

Membership Experience Committee

2022

Chair(s):

Stu Kushner, CAE, KDP
Co-Chair TBA

Charge

The Membership Experience Committee plays an important role in ISAE's ongoing efforts to enhance the overall member experience. This committee serves as the backbone for establishing a member experience that is consistent and fruitful for members of all types and tenures in the association. Additionally, the committee assists ISAE staff in building, reevaluating and identifying opportunities to improve engagement strategies as well as ensuring that attendees feel welcomed at educational and social events.

Composition

Committee chair and co-chair are appointed by the ISAE President. All committee members shall be members in good standing of the association. The make-up of the committee should be a diverse representation of the ISAE membership. Prior professional experience in a membership role is not required to join this committee.

Committee members must act in the best interest of ISAE in executing their duties, keeping in mind the needs of ISAE members rather than political or personal motivations.

Term

The term of appointment is January 1 – December 31. All committee members should expect to contribute an average of 2-3 hours per month, with variation depending on assignments taken on and events attended. The committee typically meets once a month, in person or via conference call/video.

Benefits

Committee members will benefit from staying abreast of current issues, events and engagement strategies of the non-profit association industry, building their professional networks with ISAE members and contributing to the betterment and growth of the profession and the association.

Committee Responsibilities and Ongoing Tasks

- Please note: a member satisfaction survey will be sent in January 2022, which will be used to determine why members are or are not proud to be part of the ISAE membership, as well as the unique value viewed by members.
- **Q1 2022**
 - Define current "unique" value proposition after reviewing survey results
 - Determine why members are proud or not proud based on survey results
 - Determine what current member benefits are or are not being used.
 - Recommend changes based on survey results
- **Q2 2022**
 - Benchmark data for "proud to be" and "unique value" metrics
 - Monitor recommended changes and provide support to staff as needed in implementation.
 - Review and fine-tune member onboarding process
 - Gain clarity on our markets and personas
- **Q3 2022**
 - Determine committee leadership for 2023
 - Evaluate progress and effectiveness of changes recommended in Q1
- **Q4 2022**
 - Update member satisfaction survey for 2023

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Staff Responsibilities

- Maintain committee roster
- Execute engagement/membership experience strategies recommended by the committee
- Schedule committee meetings, working with co-chairs to develop agendas and complete meeting minutes
- Provide support to the committee throughout the year
- Provide the committee documents, lists and rosters as requested.