

Enhancing the Member Experience



September 27, 2011

This webinar is sponsored by the Society for Public Health Education

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Questions?



- All participants, except the host and panelists, are muted.
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Society for Public Health Education

10 G Street NE; Suite # 605

Washington, DC 20002

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Enhancing the Member Experience

- Moderator

Candice Leeper

SOPHE Student Intern

Oklahoma State University

Today's Speakers:

- Presenters

Nicolette Warren, MS, MCHES

- SOPHE, Director of Health Equity

Celena NuQuay, MA, CAE

- SOPHE, Director of Membership and Marketing

Today's Agenda:

<u>Time</u>	<u>Activity</u>	<u>Presenter</u>
2:00 - 2:05 pm	Welcome & Introduction	Nicolette Warren, MS, MCHES
2:05 - 2:25 pm	Membership & Marketing Strategies	Celena NuQuay, MA, CAE
2:26 - 2:57 pm	Membership & Marketing Assessment	Nicolette Warren, MS, MCHES
2:58 - 3:00 pm	Questions & Answers	

Objectives



At the end of this webinar, participants will be able to:

- Describe at least two touch-point communication strategies to recruit and sustain members interested in the field of health education
- Discuss the value of segmented communication to develop membership marketing plans for members interested in the field of health education
- List the key strategies to evaluate and promote the benefits of engagement to membership marketing for future members interested in the field of health education

Why People Join



Key Myths:

- Myth 1: People join for discounts.
- Myth 2: Students and Young Professionals (Gen X & Y) don't join.
- Myth 3: US based organizations are of no value to international participants.

Why People Join



Primary Reason

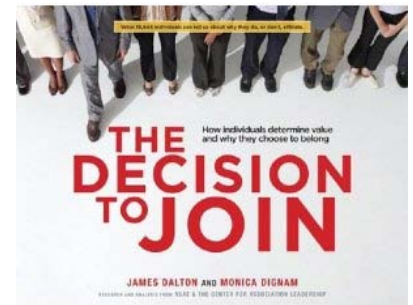
Individuals join associations to associate with like-minded individuals and advance their collective personal and professional interests.



Why People Join

Most Important function of an association, chapter, community, or society

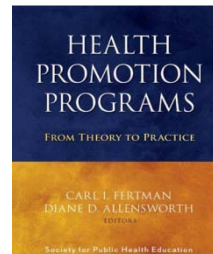
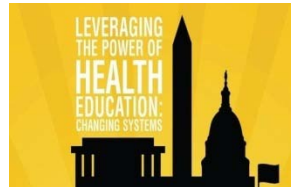
1. Providing training/professional development
2. Networking
3. Providing technical information to members
4. Providing timely information about the field to members
5. Representing the field or profession to the public
6. Representing the field or profession to the government
7. Creating and disseminating standards of practice
8. Representing the field within the industry or discipline
9. Providing certification opportunities



Why People Join SOPHE

Primary reasons from 2011 Membership Survey

1. Keeping up to date on health education news
2. Networking with colleagues
3. Professional identity
4. Accessing print SOPHE journals
5. Accessing SOPHE journals online



What does this mean for a SOPHE Chapter or community?



Know your members, Know your community, Know your audience

1. ASK – official survey, informal discussions, focus groups
2. LISTEN – what are current members, nonmembers, former members saying
3. PROCESS – identify what they value, how they like to learn, what they need
4. ADAPT – enhance your services



What is a touch point strategy?



Describes the interface between an individual and/or organization with a product, a service or a brand both before, during and after a transaction.

“Everyday we’re saying, how can we keep the customer/member happy, because if we don’t someone else will.”



What are examples of touch-point experiences in an association, chapter, community, region or society?



- The ease or lack of ease in finding material on one's website
- The relevance and timeliness of one's newsletter
- The ease or lack of ease of registration at one's meeting, workshop, seminar, webinar or event.
- The smile and/or tone of voice on the other end of the phone, staffing the registration desk or passing out programs or evaluations at the door.
- The tone and quality of written communication either in electronic or print format.

What are examples of SOPHE national's touch-point communication strategies to recruit and sustain members?



- Regular reminders encouraging membership renewals at 90 day, 60 day, 30 day intervals with a follow-up phone call during a member's grace period.
- Updates on key information in the profession through web-based newsletters
- Rotating information on the home-page of the website to keep it fresh, accurate and encourage multiple visits
- Social media posts by SOPHE staff, and encouragement of peer-to-peer sharing on Facebook, Twitter, LinkedIn and www.sophecommunity.org.

When developing a touch-point communication strategy, what are the key considerations and elements of the strategy

Communication Preferences

Relevance of Content

Audience Segmentation

Needs Assessment

Success Tracking

The Key Aspects of Enhancing Your Member's Experience



Know what they value

Deliver the product, or service in a way that benefits them

Establish a Personal Connection

Make your member's lives easier

Be the best at what you do for your members



Key Factors to Consider to Improve the Member Experience

Assessment

- Consider the organization's strengths, weakness, opportunities and threats (SWOT Analysis)

Case Support

- What?
- So What?
- Now What?
- What's in it for me?

What?

- What is the need that you are meeting?
- Who is affected?

So What?



- What happens to people because of this problem/need?
- Why is it important that you meet this need?
- What will your existence do for the state/region?

Now What?



- How do you go about meeting this need?
- What solutions do you offer?
- Why are you the unique group that should do this?
- What will it cost?

What's in it for me?



- This is the biggest question
- Purpose: To match interest level and commitment is absolutely essential to increase the potential for success in membership satisfaction.





Evaluation Plan

Evaluation Plan

- Did group meet its goal?
- Did group meet the prospects and donor (membership) contact goal?
- What was group's response rate (direct mail, electronic communications)?
- Which membership strategy/tool were most effective?
- Was group's team prepared and engaged?
- How effective was the group's leadership?
- What were the three biggest factors in the success/challenges?
- If group were starting again today, what would group change?



Promotional

Promotional



- Develop a comprehensive communication plan
- Build relationships with associations/organizations that focus on the issues that the group's mission addresses
- Develop a comprehensive web communication strategy

Promotional

- Develop public awareness strategies
- Develop media and public awareness strategies around group's new program initiatives
- Create the following collateral materials: case statements, re-design of website, develop new brochure, video, public service announcements

Promotional



- Produce at least twice a year a new development (newsletter)
- Develop new collateral materials to celebrate (annual campaign)
- Develop a plan for national branding and outreach with implementation

Promotional

- Build the brand and define the message and set strategy for communicating the brand
- Enlist media outlets locally and nationally

SOPHE Chapter Member Experience Examples



- Ohio SOPHE Chapter – Carol Gill
- Great Lakes SOPHE Chapter – Heather Alberda
- Northern California SOPHE Chapter – Robert Rinck
- North Carolina SOPHE Chapter – Doranna Anderson



Questions?



- To submit a question, click on the **?** button and type in your question.

Thank You!

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