

CASBO

New Membership Models for 2017-18

Prospective Member

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CASBO Overview

As the recognized authority on California school business, CASBO is a member-driven association that promotes ethical values; develops exceptional leaders; advocates for, and supports the needs of, members; and sets the standard for excellence through top-quality professional development and mentorship, meaningful collaboration and communication, and unparalleled innovation.

New Model Overview

CASBO members inform. We listen.

Our subscription-based Organizational model is simplified, inclusive and more straightforward. Our new Career Builder model gives individuals more tools to control their own career path.

1. Every business services employee is now included in your subscription.
2. All conference and professional development discounts are yours to share with all of your business services employees.
3. You will now have a key point of contact at CASBO as your “account manager,” allowing us to provide your organization with more personalized service.
4. Communications will be streamlined and delivered to the right people with the right interests.
5. CASBO regional sections will have more robust committees and professional councils to inform CASBO direction.

Pricing

Organizational Subscription			
School Districts	Community Colleges	County Offices of Education*	Price
0 - 500 Students	0 – 15,000 Students	Class 8	\$500
501 – 2,500 Students	15,001 – 50,000 Students	Class 7-5	\$1,000
2,501 - 10,000 Students	50,001+ Students	Class 4-1	\$2,000
10,001 + Students			\$3,000
Career Builder Membership			
All Individuals			\$240

*Note: Class 4 – 1: ADA 30,000+
 Class 7 – 5: ADA 1,000 – 29,999
 Class 8: ADA <999

Organizational Subscription Benefits

- Unlimited enrollment of business services employees
- Discounts to Annual Conference, workshops, CBO Bootcamp and CBO Symposium
- Account management assistance
- Unlimited access to the CASBO digital library
- Advocacy-related communications
- Quarterly print magazine
- Bi-monthly eNewsletter
- Job listing ads
- Affinity benefits
- Ability to serve on CASBO committees and professional councils

Organizational Subscription Eligibility

The Organizational Subscription includes unlimited enrollment of business services employees within a qualifying organization,* working in the disciplines of:

- Accounting
- Chief Business Officials
- Child Nutrition
- Facilities
- Financial Services
- Human Resources
- Maintenance & Operations
- Payroll
- Purchasing
- Risk Management
- Technology
- Transportation
- Charter Schools
- Special Education

* Qualifying Organizations include public school districts and charter schools, county offices of education, joint powers authorities, community college districts, and state colleges and universities. To enroll, all business services employees must be paid by the parent entity.

Career Builder Membership Benefits

- Early-bird discount to Annual Conference
- Webinar training to enhance your skills in:
 - Résumé building
 - Interviewing
 - Personal branding
 - Presentation techniques
- Mentoring services
- 50% discount on your CASBO certification application
- Subscriptions to our school news quarterly magazine & bi-monthly eNewsletter
- Affinity benefits
- Eligibility to become a “Featured Member” on our website
- Ability to serve on CASBO committees and professional councils

Regional Section Benefits

- More Organizational Subscription employees now eligible to serve on CASBO committees and professional councils
- Enhanced ability to conduct regional-based planning with a larger collective of Organizational Subscribers
- Clarity on messaging and explained benefit of subscription model

FAQs:

Organizational Subscription

- **Who does the subscription cover?**
 - Once an organization has signed up for the CASBO subscription, all of its business services employees become CASBO members — that means anyone who is working in the 14 disciplines we support here at CASBO. We realize some districts have employees who wear multiple hats. Anyone working within those disciplines who needs our training, events, workshops or conferences will be eligible for our discounts and benefits.
- **How will discounts work now?**
 - All business services employees can receive discounts to CASBO conferences and professional development offerings, including:
 - \$250 off the full-price of Annual Conference registration, with an additional \$100 off the early-bird registration price
 - 20% off workshops, CBO Bootcamp and CBO Symposium
 - Unlimited access to the CASBO digital library

FAQs (cont'd): Organization Subscription

- How do we get started so we are ready for the new fiscal year?
 - We have simplified the process to get your organization up and running. Just reach out to us at join@casbo.org and we'll send you the application, gather information about your key contacts and start communicating with your team. Our new account management model will ensure that we have the right contacts at your organization and provide you with the tools you need to share the value and benefits of your subscription with your business services employees.

FAQs: Career Builder Membership

- Do I need a Career Builder membership if my organization has a subscription?
 - A Career Builder membership is for those individuals who want to take their career to the next level. You get access to career-building webinars and resources which aren't offered in the organizational subscription.
- I have an individual membership now; would I get a conference discount under the new model?
 - If your employer has an Organizational Subscription, then, yes, as one of its business services employees, you will get a discount to Annual Conference. As a Career Builder member whose employer does *not* have an Organizational Subscription, you will be eligible only for the early-bird discount to Annual Conference.

FAQs (cont'd): Career Builder Membership

- I'm a Distinguished Access/Executive Access member and enjoyed additional benefits; what happens now?
 - Great question! We are developing packages that extend the Career Builder membership beyond its current offerings to mirror benefits which were previously provided at our advanced membership levels. This will include a 2018 Annual Conference Package with VIP access, reserved seating and meals.

If your employer has an Organizational Subscription, your workshop, Annual Conference and other event discounts still apply. Additionally, training in our Leadership Series can be added onto any membership. We will continue to develop enhanced package offerings based on member feedback.

Next Steps

We want you all to help us spread the word, share the benefits, and encourage our existing and prospective organizations to get onboard!

- What can we do to equip you to share the news?
- What other tools do you need to assist with the transition?
- We will have:
 - Membership Update sessions at Annual Conference
 - Webinars for organizational members
 - Website updates
 - Templates for requesting updated key contacts and a value-based message to share with business services employees
- Should we schedule regional meetings with superintendents?
- Can you guide your regional section colleagues to see us at Annual Conference?

Thank You!

Questions? Here's Who to Contact:

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