WELCOME

- Kelli Diemer, Director of Membership
- kdiemer@acteonline.org
WELCOME

- LeAnn Wilson, ACTE Executive Director
- lwilson@acteonline.org
8 am – 12 pm
• Welcome
• Fellowship
• Membership
• Leadership
• Conference Planning

BREAK
• 12 pm Lunch
• 1 pm QAS & Membership Celebration

2 pm – 4 pm
• State Leadership Resources
• QAS
• Reflection/Wrap up
FRAMEWORK OF FELLOWSHIP PROGRAMS – LAUREN FILLEBROWN, SENIOR MANAGER OF LEADERSHIP DEVELOPMENT
NEW MODELS OF MEMBERSHIP

KELLI DIEMER, ACTE DIRECTOR OF MEMBERSHIP
EMBRACE NEW MEMBERSHIP MODELS

- Free Trial Membership
- All-Access Membership
- Subscription Membership Model
MAKE PURCHASING EASY

Auto-Renewal

Installment Payments

Saved Payments
PRIORITIZE THE MEMBER EXPERIENCE

Amazon-like shopping experience

Predictive Analytics
AUTOMATE AS MUCH AS POSSIBLE
BUILD A FUTURE CULTURE

Encourage Constant Change

Listen to Your Members

Collaborate Across Departments

Develop Partnerships
Source:
The Classic Membership Model Is Dead—and That’s a Good Thing. Here’s Why.
Five ways forward-thinking associations are evolving.
Community Brands Jan 08, 2021
IDENTIFYING & GROWING LEADERS – NANCY TRIVETTE, ACTE PAST PRESIDENT
CONFERENCE TIPS & TRICKS –

LAURA DINARDO, SENIOR MANAGER OF STRATEGIC PARTNERSHIPS
Go to www.menti.com and use the code 9217 3572
ACTE'S CONFERENCES AND EVENTS FOR 2022

State & Regional Conferences
- Regions I – V
- States

Content-specific Events
- National Policy Seminar
- Work-Based Learning
- Good Trouble
- Best Practices & Innovations
- Postsecondary CTE Convening

National Conference
- CareerTech VISION & Expo
LESSONS LEARNED: IDEAS FOR BUILDING VALUE FOR ATTENDEES

- Take advantage of "FOMO"
- Utilize your membership!
- Consider fresh formats or session concepts
ADDITIONAL EXAMPLES: BUILDING VALUE FOR ATTENDEES
LESSONS LEARNED: IDEAS FOR BUILDING VALUE FOR PARTNERS

- Know your attendee audience
- Think outside of the box
- Be intentionnal with vendor sessions
As districts, non-profits, and foundations rush to scale work that focuses on students outside-of-school learning, questions remain: How do schools find the capacity to build these programs? How do educators build the mentor networks needed to provide these opportunities? What distinguishes high quality and low-quality Real-World Learning? Participants will choose from 3 pathways and walk out of the session with easy next steps to start – or improve – their school’s Real World Learning program.
PLANNING TIME

Part 1 – Start your planning process

On paper or using the Google Doc template provided, start to sketch out ideas for your next conference or event. If you are not planning a professional conference, consider how you might utilize these same prompts to plan an event for students.

Part 2 – Share your challenges and provide feedback to others

Using the Jamboard, share the challenges or struggles you encountered during your brainstorm. Then, read and reply to what others have written with comments or suggestions.
PROMPTS TO START YOUR PLANNING PROCESS

Why are we planning this event?

Who is the target audience?

Does it align with our organizational priorities?

When and where should we have the event?

What are the budget and pricing models?

What does success look like?

Scan the QR code for a Google Docs copy of these prompts
Scan the QR code to join the Jamboard
THINK, PAIR, SHARE

Take 2 minutes to read through the comments on your challenges.

Turn and talk with a table partner about your challenge(s) and the feedback you received.

After 5 minutes, I will ask you to share out what you took away from the planning session.
ADDITIONAL RESOURCES

Interaction
- Poll Everywhere
- Mentimeter
- Kahoot!
- Wheel of Names
- Jamboard
- Padlet
- Miro
- Mural

Conference Planning
- ConferenceDirect
- Freeman
- Eventify
- Attendify
- eShow

Articles
- 10 ways to create event fomo and encourage members to attend (asaecenter.Org)
- Tips for branding and marketing a new event (asaecenter.Org)
- Guide to conference jargon
STATE LEADERSHIP RESOURCES

KELLI DIEMER, ACTE DIRECTOR OF MEMBERSHIP