

**CABE STRATEGIC PLAN
ANNUAL SUMMARY REPORT
2013-2018**



PRIORITY CLAIM/GOAL: 3.5 Membership

Project Manager: Stanley Lucero/Joshua Jauregui/Laurie Nesrala

DESCRIPTION: 3.5 Provide advocacy-oriented leadership to more fully engage and expand our membership.

ACTIONS	KEY EVIDENCE
<p>3.5.1 Promote web-based membership support, services, and resources.</p>	<p>BASECAMP 3</p> <ul style="list-style-type: none"> • CABE Chapter and Affiliate Leaders project • Chapter folders on CABE Chapter & Affiliate Leaders • CABE Region Reps (Board Members) project <p>GOCABE.ORG</p> <ul style="list-style-type: none"> • CABE Membership page on gocabe.org • Regions, Chapters, and Affiliates page on gocabe.org <ul style="list-style-type: none"> ○ Created a webpage for each chapter on the CABE Website ○ Provided support in updating chapter/affiliate information (i.e. new officers, contact information) ○ Provided chapter information on CABE newsletter ○ Provide direct support to members with questions on online platform • Monthly CABE e-newsletter for members—the CABE Corner—sent out via email blast, posted on the CABE Webpage and on the CABE Facebook page
<p>3.5.2 Develop a portfolio of social media communication strategies to expand support for CABE and the CABE COMPASS.</p>	<p>BASECAMP 3</p> <ul style="list-style-type: none"> • Docs & Files in Basecamp 3 • Chapter leader network and chat area <p>GOCABE.ORG</p> <ul style="list-style-type: none"> • Chapter Leaders Resources page on gocabe.org

ACTIONS	KEY EVIDENCE
	<p>Social Media</p> <ul style="list-style-type: none"> • Provided support in chapter announcements via Facebook (i.e. Pepperdine, Antelope Valley, Region I Meeting). <p>Facebook: Maintained CAFE Facebook page with over 5900 followers and a CAFE Member only Facebook page</p> <p>Twitter: Feed all FB content to the CAFE Twitter page; Held a Twitter chat on Math Equity in partnership with Ed Trust West.</p>
<p>3.5.3 Establish a network of CAFE high school and university clubs to support increased student self-advocacy and leadership.</p>	<ul style="list-style-type: none"> • CAFE Student Members Facebook group • Pepperdine CAFE chapter <ul style="list-style-type: none"> ○ Supported CAFE Mandarin & CAFE of Pepperdine in first annual 'CAFE LA' via social media and materials
<p>3.5.4 Assess & reorganize chapter, affiliate and membership lists and update the process for membership.</p>	<ul style="list-style-type: none"> • Completed review and update of Smart Reg records for members and chapters • Reorganized chapters and assignments of members to active chapters—currently 20 active chapters (2018) • Membership statistics compiled before each CAFE Executive Board Meeting • Set up CAFE membership table at State Conference and all Regional Conferences for membership recruitment and support. • Organize table staffing with Regional Representatives • Create information and distribution materials for membership table. • Developed pop up banners with updated CAFE Regions • Helped organize CAFE Membership Receptions at the four regional conferences each year (2013-Present) • Monthly membership lists posted for CAFE Region Reps • Requests received from CAFE members to start or reactivate CAFE chapters • Engaged Membership and Chapter Leaders in Prop 58 campaign • Support for CABTE and inclusion in BTEG—Bilingual Teacher Education Group (a consortium led by CAFE)

ACTIONS	KEY EVIDENCE
OTHER AREAS	<ul style="list-style-type: none"> • • Annual Joint Delegate Assembly at each annual conference—with every chapter represented in 2017 and 2018. • Membership lists updated for Chapter and Region Rep use, email blasts, • CABE Membership Reception held at each CABE annual conference • Support, set up CABE table and present at chapter conferences and events—Ventura, San Diego, Pepperdine, Riverside, Palmdale, North Orange County, • Provided "I am a CABE member" at the annual conferences • Redesigned the CABE Membership Brochure in English and Spanish • Redesign of Membership Team to increase direct support to members in 2017 inclusive of Joshua Juaregui, Laurie Nesrala, Roxy Espinosa, Stanley Lucero (now retired).