

Outcome

Establish a definition, measures, and set of general principles from findings generated by the opinions of association professionals on four specific issues surrounding member engagement.

Audience *(200 by special invitation to closed online community)*

Association executives *(primarily)* Upper management professionals *(selected)*

Selection Criteria

Geographic <i>(US-based)</i>	Type <i>(professional, trade, personal avocation)</i>	Compensation <i>(paid/volunteer)</i>	Association scope <i>(local, state, regional, national, international)</i>
Membership size	Gender	Generational	Racial Diversity

Design

Over a 6 week period, participants will have an opportunity to give their opinion on the following dimensions of member engagement:

- degree of engagement
- measurement options
- member awareness/socialization
- communication

Participants will be asked to give their opinion in an online community forum (via LinkedIn) to hypothetical scenarios relevant to each dimension. Their first response will be private via a survey collection instrument. Results will be shared in the online community for further input. Respondents are not required to reply to one another's comments.

Participants will also be asked to share their own examples or that of a colleague. These will be compiled/those involved interviewed to support the project's vignette-compilation stage.

Analysis

Information generated by the online community will be analyzed by the Institute with the support of an advisory group. Data elements will be established to allow for empirical and anecdotal analysis. Executive summaries will be offered to those who participated in each discussion for further review and comment.

At the conclusion of the initial online comment period, the community will be open for any interested association professional to participate. The findings from the subsequent formal analysis will be posted for general comment.

Final analysis will be made of all comments received and incorporated into e-publications that will be made available for wider distribution with specific opportunities (e.g. web meetings) for those interested to offer comment.

Recognition

Participants in initial stage will be publicly recognized for their involvement in two ways:

- names posted online and in the final report with opt-out provision.
- receive a special tool related to member engagement for each opinion (4 total).

Time Period *(approximate)*

Data Collection/Executive Summaries: Mid-September through late-Oct

Initial Analysis: November

Community-wide Comment: December- January

Final Analysis & Report: February