



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 Department
Revised Edition, November 2018

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, enhance your skills, and 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	Stephanie Llamas
Contact	(650) 259-3436 swong@acsa.org	(650) 259-3424 cperaltamelendez@acsa.org	(650) 259-3426 sllamas@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 updates (change in job position, work location, returning to the classroom, retirement, etc.) Membership for school board members Website login assistance		

Member Services Staff

Senior Director of Member Services & Support	Membership Processing Supervisor	Member Services Assistant	Ontario Office Manager
Margarita Cuizon-Armelino	Carlota Cabrera	Janis Rawlins	Joanne Godfrey
(916) 329-3823 Sacramento Office mcuizon@acsa.org	(650) 259-3442 Burlingame Office ccabrera@acsa.org	(916) 329-3817 Sacramento Office jrawlins@acsa.org	(909) 906-3501 Ontario Office jgodfrey@acsa.org
<p>All print & electronic membership marketing</p> <p>Membership section of ACSA website and social networking</p> <p>Membership Matters insert</p> <p>Member data collection, trends, projections, surveys</p> <p>Membership presentations statewide</p> <p>Membership booths statewide</p> <p>Recruitment and retention strategies</p> <p>Membership Recruitment Team</p> <p>Member Services Ambassadors</p> <p>Member Assistance & Legal Support Team</p> <p>Mentor Program</p> <p>Equity Networks</p> <p>Member Services Committee</p> <p>Retirement Committee</p>	<p>Membership database & updates</p> <p>Membership processing, membership dues, PAC dues, Advocacy dues, ELC dues</p> <p>National Affiliate membership for 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>Region Consultants support</p>	<p>Assistant to Senior Director of Member Services & Support, Margarita Cuizon-Armelino</p> <p>Applications/questions/updated membership profiles sent to memberservices@acsa.org</p> <p>Ship materials to membership booths statewide and assign recruiters</p> <p>ACSA giveaways</p> <p>Subscriptions to publications</p> <p>New member emails</p> <p>Recruiter recognition database, reports & certificates</p> <p>General membership inquiries</p> <p>Member Services Ambassadors support</p> <p>Retirement Committee support</p>	<p>Process membership roster updates</p> <p>Membership forms/ applications revisions</p> <p>Member services information posted on website and login assistance</p> <p>Content Management System Team member</p> <p>Membership projects as assigned</p> <p>Recruitment Team incentive program</p> <p>Mentor Program support</p> <p>Member Assistance & Legal Support Team support</p> <p>Manage Ontario office</p> <p>Member Services Committee support</p>

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	Term open – selected and paid by Region Board	Hired and paid 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	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 Margarita Cuizon- Armellino, Senior Director of Member Services & Support

Member Categories & Benefits

Category	Regular	Student	Associate	Retired
Annual Dues	.0090 x prior year salary Max. \$1525; Min. \$424.20	25¢ a day Promo usually \$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 employees</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>Mentor Program for new administrators or admin new to position</p> <p>Continued learning opportunities – member rates to attend ACSA's professional development programs</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>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 on ACSA website, www.acsa.org</p> <p>National and state awards and recognition</p> <p>Member benefits including group insurance plans and discount purchasing</p>	<p>Weekly postings of administrative job openings in <i>EdCal</i> and on ACSA website, 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 and discount purchasing</p>	<p>Weekly postings of administrative, supervisory, confidential job openings in <i>EdCal</i> and on ACSA website, 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 and discount purchasing</p>	<p><u>Retired Emeritus</u> \$700 One-Time Fee</p> <p>Receive ACSA publications including <i>EdCal</i> and <i>Leadership</i></p> <p>May serve on region and charter committees, and the State Retirement Committee</p> <p>May participate in ACSA Mentor Program</p> <p>Receive a special ACSA-branded item denoting Emeritus status</p> <p>Receive information on interim administrator positions statewide</p> <p>Free Leadership Summit Registration</p> <p>Continue to participate in group insurance plans and discount purchasing</p> <p><u>Full Regular Retired</u> \$125 Annual Dues</p> <p>Receive ACSA publications</p> <p>May serve on region and charter committees</p> <p>May participate in ACSA Mentor Program</p> <p>Receive information on interim administrator positions statewide</p> <p>May register for the Leadership Summit at discounted rate</p> <p>Continue to participate in group insurance plans and discount purchasing</p>

Member Categories & Benefits

ACSA Educational Institution Service

School Board Members, Districts & County Offices

Fees based on ADA or county class.

District & County Office Benefits:

Assistance from ACSA professional staff during work stoppage

Team building for board/superintendent relations*

Sample contracts and guidelines

Professional development events for classified school administrators/managers

*Available at a reduced member rate

School Board Member Benefits:

Subscriptions to *EdCal* newspaper & *Leadership* magazine

Member registration rates at ACSA's Leadership Summit and all ACSA Professional Development Programs

Discount purchasing

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	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
- Roster 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



why acsa?

Our mission: To be the driving force of education in California and beyond and to ensure the creation of communities of learning and equity that serve both the aspirations of individual students and the greater good of society.

What do I get?

Support to help you thrive!

- Mentoring
- Equity Project
- Professional and Legal Assistance
- Enhanced Professional Liability Coverage
- Ambassador Program (Connecting you with a seasoned member so you can take advantage of all ACSA has to offer!)

Cutting Edge Training

- Leadership Summit
- Negotiators' Symposium
- Every Child Counts Symposium
- CEL Institute
- Personnel Institute
- Academies
- Equity Institutes

Proactive Advocacy

- Increase School Funding
- Protecting Pensions
- State Board and Commission Appointments
- Education Legal Support Fund
- One Voice Initiative

Relevant Communities

- State and Local Members Only Events
- Equity Networking Events
- Social Media: Facebook and Twitter

Leadership Opportunities

- Local Charter/Region
- State Committees & Councils
- Special Task Forces

Not to mention plenty of other tools and resources

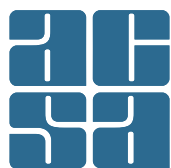
- ACSA News
- ACSA App
- Partner4Purpose
- ACSA Resource Hub
- Publications
- Personal Legal Program
- Identity Theft Protection

Thank you for helping us grow!

Each recruiter will receive a \$25 ACSA Certificate for every member they sponsor. PLUS, a chance to win a \$500 gift card. The more new members you sponsor the better your chances of winning! Top recruiters will be drawn each quarter. Share the value of ACSA membership and recruit a member today!

State and region staff members are not qualified to win.

2018-2019 REGULAR MEMBERSHIP APPLICATION



Support! Communities! Representation!

**INTRODUCTORY
OFFER**

\$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, 2019.

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 _____ Extension _____
Work Email Address _____
☐ Check here if you do not wish to receive ACSA email at your work email.

SRC: _____ PROMO CODE: _____ personal information

Home Street Address _____
City _____ State _____ ZIP _____
Home Phone Number _____ Cell Phone Number _____
☐ Opt-in to receive text messages from ACSA.
Personal Email Address **(REQUIRED)** _____
Last Four Digits of 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

☐ 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

social media

☐ Facebook ☐ Instagram ☐ Twitter Handle _____

☐ I want to volunteer and help shape the organization

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

Referred by (Please print one name only) _____

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:

☐ CA Assoc. of African American Superintendents & Administrators (CAAASA) . . . \$500 (Supt) • \$100 (Other Admin)

☐ 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 (NASSP) . . . \$250

Subtotal 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 650.437.9189 or
email completed application to memberservices@acsa.org

Questions?

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