

# Membership Experience Committee

2023

## Chair(s):

Ashley Shank, Raybourn Group International  
Tony Robinson, First Resource, Inc.

## 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 welcome 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 December 2022, which will be used to determine how members interact with ISAE, what value they place on their membership, and how the association can address members' professional development needs.
- **Q1 2023**
  - Review and brainstorm ways that ISAE members can engage with the association and with each other virtually
  - Review member satisfaction survey and recommend changes based on results, particularly in areas that impact a member's career as an association professional.
- **Q2 2023**
  - Provide recommendations to the Board of Directors regarding the 2024 – 2026 Strategic Plan in the areas of member engagement
  - Build resources that support ISAE members as they navigate their association professional career
  - Monitor recommended changes from the member satisfaction survey and provide support to staff as needed in implementation.
- **Q3 2023**
  - Determine committee leadership for 2023
  - Review and fine-tune member onboarding process

## Indiana Society of Association Executives (ISAE)

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- Evaluate progress and effectiveness of changes recommended from the member satisfaction survey in Q1
- *Additional responsibilities and tasks may be added as the 2024 – 2026 Strategic Plan is finalized*
- **Q4 2023**
  - Update member satisfaction survey for 2023
  - *Additional responsibilities and tasks may be added as the 2024 – 2026 Strategic Plan is finalized*

## Staff Responsibilities

- Create and organize a Membership Experience Committee Google Drive
- 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.