

We Are Not Alone: Membership Trends

CSAP Fall Conference

November 19, 2014
Hyatt Regency Orlando

Hello!

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Disclosure

I am a paid employee of ASHA.

Tweet!

Mike's Username: @mskiados

ASHA's Username: @ASHA_Events

Convention Hashtag: #ASHA14

Trends

1. Relevance
2. Benefits
3. Engagement
4. Millennials
5. Community
6. Curation
7. Mobile

McKinley Advisors

“What do your members really value?”

Patrick Glaser, MPA, MA

Director of Research

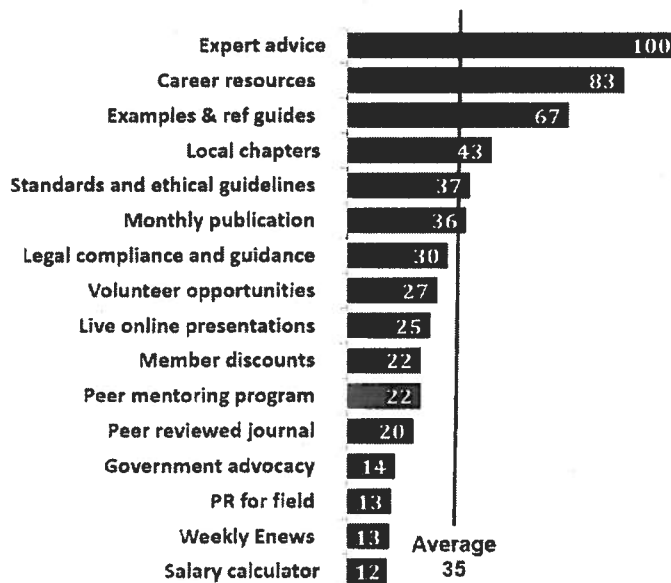
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www.mckinley-advisors.com

Key 'Learnings'

1. **Members v Non:** Members of associations tend to have higher levels of job satisfaction, a greater sense of purpose and more optimism in their careers than do non-members.
2. **Value Proposition:** Practical advice (how to do your job) are the most valued resources, followed by career-oriented benefits, news and trends, and good-of-order. Existing benefits may be retrofitted with new features (e.g. add "ask the expert" column to enews).
3. **Good-of-the-Order benefits** (e.g., standards, advocacy): are valued, but less so than tangible benefits.
4. **Perception:** Working professionals overwhelmingly view associations to 'be about' networking, but they most value tangible, practical benefits.

Value of Benefits



Trend 1: Relevance

Delivering
valuable and timely
programs, products, and services
which your members
can not get somewhere else

Relevance

- How can you make your organization relevant to current and potential members?
- How do you get a message out to them and make them care or act upon it?
- How can you support them in their profession?
- How to help them be the best they can be?

How do you do this?

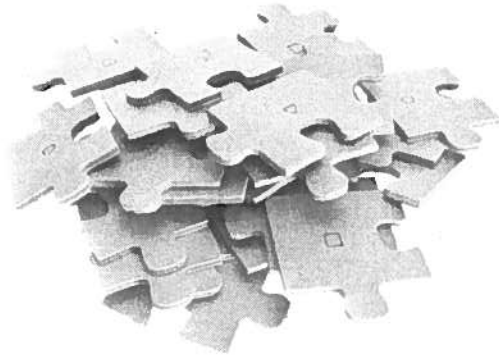
- **Organizing** your offerings into a value proposition
- **Engaging** members in activities they care about
- **Helping** them achieve the highest level of professionalism

ASAE: The Center for Association Leadership
Libby Bingham, CAE, Senior Manager, Learning

Trend 2: Benefits!

Features vs. Benefits

Features



Benefits



ASHA

ASHA's Mission is empowering and supporting audiologists, speech-language pathologists, and speech, language, and hearing scientists through:

- advancing science,
- setting standards,
- fostering excellence in professional practice, and
- advocating for members and those they serve.

You!

You are empowered and supported

You have access to the most advanced science

You are connected to more than 173,000 of your CSD peers

Benefits of ASHA

Trend 3: Engagement

It
fixes
everything!

Define Engagement

- Involvement
- Interaction
- Intimacy
- Influencer

Trend 4: Millennials

We need to get more
young professionals
as members!

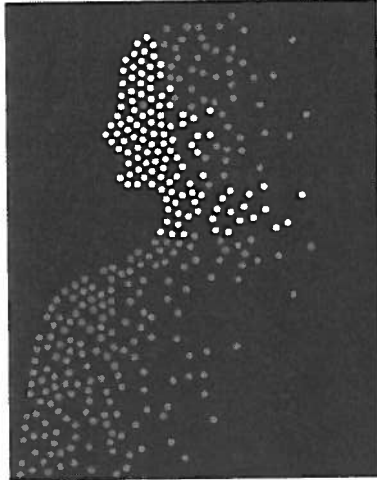
Young Professionals

- Unemployment rate for 18- to 29-year-olds is 15%
- As many as half are underemployed or working in jobs unrelated to their college degrees
- Historic debt levels

Laurence Steinberg (Sept 19, 2014)
The Case for Delayed Adulthood,
The New York Times

The Case for Delayed Adulthood

SEPT. 9, 2014



© Justin/General

Gray Matter

ONE of the most notable demographic trends of the last two decades has been the delayed entry of young people into adulthood. According to a large-scale national study conducted since the late 1970s, it has taken longer for each successive generation to finish school, establish financial independence, marry and have children. Today's 25-year-olds, compared with their parents' generation at the same age, are twice as likely to still be students, only half as likely to be married and 50 percent more likely to be receiving financial assistance from their parents.

People tend to react to this trend in one of two ways, either castigating today's young people for their idleness or acknowledging delayed adulthood as a rational, if regrettable, response to a variety of social changes, like poor job prospects. Either way, postponing the settled, responsible patterns of adulthood is seen as a bad thing.

Twitter!



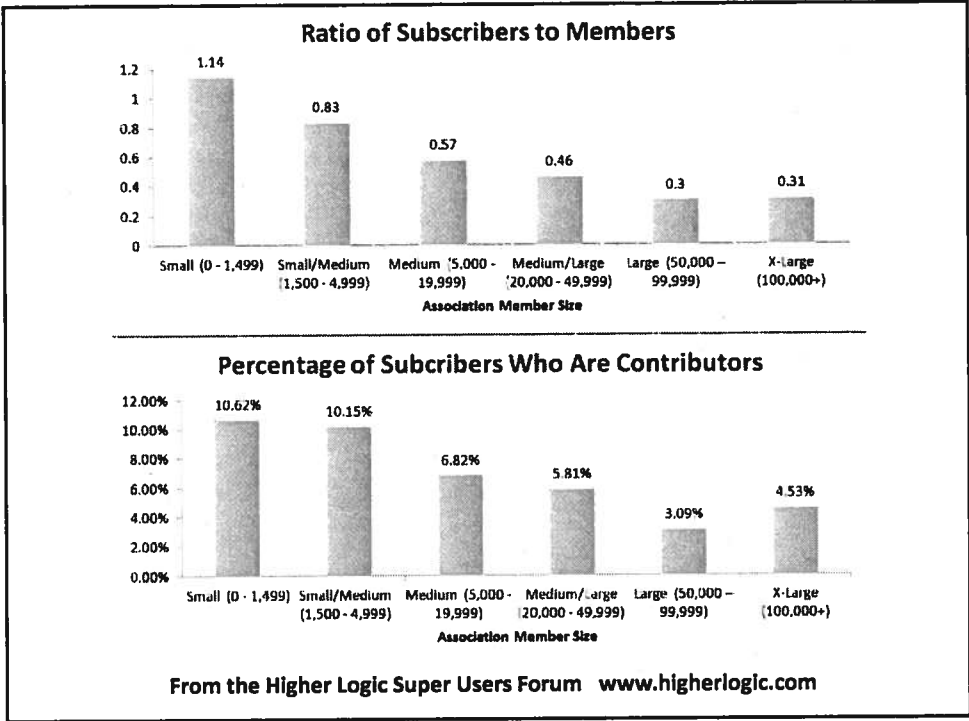
Social Media?

A hip tweet isn't going to get that struggling 25-year-old intern a full-time job in your field

Joe Rominiecki, "Delayed Adulthood: The Hidden Root of Your Young-Member Struggles"

Trend 5: Community

Face to face and online communities allow members to connect with who and what they want to connect with.



Community = Connection

Help the member
CONNECT
 With the
CORRECT
 People and resources

Trend 6: Curation

"We are all overloaded with information coming from a range of sources. But, why do people or companies join associations? To be part of a group, to be "in the know," to have an organization represent them. When we communicate with our members, it's important that we remind them about how we serve them. For example, you can't just tell your members that a piece of legislation has been proposed; you have to give them analysis of what that bill is, how it may impact them and the industry at-large. Most importantly you have to tell them what their association is doing about it. So we must be thoughtful and strategic when communicating to our members."

Susan Neely, CAE president and CEO of the American Beverage Association

Soda out of schools?!



We Deliver



COMMITMENTS CHOICES IN COMMUNITIES UPDATES



We've Removed Full Calorie Sodas From Schools Nationwide

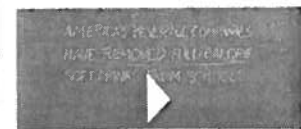


We made a promise to parents that we would change the beverages offered in schools. And we delivered the National School Beverage Guidelines, which removed full-calorie sodas from schools and replaced them with a range of lower-calorie and smaller-portion choices. With help from schools across the country, implementation of these guidelines has led to significant results.

90%
fewer beverage
calories in schools
nationwide.

AMERICAN BEVERAGE COMPANY
2012-2013 SCHOOL YEAR
NATIONWIDE DATA

[Read Our National School Beverage Guidelines](#)



Trend 7: Mobile



Mobile has...

Shifted the experience

Associations design experiences for members

Now members can design their experiences themselves

Trend Recap

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Trends

Questions

Answers

Conversation

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