

**California Society of Association Executives  
Education Plan 2010/11—APPENDIX A  
Professional Development Roadmap**

<b>Career Lifecycle</b>	<b>Entry Level</b>	<b>Mid-Level</b>	<b>CEO/Aspiring CEO High Level Sr. Staff</b>	<b>Experienced CEO Experienced Sr. Staff</b>
<b>Probable Demographic</b>	Millennial	Millennial/Gen X	Gen X/Boomer	Boomer/Traditional
<b>Learning Mode</b>	Orientation	Integration	Competency	Contribution
<b>Learning Level</b>	Basics/Concepts	Mid-Level/Practical	High-Level/Theoretical	Facilitated/Self Directed
<b>Socialization Stage</b>	Introductions	Expanding Social Network	Relationships Critical	Relationships Established
<b>Delivery Systems:</b>				
<b>Online</b>	CalSAE Connects/Website	CalSAE Connects/Website	CalSAE Connects/Website	CalSAE Connects/Website
<b>Annual Trade Show</b>	Seasonal Spectacular	Seasonal Spectacular	Seasonal Spectacular	Seasonal Spectacular
<b>Standalone</b>	Associations 101			
<b>Virtual Learning</b>	xPresso Ed	xPresso Ed	xPresso Ed	
<b>Annual Conference</b>		Elevate	Elevate	Elevate
<b>Regional Programming</b>		Ed Session w/Social	Ed Session w/Social	
<b>Roadshow</b>		Refresh	Refresh	
<b>Roadshow</b>		Conversations	Conversations	
<b>Virtual Learning</b>		Alliance Webinars	Alliance Webinars	
<b>Executive Conference</b>			Evolution	Evolution
<b>CAE support</b>			CAE Study Group	CAE Study Group
<b>Peer to Peer Networking</b>			Executive Breakfast/ Roundtable	Executive Breakfast/ Roundtable
<b>Executive Conference</b>				Insights