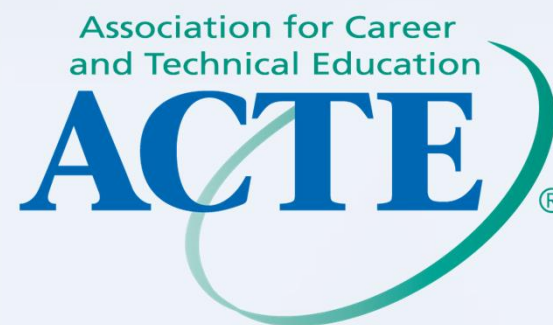


MCTA






*Stronger Together:
Unified Organizations*

What is a Unified State Chapter?



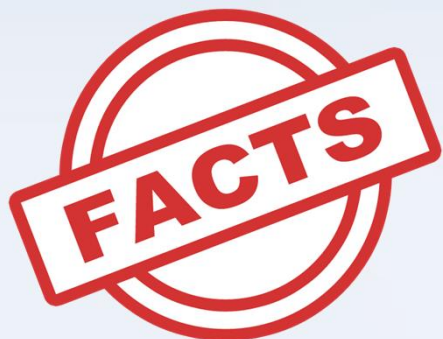
A legally incorporated entity dedicated to supporting a states' full community of career and technical educators in partnership with ACTE

-  Members in unified states belong to both the state *and* national ACTE organizations
-  Chapters typically are organized around Divisions, representing specific affinity groups within CTE that mirror the national structure
-  Unified states **are not charged for specific services** provided by the national ACTE office

Why Unify?

<https://vimeo.com/123749568>

Facts About Unification



Facts	Description
Cost Savings	Many Association Services Free or Low-cost
Member Services Support	F/T Staff Focused on Customer Support
Administrator Support	Assistance with Operations, Financial, Governance
Member Benefit Alignment	Co-coordinated Communications; Joint Marketing
Partner Access and Support	Network of National Vendors, Partners

Benefits to Your Association

“ **Cost Savings**

- . Membership, renewal and online registration services
- . Marketing, design and printing assistance
- . Free e-mail blast services and website assistance
- . Installment Payment Program

“ **Member Support**

- . Free web hosting with prompt web updates & maintenance
- . Free Member Service Support-In the event of a crisis, ACTE can step in and manage any membership processing issues

“ **Administration**

- . Free mailing of new member welcome packets
- . Free monthly membership processing and access to your membership data/reports
- . Advance Attendee online conference registration services: Online registration processing for one annual conference (credit card payments only)
- . Free access and technical support for state awards programs via ACTE's Awards Portal

Benefits to Your Association – Cont.

continued

“ **Partner Access and Support**

- . National partners committed to supporting State Associations
- . Leverage ACTE – Advance CTE Relationship for State Support (e.g. Leaders breakfast at VISION, Executive Meetings)

“ **Member Benefit Alignment**

- . National benefits reinforce member perception of value, service and support

Cost Savings of Unification

Services	Unified States	Market Value	Notes
Membership Renewal Activities: ACTE will send electronic reminders, invoices and non-renewal surveys on your behalf at no cost	\$0	\$1,000/Consulting/Development \$24/hour processing time	
Membership Marketing Assistance: ACTE has a great marketing team that can help with your membership recruitment and retention, and professional development event promotion. Take advantage of ACTE's professional membership marketing staff at no charge	\$0	\$7,000/month	Marketing development, plan & design
E-mail Blast Services: Promote your special events and campaigns or send e-newsletters to your members through ACTE's e-blast service	\$0	\$14,900	E-blast support block includes two million emails; pricing only includes the e-blast module. No staff time.
State Membership Processing by Check and Credit Card: ACTE can process state membership payments, which can reduce state bank fees	\$0	\$24/hour processing fees 6% credit card merchant fee \$40+/bank fee (minimum transactions and amount)	

Cost Savings of Unification

continued

Services	Unified States	Market Value	Notes
New Member Welcome Packets: ACTE will mail new member welcome packets; no cost.	\$0	\$8/per member	Development, printing & mailing of material, including letter, membership card, brochure, certificate & envelopes
Monthly Membership Processing: Allow ACTE to handle new memberships and renewals for you. We will send you a detailed report and a check each month. Includes access to membership data/reports.	\$0	\$24/hour	
Advance Attendee Online Conference Registration Services: Online registration processing for one annual conference (credit card payments only).	\$0	\$5.35 per registration; additional expenses for staff	eShow is \$5.35 per registration processed along with expenses for staff. They provide other services at an additional cost including session scanning, mobile app, and exhibitor registration
ACTE Awards Portal	\$0	\$7,250	

Cost Savings—One Case Study



Alaska ACTE

- ” Unified with ACTE in 2015
- ” Had been spending over \$4,000/year in member processing fees and bank processing fees
- ” Spent \$14,000 in conference and registration services and awards
- ” Year One Savings: \$18,000

Retaining Existing Members

“ **Member Communications and CTE News-related Subscriptions**

- Subscription to *Techniques* magazine, *Career Tech Update* and *STEM SmartBrief*. Members also receive weekly ACTE News, Legislative Alerts & more!

“ **Event and Product Discounts**

- Receive member-exclusive rates to state and national ACTE events, as well as discounts on countless CTE products and resources

“ **Awards**

- National recognition through ACTE awards programs that honor the most distinguished CTE educators

“ **Insurance**

- Obtain complimentary group life (\$1 million/2 year free) and AD&D insurance, and discounts on professional liability auto, pet and identity protection coverage

“ **Professional Development & Networking**

- Advancing careers and invigorating curriculum via webinars, resources and online courses and cultivating relationships with CTE teachers, administrators, business leaders and policymakers

Reaction to Dues Increase

10-year Trend of States That Unified With ACTE

UNIFIED	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
NJ 2009	170	172	165	170	143	130	135	122	112	112
LA 2013	136	170	138	147	120	104	86	90	82	187
NV 2015	141	183	135	145	217	129	120	184	139	268
AK 2015	49	52	43	50	47	65	50	50	44	161
MI 2016	212	211	276	256	233	158	147	158	158	190
MO 2016	1428	1514	1436	1405	1369	1370	1259	1127	1096	1043

NOTE #1 - Since unifying in 2016

Nevada has seen a 45% increase

Alaska has seen a 200% increase

NOTE #2 – Missouri (unified in August) has (to date) grown to 1,177 members*

* Renewals will be processed through 6/30/17 for a full first year impact of unification

Fast Response/Access to Data

Association for Career and Technical Education
ACTE[®]

User: HUFF, RUTH LOGOUT

Search Members

The main screen will list every record we have for your state old and new. Amounts will only show for those records with **ANY** balance. You will only be able to see records that show a balance due. **Please note:** If there is an "X" on the main screen after the address field, this means ACTE does not have a current/deliverable address for that member. Please send an email to member services if you make any changes to these "X" records so we can confirm that any materials that have been blocked are sent to the correct address.

SEARCH

ADD MEMBER

IMIS ID	Member Name	Category	Address	Phone Number	Fax Number	E-mail	Paid Thru Date	Total Amount	Click to see Outstanding Items
162120	Abbott Sandra	Professional Member	328 Sunset Dr N Asheboro, NC 27205-5136	(336) 625-1561	(704) 675-5666		8/31/2011	\$80.00	Select Items
457351	Abraham Annie	Professional Member	9909 Barrands Lane Charlotte, NC 28278	(828) 439-9002	(919) 561-7322		9/30/2017	\$0.00	Select Items
341829	Abston Sherry	Professional Member	1484 Mountain Shadows Dr Morganton, NC 27502-8822				3/31/2012	\$80.00	Select Items
447001	Acquesta Brian	Life Member	1004 Old Hill Ct Apex, NC 27502-8822				4/30/2015	\$80.00	Select Items
105221	Affeldt Harley	Professional Member	301 Pineridge Dr Winston Salem, NC 27104-2615	(819) 274-5166	(252) 551-7909		12/31/2020	\$1,200.00	Select Items
452105	Albahrawy Diane	Professional Member	9101 Fayetteville Road Raleigh, NC 27658-1003	(819) 274-5166	(252) 551-7909		0/31/2017	\$0.00	Select Items
419941	Albrecht Robin	Life Member	3712 Willow Run Dr Greenville, NC 27344-8444	(252) 723-1782	(919) 807-3899		9/30/2017	\$0.00	Select Items
105324	Albright Benjamin	Professional Member	3157 Old Coleridge Rd Siler City, NC 27344-8444	(252) 723-1782	(919) 807-3899		10/31/2011	\$80.00	Select Items
323148	Alexander Elizabeth	Professional Member	165 Country Club Ln Newport, NC 27580-0001	(704) 542-3916	(336) 751-4597		1/31/2011	\$80.00	Select Items
152360	Ali Delores	Professional Member	121 Foxcroft Drive Timberlake, NC 27028-7842	(336) 751-4597	(828) 926-5460		10/31/2010	\$80.00	Select Items
206426	Allen Tonie	Professional Member	5201 Carmel Rd Mocksville, NC 27028-4145	(828) 926-5460	(910) 339-7184		8/31/2016	\$80.00	Select Items
323425	Allen Paula	Professional Member	150 Farmland Rd Waynesville, NC 28785-9315	(910) 339-7184	(228) 231-0523		9/30/2013	\$90.00	Select Items
376247	Allen Susan	Professional Member	305 Lenwood Dr Waynesville, NC 28786-3401	(919) 218-0523	(919) 365-0523		7/31/2016	\$80.00	Select Items
391583	Allen Donna	Professional Member	2728 Creekview Ct Fayetteville, NC 28306-3401						
437976	Allen Krystal	Professional Member	25 Parkway View Dr Waynesville, NC 28786-3401						
423699	Allen Cindy	Professional Member	4013 Wynston Way Clayton, NC 27520-3717						

- “ ACTE has a **State Customization Module** in which any state representative can access the ACTE membership database and make immediate changes/updates to records
- “ All new members are sent a welcome packet upon payment
- “ ACTE has an electronic payment system to automatically deposit membership dues payments by the 10th of each month

Expanded State Association Identity

co-branding

- “ Strengthens perception of the brand by reinforcing relationship
- “ Connecting our logos
- “ Increased communication using co-branded images

Questions MCTA May Want to Ask



1. How much time is spent on processing memberships, preparing renewals, responding to member questions?
2. How much does MCTA spend on eBlasts?
3. What would the value be in having ACTE host and support MCTA's web site?
4. Would more time spent on providing new member benefits help grow membership?

the **BOTTOM** **LINE**

- “ Increased Capacity – MCTA can redirect efforts
- “ Expanded Services – MCTA will be seen as ‘THE’ organization in Maryland for all CTE professionals
- “ Significant Support for Member Recruitment
ACTE has the tools & expertise to assist in messaging to MD CTE professionals to join Association

For More Information

Michael Connet

mconnet@acteonline.org

Lauren Lessels

llessels@acteonline.org