Benefits that Make Us Relevant

Alecia Patton, Arkansas Water Environment Association
Bad Press

To Stay Relevant, Professional Associations Must Rebrand
https://hbr.org/2010/01/to-stay-relevant-professional-associations-must-rebrand
Jan 8, 2010 - According to the American Society of Association Executives — yes, there’s an association for associations — association membership is declining across the board. The recession certainly didn’t help, but cost-cutting isn’t the only reason for the decrease. Social networks now provide easy and convenient ...

Leverage Your Assets: Stem The Tide Of Declining Membership | XYZ
https://www.xyzuniversity.com/.../leverage-your-assets-stem-the-tide-of-declining-mo...
Leverage Your Assets: Stem The Tide Of Declining Membership. The staff and volunteer leadership of today’s professional associations are faced with two related realities. One, Generation Y is on the cusp of taking over from the Boomers as the most significant cohort in the economy; making them the future of membership.

Membership Marketing Blog: Solutions to a Declining Membership
membershipmarketing.blogspot.com/2011/07/solutions-to-Declining-membership.html
Aug 2, 2011 - So here we go with some thoughts on what to do about a declining membership. I have been doing membership consulting for over twenty five years. During this time, I have noticed that organizations tend to react to membership declines with two types of responses. The first response is to demand action ...

Time For Associations To Trade In Their Past? : NPR
https://www.npr.org/2011/05/25/13646070/time-for-associations-to-trade-in-their-past
May 25, 2011 - Traditionally, the trade association has served as a clearinghouse for its members — a not-for-profit entity that enables its members to share ... “Meanwhile, they bemoan the fact that membership is declining; that the Millennials seem to have little time or inclination to join them; and that the world is just...

Declining membership spurs bid for association change | CEO Update
Jun 14, 2012 - Graham said the membership issue affects trade associations and professional societies in different ways. ... Because of aging membership and changes in the industry, AHA’s membership has been declining about 1 percent a year for “a long time,” he said, though the group has managed to keep revenue ...

Solving Membership Retention Decline - eBallot
https://www.eballot.com/blog/solving-membership-retention-decline
Jul 7, 2017 - In an HBR article that encourages association executives to take a product strategy approach to membership relevance, Denise Lee Yohn notes how “the proliferation of online content has led to vast and often free access to the types of information, insights, and training that professionals used to be able to...
Questions Not Answers

- Demographics
- Research
- Strategy
Demographics
YOU GET A FOCUS GROUP, YOU GET A FOCUS GROUP

EVERYONE GETS A FOCUS GROUP
## Taking Action

### Strategic Plan: Mission, Vision, Objectives, Goals, and KPIs

<table>
<thead>
<tr>
<th>Objective</th>
<th>Goals</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Develop an engaged membership that is representative of the multiple practice areas of the water environment industry.</td>
<td>a. Increase the percentage of WEF members who actively participate in key strategic areas of WEF and use WEF services.</td>
</tr>
<tr>
<td></td>
<td>b. Increase the number of members from sectors that are currently under-represented: academics/researchers, operators, stormwater, young professionals, and students.</td>
</tr>
</tbody>
</table>
Strategic Goals

S – Specific
M – Measurable
A – Achievable
R – Relevant
T – Time-constrained

Cascading

Critical Objective
1. Develop a membership that is reflective of the water environment industry.

Association Goal
1.1. Increase Young Professional membership by 20% in 2018.

Committee Goal
1.1.1. Increase social media platform followers by 15%.
1.1.2. Increase weekly engagement by 10%.

Personnel Goals
1.1.2.1. Joe and Sara download and set up HootSuite to help manage all social media accounts and maintain consistency in the 1st quarter.
1.1.2.2. The Social Media Team creates and designs a social media “following” contest with sponsored prize in the 2nd quarter.
1.1.2.3. Chairperson liaisons with the Membership Committee Chair to discuss them submitting a monthly Member Highlight in the 2nd quarter.
### KPIs - How Did We Do

<table>
<thead>
<tr>
<th>Goals</th>
<th>Measures</th>
<th>Targets</th>
<th>Frequency</th>
<th>Source</th>
<th>Year To Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase number of young professional members by 20%.</td>
<td>Number of new young professional members within one year</td>
<td>28%</td>
<td>Monthly</td>
<td>Membership database report</td>
<td>10%</td>
</tr>
<tr>
<td>Increase the number of followers on Twitter by 20%.</td>
<td>Number of new followers on the Twitter platform.</td>
<td>20%</td>
<td>Monthly</td>
<td>Twitter engagement email</td>
<td>5%</td>
</tr>
</tbody>
</table>
Group Work

- Join a table
- Choose a demographic
- Interview
- Create a strategic goal and KPI
- Present
Thank You

If you have questions, please contact me at alecia.patton@wwu.com