

# ITEEA Affiliate Representative Resource Book

## Section 3: Membership

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## INTRODUCTION

If your association does not have a working membership program at the local or state/province level, then the following information may help you to diagram and establish one. A sample membership model is included for your use. Use this as a guideline, incorporate your association's ideas and particular needs, and diagram a model for your state.

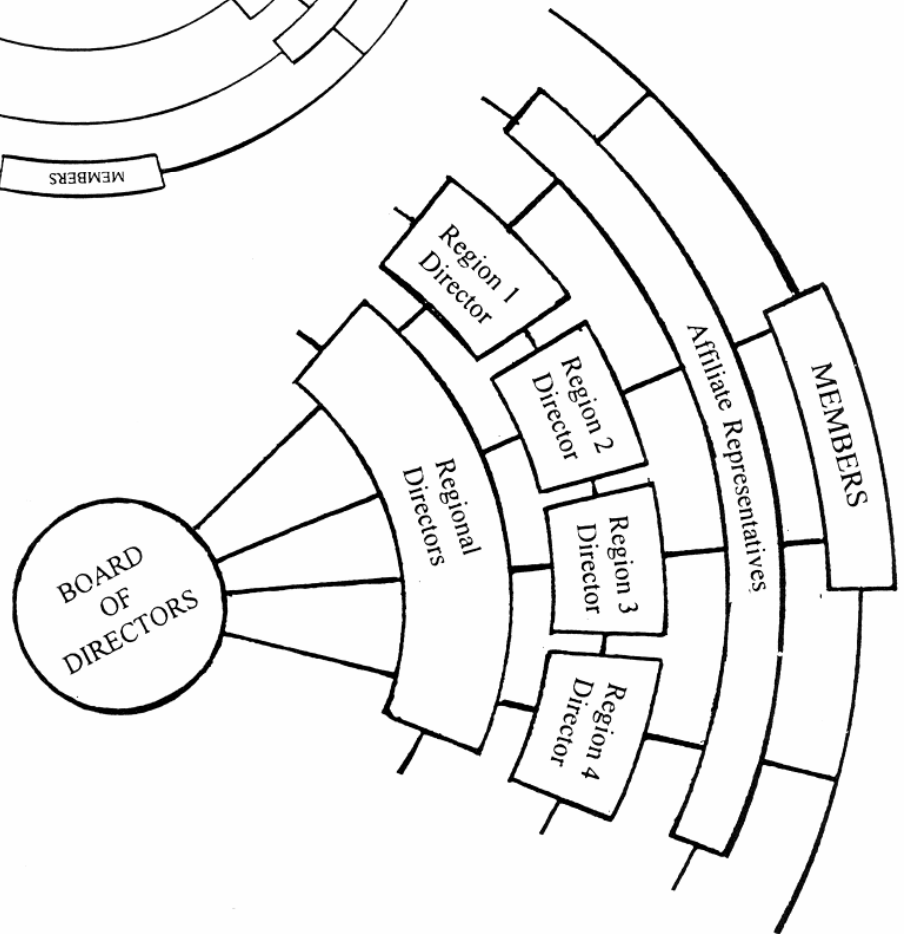
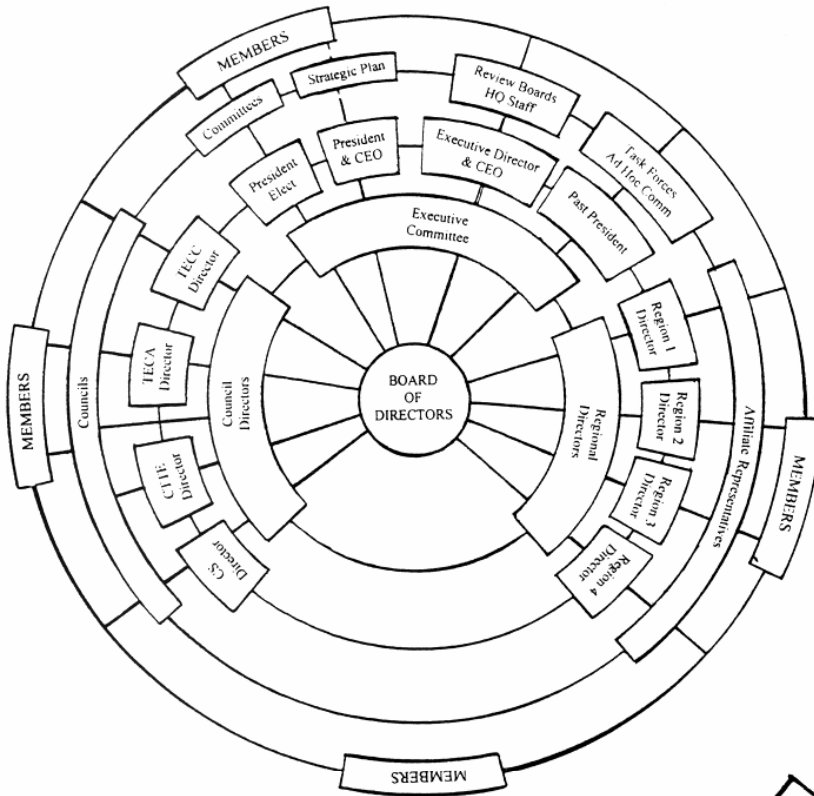
Next, identify persons that will take on small tasks and plug them into your model. Supply the individuals with a written task assignment and timeline (samples provided) for the tasks involved. Provide these committee members with membership forms and other necessary information to promote membership. (The Headquarters office will gladly fill your requests for membership materials.)

Get on the phone once in a while and make contact with your people. The secret of this system is to make sure each person only has to work with 10-15 others. Then, make sure memberships are processed as soon as possible.

You can make this system as complicated or as easy as you wish. Just keep things simple and be persistent and consistent. Shoot for X number of people to join ITEEA each month, every month. Five per month for three years is 180 people! **You** plug in and determine the numbers. If you set a goal in writing and consistently go after that goal—you'll achieve it. If you don't have a goal—give it some consideration and set one today.

**“A goal is a dream with a deadline.”**

# ITEEA MEMBERSHIP NETWORK



## **SUGGESTIONS FOR A MEMBERSHIP RETENTION (RENEWAL) PROGRAM AT THE AFFILIATED ASSOCIATION LEVEL**

Now that an individual has joined, how do you retain that person in the future? Most people do not renew because they didn't receive notice to renew or the membership processing took longer than necessary.

The following is a brief overview of ITEEA's retention procedures:

An ITEEA member can renew anytime. ITEEA sends 2 reminder notices:

- A first notice of renewal is emailed 90 days prior to lapse of membership.
- 30 days after the membership has lapsed a reactivation letter is emailed which outlines member benefits and includes a link to the online form. Regional Directors can request an excel export of lapsed members at any time for additional personal contact.
- The Affiliate Representative (YOU) can help renew lapsed memberships. You can request membership lists (active and lapsed) from the Membership Coordinator at any time. **Sometimes all it takes is a personal contact to prompt a lapsed member to renew.**

### **IMPORTANT:**

Be prompt in processing all memberships to the proper organizations. Some affiliates process memberships on a daily basis. Some take 30 to 60 days before a membership payment is sent on to ITEEA. At the very least, ITEEA memberships should not sit on anyone's desk more than **five business days**. If a membership to ITEEA has to go through a regional association, then to the state or province level, then to ITEEA, the weeks necessary to process that membership mount up which can cause the individual's membership to lapse or can cause a new member to think twice about renewal in an organization that appears non-responsive.

The following are the membership codes you will need to know when a membership printout is sent to you from the Headquarters Office.

### **Member Types (Dues effective 7/1/2008)**

#### **Individual**

PR (USA)(\$80)

IPR Passport (outside US- electronic only) (\$55)

AD Advocate (\$40) (Includes Retired, Tech Rep, and individuals with an interest in STEM Education.)

SD Full time undergraduate and graduate\* students (\$40)

Note: Student members can change to Professional for a one-time bridge fee of \$65.

\* LF Life Member (Active)

\* LN Life Member (Inactive)

#### **Group Memberships**

IN Institutional (Colleges and Universities) (\$240)

MUS Museums (\$240)

EL Elementary School (\$160)

\* SC Corporate (\$400)

### **Subscriptions (these are not member types) (Rates Effective 8/1/2008)**

\* LB Library Subscriptions:

*The Technology Teacher* (\$90 U.S., \$100 Foreign)

*Technology and Children* (\$45 U.S., \$55 Foreign)

\* Electronic Subscriptions

TTT (Domestic and Foreign) \$65

TC (Domestic and Foreign) \$30

\*Denotes categories where your efforts for renewal are **not** needed.

## STANDING MEMBERSHIP PROMOTIONS

The ITEEA Board of Directors authorizes membership promotions that your association may want to take advantage of. The requirements are described below. If you have any questions, please contact your Regional Director or the Membership Director.

### General Guidelines

1. The membership forms together with the money must be sent to ITEEA Headquarters office as a group within **TEN DAYS** of their collection.
2. Differentiate renewing members from new members. If at all possible, identify renewing members by their ID numbers. The membership roster (from the Membership Director) lists all but the newest members. The ID number will speed processing of renewals and ensure members are not needlessly bothered by renewal notices. When renewing, one year is added to the previous expiration date. A new membership is begun from the date it is entered into ITEEA's database. If the member ID is not known, as much information as is available is appreciated so that it can be cross checked in order to eliminate duplicates.
3. The membership fees must be collected at an authorized Affiliated Association conference or meeting.
4. These promotions may not be used in conjunction with other ITEEA membership promotions. Just one promotion can be used per new member/renewal.
5. If there is a special promotion being offered by ITEEA at the time of your meeting, you may use it in lieu of these standing promotions. The same offer and restrictions (if any) made to the entire profession will apply. Contact the Headquarters office with your specific request.

## UNIFIED ELEMENTARY SCHOOL MEMBERSHIP

Each affiliate association has the opportunity to enter into a unified relationship with ITEEA. This relationship will strengthen both associations and provide an important thrust and emphasis at the elementary level.

By entering into this unified arrangement, the affiliated association will benefit from the following:

- Each elementary school (school, not individual) that becomes a member of ITEEA will automatically be an elementary school member of your association.
- All elementary school memberships in the affiliate association are ITEEA members.
- For each \$160 elementary school membership that ITEEA receives, the state association will receive back \$20. A listing of new members along with a check will be forwarded to the association on a monthly basis.
- ITEEA will process memberships and send renewal notices on the school's anniversary date.
- ITEEA will provide promotional literature to promote membership. The affiliate may wish to do the same.
- ITEEA and the affiliate association agree to provide a solid program of professional development, membership services, and other activities that will provide the elementary school with a membership benefit at both the state/provincial and national levels.
- Full-time staff from elementary school members will be allowed to attend the annual conference at professional member rates.
- Elementary school members can purchase curriculum materials at the member discount rate.

This unified arrangement becomes official on receipt of a letter from the affiliate association indicating agreement to the responsibilities and services as outlined.

Currently there are 13 states that have entered into a unified membership with ITEEA. They are:

Connecticut	Maryland	Texas	Wisconsin
Florida	Minnesota	Utah	
Georgia	Missouri	Vermont	
Indiana	New York	Virginia	

## **AFFILIATED ASSOCIATION ADVANTAGES**

### **Communication**

Affiliated Associations of ITEEA receive current information pertaining to government, business and educational trends.

### **Activities**

Affiliates are encouraged to conduct and support joint activities with the ITEEA.

### **Information**

ITEEA provides Affiliated Associations with information concerning professional activities, workshops, mini-conferences, and conferences around the world.

### **Recognition**

Each year ITEEA honors as many as 3 teacher excellence winners (elementary, middle, high school) and 3 program excellence winners (elementary, middle, high school).

### **Consultation**

ITEEA will provide consultation services to its affiliates on a cost recovery basis in the areas of association management and professional trends.

### **In-Service**

ITEEA provides opportunities for international leadership and professional growth activities at strategic locations around the world.