

Support

Educational Affiliate Guide

Advocacy

Empowering Education **Partnerships**

202k 2025 The Leading Voice for Connecticut Public Education











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To become a CABE Educational Affliate

please go to our website at www.cabe.org and click the "About" tab.
Or visit https://rb.gy/ozi2k8



81 Wolcott Hill Road, Wethersfield, CT 06109-1242 • (860) 571-7446 • Fax (860) 571-7452 • www.cabe.org

On behalf of the Board of Directors and the entire Connecticut Association of Boards of Education (CABE) team, we are excited to present our Educational Affiliate Guide—a comprehensive resource detailing our association's mission, values, and the range of benefits available to CABE Educational Affiliates.

This guide offers a comprehensive overview of CABE and educational affiliate benefits aimed at fostering excellence in public education statewide. From pioneering professional development initiatives to influential policy work and dedicated advocacy efforts, our commitment remains steadfast in supporting educational leaders like you.

We appreciate the commitment to public education shared by CABE's Educational Affiliates.

As we navigate the challenges and opportunities ahead, we stand prepared to collaborate with you in advancing our shared mission of educational excellence for ALL of Connecticut's students.

CABE recognizes the value of working closely with educational affiliates committed to advancing public education.

Our effective and productive Educational Affiliate relationships:

- Bring value to CABE, its members, and Educational Affiliates
- Enable Educational Affiliates to meaningfully contribute to the work of CABE beyond financial support
- Foster collaboration and innovation through an ongoing, transparent dialogue and exchange of information

Working with CABE offers access to approximately 1,450 school board members and 166 school districts across the state, with a combined buying power of more than \$13 billion. The annual CABE/CAPSS Convention and other events are well attended by school board members, superintendents, school leaders and education professionals, offering numerous networking opportunities and advertising channels.

CABE offers several different ways to leverage our resources to achieve your goals. We can work with you to customize an opportunity that best matches your resources and objectives. We appreciate the commitment to public education shared by CABE's Educational Affiliates.

Sincerely,



Z16250/

Leonard Lockhart President, CABE



Patrice McCarthy

Executive Director and General Counsel, CABE

About CABE

Purpose

The Connecticut Association of Boards of Education (CABE) is a statewide non-profit organization that advocates for public schools and school board leadership in Connecticut. CABE is dedicated to strengthening public education through advocacy, education and service to our member boards of education. It's our belief that providing high-quality education for all Connecticut children begins with effective leadership. CABE exists solely to support our school boards so the future of public education continues to be a bright one.

Mission

To assist local and regional boards of education in providing high quality education for all Connecticut children through effective leadership.

Vision

CABE is passionate about strengthening public education through high-performing, transformative local school board/superintendent leadership teams that inspire success for each child.





CONNECTICUT ASSOCIATION OF BOARDS OF EDUCATION









BOARD OF EDUCATION MEMBERS SERVED BY CABE



EDUCATION

PARTICIPANTS IN CABE TRAININGS SINCE 2015:



CABE/CAPSS STATE CONVENTION



ADMINISTRATIVE PROFESSIONALS



CUSTOM CABE WORKSHOPS

LEADERSHIP DEVELOPMENT SINCE 2020:



BOARD CHAIR CHECK-INS



WEBINARS

ADVOCACY



BILLS ON WHICH CABE PROVIDED TESTIMONY SINCE 2021



PARTICIPANTS IN DAY ON THE HILL SINCE 2009



MEETINGS WITH CONNECTICUT CONGRESSIONAL DELEGATION IN WASHINGTON DC SINCE 2010



LEGAL INQUIRIES ANSWERED ANNUALLY



LEGISLATIVE BREAKFASTS ORGANIZED SINCE 1995

SUPPORT



POLICY INQUIRIES
ANSWERED ANNUALLY



ISSUES OF
POLICY HIGHLIGHTS
NEWSLETTER PRODUCED
SINCE 2000



POLICY MANUALS
DEVELOPED FOR DISTRICTS
SINCE 1995



ISSUES OF CABE JOURNAL PUBLISHED SINCE 1985

2024 CABE Board of Directors

Executive Committee



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Area 8 Kim Walker (Westbrook)

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CABE Staff Here to help meet your needs!

Administration

The Administration Department can help with general information, board relations, student leadership, Board leadership, Accounts receivable, accounts payable, district dues, Unemployment Cost Control, reporter inquiries.



Patrice McCarthy Executive Director and General Counsel pmccarthy@cabe.org



The Policy Services Department can help with Policy Audits, Custom Policy Manual, Policy Highlights, Policy Update, sample policies, consultancy, C.O.P.S. online policy, broadcast emails, website.



Jody Goeler Sr. Staff Associate for Policy Services jgoeler@cabe.org



The Membership department can help with Convention, board/super-intendent relations, board training, workshops, CABE Journal, CABE CONNection, Board Member Academy credits, individual workshops, publications, database, broadcast emails, website.



Nicholas Caruso Associate Executive Director for Field Services and Technology ncaruso@cabe.org



Wendy DeBarge Coordinator of Finance and Administration wdebarge@cabe.org



Pam Brooks Sr. Administrative Associate for Policy Services pbrooks@cabe.org



Lisa Steimer
Deputy Executive
Director
Isteimer@cabe.org



Annette Tamburrino Association/Board Administrative Assistant atamburrino@cabe.org



Shannon Hamilton Administrative Assistant for Policy Services shamilton@cabe.org



Nancy Propfe
Administrative
Assistant for
Membership
Services
npropfe@cabe.org

Government Relations

The Government Relations Department can help with advocacy, reporter inquiries, Resolutions, Education Law Summaries, legislative issues, Advocacy Highlights, Day On The Hill, Delegate Assembly, Legislative Wrap Up, broadcast emails, website.



Sheila McKay
Associate Executive Director
for Government Relations
smckay@cabe.org



Gail Heath
Administrative Associate for
Government Relations/Assistant to
the Executive Director
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Labor Relations

The Labor Relations Department can help with legal issues, Negotiations Data Service, Custom Negotiations, District Information, Statistics, reporter inquiries, broadcast emails, website.



Conrad Vahlsing
Deputy General Counsel
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Wilmarie Newton
Administrative Associate for
Digital Communications
wnewton@cabe.org

Educational Affiliate Services & Benefits

CABE's Educational Affiliate Membership program was created in 1996 by the CABE Board of Directors to help meet the needs of education-related institutions that have an interest in public education. CABE invites educational service centers, community colleges, higher education institutions and others interested in public education to take part in this exciting program.

The information you receive as an Educational Affiliate will keep you informed on the issues of concern to Connecticut public schools. You will obtain insight into the latest developments in local public education and gain opportunities to network with school district leaders.

Educational Affiliate members receive the following:

Up to
CABE's leadership
publication. Inclusion
in a list of members
published monthly plus
an annual listing that will include more
indepth information about services
provided. May have the opportunity
to have articles published in the Journal.

... to CABE's Legislative Report.

... to CABE's Advocacy Highlights, Labor Relations and Policy Service services by email. Member access to the CABE Website.

- Member pricing for the CABE/CAPSS Convention and all CABE workshops throughout the year.
- Recognition at the CABE/CAPSS Convention.

10% Oiscourt

on advertising rates in the CABE Journal

- A copy of CABE's annual report on the results of the Connecticut General Assembly, Education Law Summaries.
- Listing at a special location on our website. If you would like us to add a link to your Home Page on our website, please email your URL to lsteimer@cabe.org. CABE's website is www.cabe.org.

To become a CABE Educational Affliate

Viait our website at www.cabe.org and click the "About" tab.
Or visit https://rb.gy/ozi2k8

CABE Journal



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The *CABE Journal* is the Association's primary publication. It is a "must read" for board members, superintendents, business managers, other administrators and other education leaders in Connecticut. It is published 11 times a year and is designed to encompass all material in an easy-to-read fashion. Available to members both in print and digitally, readers of the *CABE Journal* find a wide range of educational topics covered in each issue. All CABE members receive the *Journal* as part of their membership.

Why advertise in the CABE Journal?

Advertising in the *CABE Journal* offers you the best opportunity to get your message directly to the people who make the financial decisions for our schools and our students. It is the **ONLY** publication in the state that reaches board members, superintendents and their administrative staffs regularly.

Facts:

- Connecticut public schools spend over \$13 billion a year.
- Connecticut school districts employ 52,000 certified staff members.
- Connecticut school districts serve over 450,000 students.
- Connecticut school boards control over 1,000 schools more than any other employer in the state.
- The 166 Connecticut school districts are run by approximately 1,450 local school board members who control how the school district's money is spent.

The *CABE Journal* will be <u>printed</u> 6 times per year beginning with the September 2024 issue. We will continue to distribute a <u>digital</u> *CABE Journal* 11 times per year with a combined July/August edition.

Note: Ads in the digital issues will be linked to the advertisers' website.

2024-2025 CABE Journal Distribution Schedule

Print & Digital Journal September December December Digital Only Journal July/August October

February November
March January
April May
June

Advertising Rates and Mechanical Specifications

(distributed monthly)

Size (incl. dimensions) Full page (width 10" x length 13 1/4") 1/2 page (width 10" x length 6 1/2")	1 X \$625 \$425	3x \$525 \$375	6x \$425 \$325
1/4 page (width 4 7/8" x length 6 1/2")	\$275	\$225	\$175
1/8 page (width 4 7/8" x length 3 1/4")	\$180	\$160	\$140

Additional discounts for full year (12x) contracts. Please contact Lisa Steimer at 860-571-7446 or Isteimer@cabe.org for more information.

Business and Education Affiliate Members receive a 10% discount on advertising.

Prices effective: July 1, 2024

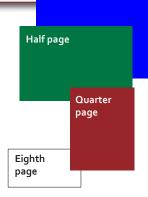
Circulation:

2,000 copies statewide, to local and regional boards of education members, superintendents, assistant superinten dents, business officials, other adminis trators and related state and national education leaders.

Frequency:

Published 11 times a year. The CABE Journal will be published digitally 11 times in 2023-2024. Six will be printed in 2024.

in 2024-2025.



Full page

For the Advertising Insertion Contract:

Visit https://www.surveymonkey.com/r/5PFFWD3 or contact Lisa Steimer at 860-571-7446.

The Connecticut Association of Boards of education, publisher of the CABE Journal, reserves the right to reject advertising which it deems unsuitable, and to refuse acceptance of advertisements from advertisers of questionable credit or trade standing. Publisher reserves the right to enclose any advertisement in a 1 pt. rule, add the word "advertisement" in the upper left hand corner of the advertisement, or otherwise identify display as advertising matter. Rates are subject to change upon thirty days notice. A contracted rate will hold until contract terminates. No cancellations will be accepted by the publisher after the closing date. Protective agreement—the advertiser and/or advertising agency agree to indemnify and protect the publisher from any claims or actions based upon the unauthorized use of names or illustrations, copyright infringements, libelous or false statements contained in their advertisement.

Write for Us!

Find information on the process of submitting articles to the CABE Journal by visiting https://www.cabe.org/uploaded/Journal/Writers'_Guide.pdf

pportunities ponsorship

CABE/CAPSS Convention

Championing Our Schools Through Unity of Purpose November 15-16, 2024

STAND OUT FROM THE CROWD

Your presence at the CABE/CAPSS Convention positions your company among the state's education leaders, giving you a distinct edge by participating in this premier event. From increasing awareness to generating greater booth traffic, you will undoubtedly maximize your profile to this critical market.

♦ PLATINUM SPONORS • \$7,500 PLUS

Benefits also include all Bronze, Silver, Gold and Diamond Sponsorship Benefits, plus

- Placement of one information piece in Convention packets, but no catalogs, please
- Opportunity to briefly address Convention attendees
- 15% Discount on CABE Business Affiliate membership at the Gold, Diamond or Platinum Levels
- 25% discount on a single advertisement in the CABE Journal

DIAMOND SPONSORS • \$5,000-7,499

Benefits also include all Bronze, Silver and Gold Sponsorship Benefits, plus

- One e-mail message, approved by CABE, sent on your behalf to registered Convention attendees
- Recognition in pre-Convention E-letter, sent to all board of education members and superintendents
- Sponsor logo featured on our sponsor sign, to be displayed in highly visible area
- 20% discount on a single advertisement in the CABE Journal

GOLD SPONSORS • \$2,500-4,999

Benefits also include all Bronze and Silver Sponsorship Benefits, plus

- Recognition in Convention Edition of the CABE Newsletter
- List of Convention attendees containing name and district
- 15% Discount on a single advertisement in the CABE Journal

SILVER SPONSORS • \$1,500-2,499

Benefits also include all Bronze Benefits, plus

- 10% discount on a single advertisement in the \textit{CABE Journal}
- One complimentary registration at a CABE workshop (exception: CABE/CAPSS Convention)

BRONZE SPONSORS • \$500-1,499

Benefits include

- Recognition in Convention Program
- Special Sponsor Ribbon for you and your staff
- Custom signage at sponsorship site
- Recognition on the CABE website
- Sponsor name featured on highly visible display

For the CABE/CAPSS Convention Sponsorship Form visit https://www.surveymonkey.com/r/X22MPJT Contact Lisa Steimer 860-571-7446

Isteimer@cabe.org
for more
information
or to secure a
sponsorship.

Championing Our Schools Through Unity of Purpose November 15-16, 2024

Convention

Magazine

(print only)

Cover / One page

Half page

Quarter page

Advertising Rates and Mechanical Specifications

(Distributed to all participants at the Convention)

Size (incl. dimensions)

Inside Front Cover...... \$575 (width 5" x length 8")

Inside Back Cover...... \$550 (width 5" x length 8")

One Page.....\$400 (width 5" x length 8")

Half Page.....\$300 (width 5" x length 3.95")

If you are a CABE Business or Education Affiliate Member you are entitled to a partnership discount on advertising in the CABE Journal and the Convention Registration Book and Magazine. Scholar member 10% discount | Honor Roll member 15% discount | High Honors member 20% discount |Salutatorian member 25% discount Valedictorian member 50% discount

For the CABE/CAPSS Convention Advertising Insertion Order Form visit https://www.surveymonkey.com/r/5BYN75J

Contact Lisa Steimer at 860-571-7446 or Isteimer@cabe.org for more information

Exhibit Hall

An unparalleled opportunity to showcase your products or services to an audience comprising of decision-makers in Connecticut's public education sector. You play a pivotal role in informing our members about the latest and most innovative offerings available to the educational community.

We offer exhibitors two booth options:

- Premiere booths.....\$2,400 located in the hallways outside of the Mystic and Marriott Ballrooms.

Booths are allocated on a first-come, first-served basis and sell out quickly-

Contact
Dawn Cole
at 860-236-8640
or
dcole@capss.org
for more

information

CABE Services

CABE is the only statewide organization devoted solely to representing the needs of boards of education.

In this time of increased fiscal stress and uncertainty, it is more important than ever that school boards work together to promote public education.

Advocacy Efforts

Unlimited help for your advocacy efforts, monitoring legislative bills, testifying, developing strategies, informing legislators of impact of legislation in Hartford and Washington, D.C.

Board Professional Development

Regional and statewide workshops, conferences, webinars, and Annual Convention at a discounted fee, as well as unlimited, taliored workshops on topics such as roles and responsibilities, goal setting, board self evaluation, and FOIA at no additional fee.

E-Services

Board Chair listserv, Superintendents' Administrative Professionals listserv, Advocacy Highlights, Policy Highlights and What's Going on at CABE emails.

Legal Services

Unlimited legal consultations, legal updates, legal advocacy.

Media Relations

Increasing media and general public's awareness of concerns of school boards.

Negotiations Service

Information exchange/clearinghouse, settlement trends, contract review, referrals.

Network

Tap into more resources and have a voice in the work representing the needs of boards of education statewide.

Membership gives boards the strength found in numbers, and allows us to better influence legislators with regards to making decisions that are in the best interest of school boards and public education.

Strong leadership is critical in raising student achievement and creating a school climate that fosters academic and personal

development.

Policy Service

Unlimited consultations, sample policies, policy information, Reference Manual, Customized Policy Service, Online Service, Update Services, Policy Audit Service, Policy Matters Roundtable.

Publications

CABE Journal; Whole, State and Federal Agendas; Education Law Summaries, and books.

Search Services

Specializing in executive searches tailored to the specific needs of Connecticut districts.

Unemployment Insurance

Consultation, claims processing, administration, appeal hearings.



All our services are provided by knowledgeable, expert professionals who have great experience in helping boards better serve their communities.



Explanation of For Fee Services

Policy Services

- Core Policies, Regulations & Bylaws Manual (\$400) This service is a CD reference manual of school board policies, regulations and bylaws to provide guidance for boards of education in formulating policy, and for superintendents and their staff in carrying out their administrative functions. After two years, updates may be purchased for \$150 per school year.
- Annual Policy Update Service (\$350) This service provides districts with updates
 for existing policy manuals reflecting changes in the state and federal law and
 any judicial action affecting policy and current policy topics of importance and
 interest.

Contact CABE for more information on the following policy services:

- Customized Policy Service
 This service tailors a policy manual for a subscribing board of education that reflects the specific needs and priorities of that community.
- Policy Update Publication
 This publication serves as a guidance tool to help maintain and keep your policy manual up-to-date. Mailed to districts four times during the school year, each issue contains either new topics of interest or policy implications that were affected by state, federal or judicial decisions.
- Policy Audit Service (\$2,000-\$3,000) – This service reviews an existing policy manual resulting in a report of its strengths, needs and recommendations for any needed action.
- Connecticut Online Policy
 Service (C.O.P.S.)
 This services offers school districts an economical way to post its policy manual online providing instant, current and "searchable" access to board policies.

Board Book

Board Book is a user-friendly, web-based service specifically designed to assist the board, superintendent and central office staff in preparing for and running board of education meetings. Contact the CABE Office for pricing information.

CABE Express

CABE Express (\$400) provides your board members, superintendent and up to five central office administrators can attend CABE workshops offered this year without any hassle and additional cost (when the program includes a meal, a charge of \$20 per person will apply to partially offset food cost).

administrator Option

The Administrator Option (\$195) is available to principals and/or other supervisors in the school district, as identified by the local board of education, to receive: the *CABE Journal, Legislative Hotline, Action Alert* and *Legislative Report*. It also permits them to attend workshops at member prices.

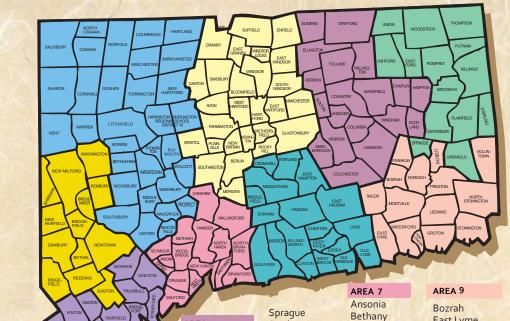
CABE Field Services

CABE's Field Services relating directly to board activities are provided free of charge as part of district membership. We also provide customized workshops for boards of education and district staff.

❖ The prices listed above for fee services reflect CABE Member rates. ❖



CABE Area Map



AREA 1

Barkhamsted Canaan Colebrook Cornwall Hartland Kent Litchfield Naugatuck New Hartford Norfolk North Canaan Oxford Plymouth Region 1 Region 6 Region 7 Region 10 Region 14 Region 15 Region 16 Salisbury Sharon **Thomaston** Torrington Waterbury Watertown

Winchester

Wolcott

AREA 2 Avon

Berlin Bloomfield Bristol Canton East Granby East Hartford East Windsor Enfield Farmington Glastonbury Granby Hartford Manchester Meriden **New Britain** Newington Plainville Rocky Hill Simsbury Southington South Windsor Suffield

West Hartford

Windsor Locks

Wethersfield

Windsor

AREA 3

Ashford Andover Bolton Chaplin Colchester Columbia Coventry Ellington Hampton Hebron Lebanon Mansfield Marlborough Region 8 Region 11 Region 19 Scotland Somers Stafford Tolland Vernon Willington

Windham AREA 4

Brooklyn Canterbury Eastford Griswold Killingly Plainfield **Pomfret** Putnam

Sterling Thompson Union Woodstock

AREA 5

Bethel Brookfield Danbury Faston New Fairfield New Milford Newtown Reddina Region 9 Region 12 Ridgefield Sherman

AREA 6

Bridgeport Darien Fairfield Greenwich Monroe New Canaan Norwalk Shelton Stamford Stratford Trumbull Weston Westport Wilton

Branford Cheshire Derby East Haven Hamden Milford New Haven North Branford North Haven Orange Region 5 Seymour Wallingford West Haven Woodbridge

AREA 8

Chester Clinton Cromwell Deep River East Haddam East Hampton Essex Guilford Madison Middletown Old Saybrook Portland Region 4 Region 13 Region 17 Region 18

Westhrook

East Lyme Franklin Groton Ledyard Lisbon Montville New London North Stonington Norwich Preston Salem Stonington Voluntown Waterford



Partners in Public Education





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