

Hypothetical Scenario

Using Member Experience as Means of Evaluation

The following instructions will be inserted into the LinkedIn window:

Title: Hypothetical Scenario: Degree of Engagement

Instructions

Welcome and thank you for sharing your thoughts via this social medium.

To answer this scenario, consider that you have been given an opportunity to guide the development of a new organization, including defining its cultural norms. In looking for best practices, two options emerge. Neither is perfect, but your role is to analyze which would generate greater member engagement.

These scenarios should be read and evaluated for their own inherent ability to generate engagement; assume strategies and tools proven successful exist.

Assume the following in each case:

- member benefits are of equal quality and responsive to need;
- member represents the “individual” or “named representative of an organizational unit” as defined in the MBOs bylaws;
- association means represent a population of eligible individuals or organizations that voluntarily join together to promote and protect their mutual interests; primarily advancing the body of knowledge.

Working Draft – Option 2

Please click on the link to review them; then return to this LinkedIn page to report which you believe would generate a greater degree of member engagement and why.

Link offered takes participant to the hypothetical scenario on the next page.

Scenario 1

Organization fulfills mission by producing, marketing and disseminating information and knowledge through its programs, products, and services to individuals in various roles (members, customers, donors and constituents).

When Member Mel (MM) joins, he receives a new member welcome packet that includes a personalized letter from the Membership Director, a member benefits brochure, a calendar of upcoming events, and a flyer of volunteer/committee opportunities. Other than an email request to complete a 90-day new member satisfaction survey, MM receives routine digital and print communications (upcoming events, product promotions, legislative updates, etc.) from the association.

When MM opts to attend the association's annual event, he notices a "1st timer" ribbon has been placed on his badge. Some leaders do welcome him to the association; that is the limit of the discussion. But for those points of contact, MM finds himself pretty much on his own to reach out and meet fellow members. For the duration of the conference, the conversations that MM has are primarily superficial.

After the meeting, MM receives another request to complete a satisfaction survey. He is encouraged to visit the association's online community group; beyond that he continues to receive promotions for other upcoming events, product promotions, legislative updates, and an invitation to apply for possible appointment to a committee/ board position.

Scenario 2

Working Draft

Organization fulfills mission by building the capacity of individuals within the member universe through meaningful interaction with other members; while also producing, marketing, and disseminating information and knowledge through its programs, products and services.

When Member Matilda (MM) joins, she receives a personalized welcome letter into the membership community from the Current Chief Elected and Executive Officer. In it, she is notified to expect a call/webconference from either a fellow member or staff professional for the purpose of completing a member profile; purpose of doing so is to help her make immediate connections that will matter most to her, learn more about her specific interests and goals; and learn more about her background and areas of expertise.

During that conversation, MM learns the benefits and responsibilities of membership; and how to make connections with other members and to the association's member benefits that will be of greatest benefit to her specific needs. She is given the name of at least one member who can support her most immediate stated needs (a corresponding email is sent to that member) to initiate the connection.

Because of the advice received, MM opts to attend an upcoming event; she knows her "peer mentor" is also attending and will help her meet other colleagues. While at the meeting, she participates in a number of finely crafted activities that help her get to know even more members beyond their name, company and location. Educational sessions are designed to enlist her participation – thus sharing her knowledge and expertise. This prompts other members to introduce themselves to her. Volunteer leaders approach her during social events to inquire about her background, goals, and time availability.

Upon return from the conference, she is asked to complete a satisfaction survey. It asks her to report whether and/or how the information and connections at the conference helped her achieve her goals. Shortly thereafter, she receives a personal invitation from a volunteer leader to become part of an upcoming project that aligns with her interests.

Within 90 days of her membership expiring, MM receives her first electronic dues renewal invoice; with a special request to complete an evaluation interested in learning just whether or how it has helped her achieve her most immediate goals.