

# CTA/NEA MB Leader Engagement Calendar 2021-2022



## FALL



Leaders play an important role in membership engagement and retention, helping members feel connected to our powerful voice for students and public education in California.

When engaging members with CTA/NEA Member Benefits, take advantage of free online and virtual resources available at: [CTAMemberBenefits.org/leaders](https://CTAMemberBenefits.org/leaders), [NEAMB.com/start](https://NEAMB.com/start), and order/download the **CTA Member Benefits Highlights Brochure**, updated annually. Member Benefits staff are eager to support you with trainings, webinars, tips, and other assistance. Reach us at [MemberBenefits@cta.org](mailto:MemberBenefits@cta.org) or (650) 552-5200

We understand the continuing demands on your time, so we have formulated this engagement calendar to give you ideas for including Member Benefits in your own activities. *Tip: These programs can be promoted any time of year, but here is a simple way to spread Member Benefits throughout the year!*

# Fall



## Theme: *Back-To School Welcome!*

### Top Tips – Fall

- Promote **CTA Introductory Disability Insurance for Brand New Educators and ESPs** who become CTA members for the first time between 7/1/2021 and 6/30/2022<sup>1</sup>
- Inform members of automatic benefits, such as **CTA/NEA Educators Employment Liability (EEL) Insurance**
- Order Member Benefits supplies and update websites & bulletin

*Fall is a great time to set the stage and engage members for the coming year!*

*Demonstrate the value of membership to **both new members and veterans** with Back-To-School-themed highlights.*

*Whether it's saving on school supplies for the classroom, savings at home, or professional liability protection, the beginning of the school year provides many opportunities to share!*

### Order new publications:

- Download & email or order & share the **Member Benefits Highlights Brochure** (revised annually) with all members. Log-in at [ctamemberbenefits.org/forms](https://ctamemberbenefits.org/forms) for the links to download or order CTA Member Benefits publications. Also order materials from NEA Member Benefits by contacting Sean Mabey at [smabey@neamb.com](mailto:smabey@neamb.com).

### Spruce up your Bulletin Boards:

- Order (or download) **Member Benefits posters** and other flyers. Highlight Member Benefits and the CTA 403(b) Retirement Savings Plan.
- There are a lot of non-CTA-endorsed vendors promoting their products to educators. Remind members to be on the lookout for CTA- & NEA-endorsement when meeting with benefits providers. The association takes pride in its quality standards and member advocacy.

## New Hire Orientations

- AB 119 now makes it easier for the union to request a list of new hires and to participate in new employee orientations. At your orientations this year, create new member packets. Order the **Member Benefits Folder** and insert your relevant items: **1)** collective bargaining agreement, **2)** membership form or online info [CTA.org/join](https://cta.org/join), **3)** \*CTA Introductory Disability insurance flyer, **4)** \*Member Benefits publications such as **Highlights Brochure** and **New Member Flyer**, **5)** \*\*The Standard's **Member Enrollment Brochure with application for Disability and/or Life insurance**, and **6)** a letter from the local President.
  - ✓ *Member Benefits publications are available for download:*
    - [ctamemberbenefits.org/download](https://ctamemberbenefits.org/download)
  - ✓ *Standard Voluntary Disability & Life insurance<sup>2</sup>*
    - CTA Introductory Disability insurance flyer: [stdrd.co/IntroDI](https://stdrd.co/IntroDI)
    - Enrollment Brochure: [standard.com/ctaleader](https://standard.com/ctaleader)
    - Digital New Hire Kit: [stdrd.co/digitalkit](https://stdrd.co/digitalkit)
  
- During your new hire orientations, consider inviting CTA staff and CTA-endorsed business partners to present helpful Member Benefits information. We and our endorsed partners are able to support you with **virtual resources and webinars**, as well.
  
- Let **California Casualty** help with your member engagement and recruitment activities. Consider inviting your local Field Marketing Manager to participate in your back-to-school events, new hire orientations, membership meetings and rep councils – virtually or when everyone is ready, live and in-person. Reach out to Norma Alfaro, California Casualty's Sr. Field Marketing Manager at [nalfaro@calcas.com](mailto:nalfaro@calcas.com) to learn more.
  
- Sharable Content:**
  - ❖ Newly hired members and district transfers have a special opportunity to apply for CTA-endorsed Voluntary Disability and Life insurance **without answering health questions** when applying within 270 days from starting work. Visit: [standard.com/cta/newhire](https://standard.com/cta/newhire).
  - ❖ **Register** on both the **CTA and NEA Member Benefits websites** to access members-only programs. Members will need their 10-digit CTA Member ID and the contact information entered must match the CTA database to verify membership. For **membership** related issues, contact [Membership@cta.org](mailto:Membership@cta.org). For **website** username/password resets, contact [Websupport@cta.org](mailto:Websupport@cta.org). For NEA Benefits website issues, contact [ask-us@neamb.com](mailto:ask-us@neamb.com).
  - ❖ With **CTA Access to Savings**, members will find savings up to 50% on everyday items such as meals, clothing, car care, travel, entertainment, home, garden and more, including Back-To-School supplies. Visit: [ctamemberbenefits.org/access](https://ctamemberbenefits.org/access) or download the handy flyer with instructions: [CTA Access to Savings Flyer](#).

## Member Protections:

- Highlight **CTA Introductory Disability Insurance** through The Standard. **Brand new educators and ESPs** who become members between 7/1/2021 and 6/30/2022 are eligible for 9 months of CTA Introductory Disability insurance **at no cost to them**<sup>1</sup>. Disability insurance is particularly beneficial to newer members who have limited sick leave, are often not eligible for State Disability Insurance, and may need a pregnancy leave. Visit: [standard.com/cta/newhire](https://standard.com/cta/newhire)
- Put a spotlight on special features of the CTA-endorsed Disability insurance with The Standard. For instance, a **Student Loan Benefit** and **Cancer Benefit** is automatically included! Visit: [CTAMemberBenefits.org/disability](https://CTAMemberBenefits.org/disability)
- If you have a **Flex Plan (Section125)**, warn members about providers who may try to steer them toward a product not endorsed by CTA during Open Enrollment. More information, joint advisories, and a sample communication piece for leaders can be found at [CTAMemberBenefits.org/leaders](https://CTAMemberBenefits.org/leaders).

## □ Sharable Content:

- ❖ September is *Life Insurance Awareness Month*  
CTA/NEA Automatic Member Benefits include both the **CTA Death and Dismemberment Plan** and **NEA Member Benefit Complimentary Life**. Eligible members are automatically enrolled, but are encouraged to name a beneficiary at [CTAMemberBenefits.org/dd](https://CTAMemberBenefits.org/dd) and [NEAmb.com/complife](https://NEAmb.com/complife).
- ❖ September is *Life Insurance Awareness Month*  
Don't forget about **CTA-endorsed Voluntary Life Insurance** through The Standard. Newly hired members and district transfers have a special opportunity to apply for CTA-endorsed Voluntary Disability and Life insurance **without answering health questions** when applying within 270 days from starting work. Visit: [standard.com/cta/newhire](https://standard.com/cta/newhire).

## Make it Fun!

- Plan a **virtual 'Back-to-School' event** with trivia and prizes. Liven-up your member meeting by adding in a Member Benefits overview or connecting CTA-endorsed partners and site reps. We and our endorsed partners are ready to assist with **virtual resources and webinars**, as well.
- Assist members in downloading the **MyDeals** mobile app, a convenient way to search **over 350,000 deals** and save right from your smart phone. With **CTA Access to Savings**, members will find savings up to 50% on everyday things such as food, clothing, car care, travel, entertainment, home and garden and more. Visit: [ctamemberbenefits.org/access](https://ctamemberbenefits.org/access) or download the handy flyer with instructions: [CTA Access to Savings Flyer](https://CTA Access to Savings Flyer).

CTA Member Benefits Department

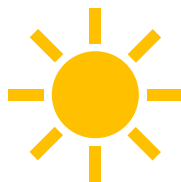
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[www.ctamemberbenefits.org](http://www.ctamemberbenefits.org)



<sup>1</sup> Brand New is defined as an educator or education support professional who has not previously worked in education in the state of California and has never been a CTA member previously. Your first employment record in CTA's membership database must be no greater than 180 days prior to your CTA membership start date. Disability insurance eligibility requirements apply. For complete terms and conditions, visit [standard.com/cta/newhire](http://standard.com/cta/newhire).

<sup>2</sup> Coverage reduces to 65% of the amount in force at age 70, 45% of the amount in force at age 75, and 30% of the amount in force at age 80. Offer not available to retirees.

The information described here is subject to all terms and provisions of the Group Policies. For costs and further details of this offer and coverage, including exclusions, benefit waiting periods, any reductions or limitations and the terms under which the policy may be continued in force, please contact Standard Insurance Company at 800.522.0406. GP190-LTD/S399/CTA.1 GP190-LIFE/S399/CTA.3 For more information, visit: [standard.com/ctaleader](http://standard.com/ctaleader)