Membership and Technology

2013 National Congress on Science Education
Saturday, July 20, 2013
San Juan, Puerto Rico
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Senior Manager, Chapter and Associated Group Relations
What we’ll discuss today…

• Review results of 2013 Chapter/Associated Group Survey with a focus on membership
• Talk about how membership models are changing and “what’s the word on the street?” in the general association word
• Discuss ideas NSTA are pondering to assist its chapters and associated group partners
• Information-sharing session: Technology!
  – What are some systems out there that small-to-mid size organizations use to help with day-to-day operations?
  – What systems are YOU using to make your lives easier as leaders or staff running your organization
2013 NSTA Chapter Associated Group Needs Assessment Survey

First, a little background:

- Comprehensive survey, focused on key areas of association management: board relations, membership, programming, communications, advocacy/PR/PA, financial management.
- 42 out of the 93 chapters and associated groups participated
- Discuss ideas NSTA are pondering to assist its chapters and associated group partners
- General observations (we already know):
  - Chapters/Associated Groups volunteer-run (81%)
  - Large boards – 11 members or more (64%)
  - Training “on the job” (86.7%)
  - Membership stagnant or declining (almost 60%)
So, what about Membership Specifically?

- The survey ended with two-open ended questions:
  - What are your top three challenges?
  - What immediate need can NSTA assist your org with?

MEMBERSHIP

Acquisition  Engagement  Retention

Young professionals or “The Graying Effect”
Membership and the 2013 Survey

Areas of struggle:

• Of those surveyed, many do not set membership growth or retention goals (71%)
• Most are unfamiliar with how to calculate current rate of acquisition and retention (31% and 47% respectively)
• Many confess to doing a better job in promoting membership to K-12 teachers than preservice, informal, retired and school/district administrators
Membership and the 2013 Survey

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And much like NSTA, many educators look upon the chapters as a conference, not necessarily a professional membership organization –
"Are you going to NSTA this year?"
Technical help is on its way (which we’ll talk about next), but let’s talk about the future of membership organizations…

In addition to these questions (or beyond them):

- How can we get more members?
- How do we deal with poor retention?
- How do we market to both members and non-member?
- How can we engage preservice and new teachers?
- What can we do to have more members volunteer for leadership positions?
- How can we meet our members needs?
- ????

Association execs are asking the following questions…
The future of membership models
(let’s do some visioning)

”Are membership organizations even relevant given how easy it is to develop informal communities?”
”What about the freemium model?”
”Why is it SO hard to engage younger generations?”
”Are the current Member-Centric Business Models killing associations?”

Questions offered up by Jeff DeCagna, an association strategist:
1. What will it take for your organization to thrive over the next decade and beyond?
2. What will it take for your stakeholders* to thrive?
3. Why should stakeholders want a relationship** or association with your organization?
Where associations are now…
and where they are going

Current Business Models-
- Entitlement on both sides
- Satisfied with transactional relationships
- Depends on exclusion instead of inclusion (consider member types)
- Dependence on hierarchies
- Continued focus on/engagement of more experienced stakeholders
- Outdate learning models

When considering future models-
- Respect the stakeholder has a LOT of choices
- Value the relationship
- Create a welcoming organization – open to everyone’s ideas
- Create avenues for good ideas and participation
- Get to know what younger generations want/need
- Develop an integrated PD and training program
More specifically for NSTA’s partner organizations

What is it that your organization can offer to your key stakeholders that no other organization can provide? (Synergy that can’t be created online; expertise that can’t be found by “googling” it; relationships requiring ongoing development, etc.)

That’s your organization’s sweet spot!
Questions
NSTA projects in development and Ideas under discussion

In development:
✓ Organization/leadership development from NSTA
  ✓ Blended training sessions (live/webinar/podcasts) on member marketing, future models, engagement, etc.
  ✓ Articles/blog posts in Field Reports and on NSTA Blog
  ✓ Web portal with resources for chapter/associated group leaders
✓ Learning Center sites (to extend member benefit)
✓ Micro-sites
✓ Formalize eBlast service/MOUs
NSTA projects in development and Ideas under discussion

Ideas Under Discussion:

 ✓ Joint membership agreements (outside of current model for area and national conference)
 ✓ Extend partnerships with NSTA service providers to chapters/associated groups (for emessaging, webinars, etc.)
 ✓ Formalize “Science-Store-In-A-Box” service for chapters and associated groups
 ✓ Providing database and/or conference registration management
Technology (Member databases, eMessaging systems, etc.)
Why?

What are you doing to save time?

To become more efficient, more effective organizations
Quick Survey…

What type of system is your organization using?

- Accepting printed applications/hardcopy filing system
- Excel, Lotus 1-2-3 or similar spreadsheet application
- Access, FoxPro or similar relational database system
- NetForum/Avectra, Memberclicks or Wild Apricot or a similar web-based association management system
### Association Management/Member Management Systems (Medium-sized systems)

<table>
<thead>
<tr>
<th>System</th>
<th>Cost</th>
<th>Other info</th>
</tr>
</thead>
</table>
| **Avectra**:
  [www.avectra.com](http://www.avectra.com) | **Monthly fee**: based on number of users $125 a month per user (annual contract required) | Member management; event registration; online community/social media. Little ability for customization |
| **i4A (Internet4Associations)**:
  [http://www.i4a.com](http://www.i4a.com) | **Monthly fee**: based on number of users ($99 a month per user) | Web development/management; Members management; event registration; AR tracking; broadcast e-mail |
| **Affiniscape**:
  [www.affiniscape.com](http://www.affiniscape.com) | **Annual fee**: Approximately $10k a year with $7k for consulting | Full service association management system – driven by consultants and customized to organization’s needs |
# Association Management/Member Management Systems (Small-sized systems)

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<th>System</th>
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<tbody>
<tr>
<td><strong>MemberClicks:</strong>&lt;br&gt;www.memberclicks.com</td>
<td><strong>Set-up fee:</strong> ranges from $895 to $1995; <strong>Monthly fees:</strong> range from $135 for 300 member/900 non-member contacts; $395 for 10K members/30K non-member contacts (plus transaction fees)</td>
<td>Web development/management; Members management; event registration; broadcast e-mail</td>
</tr>
<tr>
<td><strong>YourMembership:</strong>&lt;br&gt;www.yourmembership.com</td>
<td><strong>Set-up fee:</strong> $1495; <strong>Annual fee:</strong> $5995 (unlimited number of records; unlimited admins/users)</td>
<td>Member management; social networking capabilities; limited event registration features</td>
</tr>
<tr>
<td><strong>Tendenci:</strong>&lt;br&gt;www.tendenci.com</td>
<td><strong>Set-up fee:</strong> $2000; <strong>Monthly fees:</strong> range from $200 (500 records) to $4000 (2500)</td>
<td>Focus on member management and registration</td>
</tr>
<tr>
<td><strong>Wild Apricot:</strong>&lt;br&gt;www.wildapricot.com</td>
<td><strong>No set-up fee; Monthly fees:</strong> range from $25 (250 records) to $200 (15K records)</td>
<td>Full-service association management system (includes limited financial management component); social networking function is also limited</td>
</tr>
<tr>
<td><strong>Membee:</strong>&lt;br&gt;www.membee.com</td>
<td><strong>Set-up fee:</strong> $2499; <strong>Monthly fees:</strong> start at $99 (increases with the number of users)</td>
<td>Web development/management; membership management; event registration</td>
</tr>
<tr>
<td><strong>Z2 Systems/Neon:</strong>&lt;br&gt;www.z2systems.com</td>
<td><strong>No set-up fee; Monthly fee:</strong> ranges from $30 (250 records/one user) to $200 (over 50K records/10 users)</td>
<td>Full-service association management system</td>
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Issues to consider when researching association/membership management systems

Operating budget: That goes without saying. Consider costs associated with:

- Start-up or set-up fees (*if applicable*)
- Consultants and training (*if necessary*)
- Hidden charges associated with software updates
- Regular increase in fees (*research!*)

Total number of records:

- Members and non-members, but also contacts, meeting attendees, subscribers and the largest number of members you could have.
Information-sharing time: Are any chapters/associated groups using these systems or others? Feedback?
Other Useful Software Systems for Associations

**E-marketing systems:**
- Many full-AMS systems will have a component that includes e-marketing
- The systems outlined here are standalone systems; many claim to work with AMS/MMS systems easily

**Event registration systems:**
- These systems include online registration (including credit card processing), event marketing (some including websites) and tracking reports
- Newer and simpler systems (like Event Brite) have no set-up fees, etc. but charge a per transaction fee once registrations are processed/approved

**Surveys/Forms:**
- Use these systems to develop membership applications, surveys, evaluations, polls, registration forms
- Some systems allow integration to online merchant accounts (PayPal, Authorize, Google Checkout, etc.)
Other Useful Software Systems for Associations

Event Registration, Event Marketing, Social Media
- Costs: Free to sign-up; $3.95 fee/attendee
- Note: Organization pays after registrations are accepted

Event Registration, Event Marketing, Social Media
- Costs: Free for free events; 2.5% of registration price plus $.99 per transaction
- Note: Allows organization to use their system or PayPal, Google, etc.

Offers Event, Membership Management, Communities
- Costs: ???
- Notes: Recently merged with ActiveNetworks (Club/Non-profit management member management system)

Offers Event, Marketing, Survey
- Costs: ???
- Notes: Two year minimum contract
Other Useful Software Systems for Associations

<table>
<thead>
<tr>
<th>Software</th>
<th>Description</th>
<th>Costs</th>
<th>Notes</th>
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<tbody>
<tr>
<td>Constant Contact</td>
<td>Offers Email Marketing and Online Survey</td>
<td>$15/month for up to 500 email addresses</td>
<td>Has interactive learning center</td>
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<tr>
<td>Informz</td>
<td>Offers Email, Online Surveys, Secure Voting</td>
<td>Based on need and records</td>
<td>Large associations/non-profits use</td>
</tr>
<tr>
<td>iContact</td>
<td>Offers Email Marketing</td>
<td>Free up to 500 email addresses; $10/month</td>
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<td></td>
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<td>for over 500 up to 10,000</td>
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<tr>
<td>MailChimp</td>
<td>Offers Email Marketing</td>
<td>Free for 2,000 stored e-mail addresses</td>
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<td>12,000 send limit; 500 email addresses</td>
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<td></td>
<td></td>
<td>unlimited sent messages</td>
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## Other Useful Software Systems for Associations

<table>
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<tr>
<th>Software</th>
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<tbody>
<tr>
<td>SurveyMonkey</td>
<td>Offers Online Survey</td>
<td>Free (10 questions/100 responses per month); $16.99/month (Unlimited questions/unlimited responses)</td>
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<tr>
<td>Zoomerang</td>
<td>Offers Email, Online Surveys, Secure Voting</td>
<td>Free (12 questions/100 responses per month); $199/year (Unlimited questions/unlimited responses)</td>
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<tr>
<td>Formsite</td>
<td>Online Form Builder</td>
<td>Free (5 forms/50 fields/10 results per month); $9.95/month (5 forms/100 fields/500 results)</td>
<td>Forms can be applications, surveys. MailChimp integration</td>
</tr>
<tr>
<td>PollDaddy</td>
<td>Offers Online Surveys, Polls, Quizzes</td>
<td>Free (10 fields/200 responses); $200/year (unlimited questions; 5000 responses per month)</td>
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Information-sharing time: Which eMarketing, survey, registration systems are your chapter or associated group using? Feedback about them?
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