadership team members to identify how to apply what they have learned to address their unit's or division's most pressing issues.

1 p.m. **Leadership Briefing**

Location: Edison D

CEC President Mikki Garcia and Executive Director Alex Graham will provide an update on CEC's major initiatives and operations.

2 p.m. Leadership Institute adjourns.

3 p.m. [2017 Special Education Legislative Summit](#) begins.