

Using Member Experience as Means of Evaluation

The following instructions will be inserted into the LinkedIn window:

Title: **Hypothetical Scenario #1: Degree of Engagement**

Instructions

Welcome!

Thank you for sharing your thoughts via this social medium.

For this phase, you will be directed to an electronic survey response tool to respond. After each response, we'll send you a link to access your complimentary gift. Once all 4 hypothetical scenarios are addressed, you'll be invited to return to a private online community to participate in an active discussion of the findings. Meanwhile, feel free to use this online community to offer suggestions on ways we can make this experience more meaningful for you

Hypothetical #1: Evaluating Actions That Build Engagement

You have an opportunity to shape the infrastructure of a fairly new membership-based organization (MBO). Your board has directed you to take actions to "expand member engagement." Your review of other organizations has revealed the following practices during the early stages of membership; revealing a pattern that in some way has generated some measure of member engagement.

Your role is to identify those actions will generate the kind of social cohesion that will result in greater member engagement in your new association.

Assume the following:

- member programs, products and services are of equal quality and responsive to need;
- a member represents the "individual" or "named representative of an organizational unit" as defined in the MBOs bylaws;
- MBO is a group that represents a population of eligible individuals or organizations that voluntarily join together to promote and protect their mutual interests; primarily advancing a body of knowledge.

Questions placed at the **END** of the scenarios – within the survey instrument:

Your role is to identify those actions (may also choose none) that will generate the kind of social cohesion that will result in greater member engagement in your new association.

Assume strategies and tools outlined have been proven successful.

1. Which actions would you choose to establish expectations among members of their role and responsibilities of membership? And why?
2. Which actions would you employ at an event to help members build greater social cohesion with one another? Why?
3. What kind of information would you seek to compile to help you foster greater engagement? Why?

Member Experience

Means of Welcoming Members: Establishing Expectations

Association for the Advancement of Awesome sends out a new member welcome packet that includes a personalized letter from the Membership Director, a packet of information including a catalog of education sessions and products, and a flyer highlighting and inviting committee participation.

National Association of Awesome Professionals sends an electronic welcome packet that includes a video welcome from the Chief Staff Executive, YouTube video links of members reporting how they've benefited from membership, and calendar of upcoming events.

Club for a More Awesome World conducts a web-meeting, co-led by member and staff, that includes a short welcome from the chief elected officer, informs members of the benefits and responsibilities of membership, guides them on how to make the kind of connections (other members/member services) that move toward goal-achievement, and finally, directs members to complete a member profile highlighting their background, expertise and achievements. A member or professional staff follows up shortly thereafter with personal contact to help member identify the best first step to experience immediate benefit.

The Awesomeness Society's members and professional staff contact new members to welcome them to the organization; answer questions; encourage them to attend an upcoming event.

Participating at an Event: Enhancing the Experience

Association for the Advancement of Awesome affix a "1st time attendee" ribbon for those who have not attended before helping volunteer leaders reach out during the meeting, welcome them and inquire, "what do you do?"

National Association of Awesome has their volunteer leaders reach out to 3 members they don't know and ask, "Who are you?", "What prompts you to be a member?" and "What are your greatest concerns/interests in the profession/trade." The answers are reported to the chief staff executive for follow-up, reference, and possible future involvement.

Club for a More Awesome World has volunteer leaders reach out as above. They also incorporate several lightly structured activities during specially selected times to help members find others who share areas of similar interest; also reinforce to members the importance of communicating their needs/goals to other members/volunteer leaders as means to make connections with member(s) and information that can be of greatest support.

The Awesomeness Society has members greet participants at the registration desk. They assign members to serve as table facilitators at meals (with topics of discussion if needed) to support lively discussion. Members who introduce educational speakers encourage fellow members to introduce themselves to those sitting nearby.

Member Database: Member Information

Association for the Advancement of Awesome collects the members' contact, purchase, and volunteer information.

National Association of Awesome collects member contact, purchase and volunteer information.

Club for a More Awesome World collects member contact, purchase, volunteer information along with a fairly detailed member profile of background, expertise and achievements.

The Awesomeness Society collects member contact and purchase information.