

acsa membership

recruiting, retention and recognition...

Best Practices Manual



Association of California School Administrators
800.608.ACSA ■ www.acsa.org

Developed by ACSA's Member Services Committee
Revised Edition, May, 2015

Why Should You Help Recruit?

Membership is everyone’s business!

You’ve heard the adage “Membership is the lifeblood of the association.” ACSA is your professional association. ACSA exists to protect your rights, to enhance your skills, advance your career. A better maxim might be, “Support your profession; join ACSA, **your** professional association.” It is up to you, the member and the recruiter, to make sure that ACSA continues to be a strong advocate for school administrators.

Welcome to ACSA Member Services!

As one of a select group in the leadership of the Association of California School Administrators, your participation in recruiting ACSA members demonstrates your support of ACSA’s mission.

This **Recruitment Manual** was developed to assist you in successfully recruiting new members and retaining existing members. The manual augments the essential information provided by ACSA’s **Leadership Directory & Guide to Member Benefits**. The Leadership Directory contains the history of ACSA, its structure, governance, bylaws, committees/councils and their representatives, dues, benefits, contact persons, calendars, and other pertinent information. They are both available on the ACSA website at www.acsa.org.

Member Services Staff

| | Serving Last Names A-G | Serving Last Names H-O | Serving Last Names P-Z |
|----------------|---|--|------------------------|
| Name | Simon Wong | Cynthia Peralta-Melendez | TBD |
| Contact | (650) 259-3436 swong@acsa.org | (650) 259-3424 cperaltamelendez@acsa.org | |
| Duties | Membership category requirements Membership Dues Current membership promotions Completing Membership applications Membership payment questions and options including cash pay, district paid, payroll deduction Member information updates (contact information, email, phone number, address, etc.) Work Information update, including change in job position, work location, returning to the classroom, retirement...etc.) Membership for School board members and personnel commissioners Web Login | | |

Member Services Staff

| Director of Member Services & Support | Membership Processing Supervisor | Member Services Assistant | Ontario Office Manager |
|--|--|--|--|
| Margie Cuizon | Carlota Cabrera | Janis Rawlins | Joanne Godfrey |
| (650) 259-3425 Burlingame & Sacramento Offices mcuizon@acsa.org | (650) 259-3442 Burlingame Office ccabrera@acsa.org | (916) 329-3817 Sacramento Office jrawlins@acsa.org | (888) 333-1407 Ontario Office jgodfrey@acsa.org |
| <p>All print membership marketing</p> <p>Membership section of ACSA Online and all social networking</p> <p>Electronic marketing</p> <p>Membership Matters Insert</p> <p>Member data collection, trends, projections, surveys</p> <p>Recruitment and retention strategies</p> <p>Membership Recruitment Team</p> <p>Partnerships with national organizations – AASA, NAESP, NASSP</p> <p>Equity Committee</p> <p>Member Services Committee</p> | <p>ACSA Membership database (AS400) & updates</p> <p>ACSA Membership Processing, Membership Dues, PAC dues, Advocacy dues, ELC dues</p> <p>National Affiliate membership for AASA, NAESP and NASSP through ACSA including remittance to Nationals</p> <p>ACSA/SASS benefits including Group Life Insurance, Disability Income Protection Insurance, Accidental Death and Dismemberment including claims</p> <p>Free \$10,000 AD&D Insurance for Regular Members including claims</p> <p>Producing lists, labels, electronic data & reports of member data & Leadership data for ACSA purposes/functions</p> <p>Setting up complimentary membership</p> | <p>Membership exhibits at conferences</p> <p>ACSA give-aways</p> <p>Subscriptions to publications</p> <p>New member emails</p> <p>Recruiter recognition database, reports & certificates</p> <p>Recruitment team incentive program</p> <p>General membership inquiries</p> | <p>Applications/updated membership profiles sent to memberservices@acsa.org</p> <p>Process roster updates</p> <p>Website username & password</p> <p>Membership information posted on website</p> <p>Member Services Committee support</p> <p>Membership Recruitment Team support</p> <p>Professional legal assistance</p> <p>Anything related to Ontario office</p> |
| Diversity and Equal Access Executive | Latino Outreach & Member Recruiter | | |
| Nicole Anderson | Sal Villasenor | | |
| (916) 329-3810 Sacramento Office nanderson@acsa.org | (916) 329-3816 Sacramento Office svillasenor@acsa.org | | |

Leadership Roles & Duties

| Role | Region Membership Chair/VP | Charter Membership Chair | Region Consultant | Membership Recruiter/MRT |
|-------------------------|---|--|---|---|
| Description | 3 year term – appointed by Region Board Serve on state ACSA Member Services Committee | 3 year term – locally selected by Charters | Selected and paid by Region Term open | Hired by state ACSA |
| Responsibilities | Act as communication link between state ACSA and Regions/Charters. Inform & train Charter Membership Chairs of responsibilities. Collaborate w/MRT on appropriate membership campaign for the region. Recruit and retain members. | Act as communication link between local Charter and Region Membership Chair/VP. Keep district management teams informed of ACSA benefits & services. Recruit and retain members. | Assist Region Officers & members. Act as liaison and communication link between Regions and state ACSA. Collaborate w/MRT on appropriate membership campaign for the region. Recruit and retain members. | Recruit new members for ACSA. Collaborate w/Membership Chair/VP & Region Consultant on appropriate membership campaign for region. |
| Duties | Establish budget for Region membership recruitment and retention activities. Maintain regular contact with Charter Presidents on current membership status. Establish recruitment process for Region. Host at least two membership recruitment events per year. Submit membership articles for Region newsletter. Commit to attend three meetings or send an alternate. Bring Region & Charter concerns regarding member services and benefits to state committee. Send completed Charter membership lists back to state ACSA within 60 days. Contact terminated members. | Establish budget for Charter membership recruitment & retention activities. Identify contact person for each district within your charter to coordinate recruitment & retention. Update Charter membership lists & send to Region Membership Chair/VP in the months of September, February and June. Inform Region Membership Chair/VP of any retiring members. | Assigned by Region President. | Assigned by Margie Cuizon, Director of Member Services & Support. |

Member Categories & Benefits

| Category | Regular | Student | Associate | Retired |
|--------------------|--|--|--|---|
| Annual Dues | .0090 x prior year salary Max. \$1525; Min. \$382.20 | \$125 | \$250 | \$125 or \$700 One-Time Fee |
| Description | <p>California employees in a district or other educational agency designated or functioning as:</p> <p>Management employees, Members of the management team, Administrators with regular part-time teaching responsibilities, Confidential employees, classified or certificated supervisory employees.</p> <p>Professors of Education.</p> <p>Employees of the California Department of Education (CDE) or Commission on Teacher Credentialing (CTC).</p> | <p>Individuals enrolled in an educational administration program leading to an administrative credential.</p> <p>(Individuals enrolled in coursework who are designated as management or supervisory qualify for Regular Membership only.)</p> | <p>ACSA members reassigned to the classroom.</p> <p>Individuals who meet credential requirements, but are not currently employed in a position qualifying them for Regular Membership.</p> <p>Educational consultants.</p> <p>Individuals employed part-time under an early retirement program.</p> <p>Former ACSA members not qualifying under other membership categories.</p> <p>Professors of Education.</p> <p>CDE or CTC employee.</p> | <p>Members not currently working in education, but receiving compensation from STRS/PERS; also includes members medically disabled.</p> |

Member Categories & Benefits

| Category | Regular | Student | Associate | Retired |
|------------------------|--|--|--|--|
| Member Benefits | <p>Legal assistance for work related concerns.</p> <p>Continued learning opportunities.</p> <p>Timely award winning publications: <i>EdCal</i> and <i>Leadership</i>.</p> <p>Professional connections with colleagues throughout the state.</p> <p>A strong lobbying voice for school administrators and timely legislative alerts.</p> <p>Hot jobs delivered through weekly issues of <i>EdCal</i>. Jobs are also available at ACSA Online, www.acsa.org.</p> <p>National and state awards and recognition.</p> <p>Exceptional membership benefits on insurance programs, entertainment and travel discounts.</p> | <p>Weekly listings of administrative job openings in the ACSA Job Board in <i>EdCal</i> and on ACSA's Web site, www.acsa.org.</p> <p>Timely news and practical information through <i>EdCal</i>, ACSA's weekly newspaper, and <i>Leadership</i>, the association's professional magazine.</p> <p>Up-to-the minute e-mail notifications on State and Federal budget issues.</p> <p>Member rates to attend ACSA's professional development programs.</p> <p>Member benefits including group insurance plans, discount purchasing, and family entertainment and travel.</p> | <p>Weekly postings of administrative, supervisory, confidential job openings through the ACSA Job Board in <i>EdCal</i> and on ACSA's Web site, www.acsa.org.</p> <p>Timely news and practical information through <i>EdCal</i>, ACSA's weekly newspaper, and <i>Leadership</i>, the association's professional magazine.</p> <p>Up-to-the minute e-mail notifications on State and Federal budget issues.</p> <p>Member rates to attend ACSA's professional development programs.</p> <p>Member benefits including group insurance plans, discount purchasing, and family entertainment and travel.</p> | <p><u>Retired Emeritus</u> \$700 One-Time Fee Receive ACSA publications including <i>EdCal</i> and <i>Leadership</i>.</p> <p>May enroll in ACSA's Interim Administrator Positions Program.</p> <p>May serve on region and charter committees, and the State Retirement Committee Receive a special ACSA-branded item denoting Emeritus status.</p> <p>Free Leadership Summit Registration</p> <p>Two free tickets to the family entertainment attraction of your choice.</p> <p><u>Full Regular Retired</u> \$125 Annual Dues Receive ACSA publications.</p> <p>May register for the Leadership Summit at discounted rate.</p> <p>May serve on region and charter committees.</p> <p>May enroll in ACSA's Interim Administrator Positions Program.</p> <p>Continue to participate in ACSA insurance and discount benefits.</p> |

Member Categories & Benefits

ACSA Educational Institution Service

| School Board Members, Districts & County Offices | Personnel Commissioners |
|---|---|
| <p>Fees based on ADA or county class.</p> <p>District & County Office Benefits:</p> <p>Assistance from ACSA professional staff during work stoppage.</p> <p>Team building for board/superintendent relations</p> <p>Sample contracts and guidelines.</p> <p>Resource copy of ACSA's <i>Salaries & Wages in California Public Schools</i>.</p> <p>Additional services: personnel office audits, desk audits, public relations audits, facility planning and strategic planning.</p> <p>School Board Member Benefits:</p> <p>ACSA Alerts, timely email updates on state and federal public budget issues as they impact K-12 education from a school management perspective.</p> <p>Subscriptions to <i>EdCal</i> newspaper & <i>Leadership</i> magazine.</p> <p>Member registration rates at ACSA's Leadership Summit and all ACSA Professional Development Programs.</p> <p>Discount purchasing and family entertainment.</p> | <p>Fees based on ADA.</p> <p>All three commissioners will receive:</p> <p>ACSA Joblink, a listing of openings for certificated and classified management positions in California.</p> <p>Subscriptions to <i>EdCal</i> newspaper & <i>Leadership</i> magazine.</p> <p>District will receive a resource copy of ACSA's <i>Salaries & Wages in California Public Schools</i>.</p> <p>Additional services: consultation during work stoppage, personnel office and desk audits, facility planning, and strategic planning.</p> <p>Discount purchasing and family entertainment.</p> |

Timeline of Suggested Recruitment Activities

| Month | Activity |
|-----------|---|
| June | Plan for upcoming year. Schedule meeting with all charter membership reps. |
| July | Vacation! |
| August | Develop budget and calendar membership activities. Distribute region membership list to Charters. |
| September | Make personal contact with new members (ongoing). Email revised membership list back to state ACSA within 60 days. |
| October | Implement current membership campaign & host a membership recruitment activity. |
| November | (Continue) Implementation of current membership campaign. |
| December | State ACSA will mail you ACSA logo giveaways for your December meetings. |
| January | Distribute region membership list to Charters. |
| February | Email revised membership list back to state ACSA within 60 days. |
| March | Publicize ACSA Drives & host a membership recruitment activity. |
| April | Recognize top recruiters, new & retiring members. |
| May | (Continue) Recognition. Distribute region membership list to Charters. |
| June | Email revised membership list back to state ACSA within 60 days. Plan for upcoming year! |

Membership Reports

The first week of every month, you will receive an email from ACSA Member Services with a Dropbox link that will connect you to your region reports.

Most reports are now in 2 formats – one in excel (great for customizing) and one in pdf (great for printing)

Current Reports:

- ACSA Membership Statewide and Chart
- Charter Summary
- Comparison of Membership Figures
- Member to Member Recruitments
- Membership Status by Join Date Region
- Membership Status by Join Date Summary
- Membership Status Pending
- New and Reinstated Members
- Non-Member List from CDE
- Roster (**now with Charter tabs!**)
- Terminated Members
- Welcome your Region Transfers

It is the responsibility of each Member Services Committee representative to share this information with region leaders, including charter membership chairs.

In addition to these standard reports, ACSA can provide custom reports upon request. Contact Carlota Cabrera at ccabrera@acsa.org for more information.

Membership Roster Updating

Your assistance is essential in the retention of ACSA members. The information you provide will allow ACSA to locate members who have changed districts and whose membership will lapse if we are unable to transfer their dues deductions to the new payroll offices.

Here's how you can increase membership retention in your region:

1. Review the list

- Who has left, retired, been reassigned to the classroom?
- Who has a new work location, title?

2. Update the information

Make corrections directly on the excel spreadsheet in the appropriate field and **highlight the row in yellow**.

3. Email changes to memberservices@acsa.org

2015-2016 REGULAR MEMBERSHIP APPLICATION



Support! | Communities! | Representation!

\$2 A DAY (365 days a year) or \$60.83 per month for the remainder of the school year. Restrictions: Individual must not have been a member during the previous 12 months. Must authorize payroll deduction. Standard dues calculations begin July 1, 2016.

INTRODUCTORY OFFER

1. Your Contact Information

business/work information

First Name MI Last Name

Position/Title

Name of School District, if applicable

Name of School

Work Phone Number

Work Email Address

Check here if you do not wish to receive ACSA email at your work email.

personal information

Home Street Address

City State ZIP

Home Phone Number Cell Phone Number

Personal Email Address **(REQUIRED)**

Social Security Number

Mailing Preference: Home or Work

Check here if you wish to view ACSA publications online only.

2. Your Profile Information

(All information remains confidential and is for ACSA purposes only.)

The information requested below will remain confidential and will be used for ACSA purposes only and will not be sold to vendors or any third parties.

year of birth

XX/XX/

Decline to State

gender

Male Female

orientation

LGBT

education level

Master's Degree Doctorate

Other

ethnicity

American Indian or

Alaska Native

Chinese

Japanese

Korean

Vietnamese

Asian Indian

Laotian

Cambodian

Other Asian

Hawaiian

Guamanian

Samoan

Other Pacific Islander

Filipino

Hispanic or Latino

African American, not of

Hispanic origin

White, not of

Hispanic origin

Decline to State

I want to volunteer and help shape the organization

I want to learn more about Auto and Home Insurance for ACSA Members

Did someone refer you to ACSA? If so, tell us who and we'll reward them with a \$25 ACSA Gift Certificate!

Referrer's Name

3. Your Job Classification

(All information remains confidential and is for ACSA purposes only.)

Certificated management and supervisory

Certificated management and teacher

(dues based on admin salary)

Classified management and supervisory

Confidential as recognized under EERA

CDE or CTC (Associate Membership optional)

Professor of Education

(Associate Membership optional)

Charter School Administrator

Other

Are you represented by an exclusive bargaining representative?

Yes No

4. ACSA Affiliate Membership

Check below to become a member in one of ACSA's official affiliates:

American Association of School Administrators (AASA) \$447

CA Association of African American Superintendents and Administrators (CAAASA) \$100

CA Association of Latino Superintendents & Administrators (CALSA) \$300 (Supt) • \$150 (Other Admin)

National Association of Elementary School Principals (NAESP) \$235

National Association of Secondary School Principals (NAASSP) \$250

Subtotal Affiliate Dues \$ _____ Total ACSA and Affiliate Dues \$ _____

5. Salary and Signature

\$

Current Annual Salary **(REQUIRED)**

Check here if you do not wish to contribute \$78 annually to ACSA's Political Action Committee.*

*Contributions to support ACSA's political activities are not tax deductible. ACSA retains sole discretion over use of member political contributions. Dues may be deductible as business expenses. ACSA estimates that the non-deductible portion of dues allocable to lobbying is 13.3%.



Signature* **(REQUIRED FOR PAYROLL DEDUCTION)**

* I agree that my dues will be deducted by my payroll office. This authorization shall be in effect until revoked by written notice from myself or ACSA. I consent to the adjustment of such deduction to reflect any change in the dues of which the payroll office may be advised by the organization.

Return completed form to:

ACSA Member Services: 1575 Bayshore Highway, Burlingame, CA 94010. You can fax to 650.692.7297 or email completed application to memberservices@acsa.org

Questions?

Call ACSA Member Services at **800.608.2272** or email memberservices@acsa.org