



## Membership and Technology

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San Juan, Puerto Rico

Teshia Birts, CAE

*Senior Manager, Chapter and Associated Group  
Relations*



Promoting Excellence and Innovation in Science Teaching and Learning for All

# 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 world
- 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

## Areas of struggle:

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- Many confess to doing a better job in promoting membership to K-12 teachers than preservice, informal, retired and school/district administrators

*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)

System	Cost	Other info
<b>Avecra:</b> <a href="http://www.avecra.com">www.avecra.com</a>	<b>Monthly fee:</b> 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
<b>i4A (Internet4Associations):</b> <a href="http://www.i4a.com">http://www.i4a.com</a>	<b>Monthly fee:</b> based on number of users (\$99 a month per user)	Web development/management; Members management; event registration; AR tracking; broadcast e-mail
<b>Affiniscape:</b> <a href="http://www.affiniscape.com">www.affiniscape.com</a>	<b>Annual fee:</b> 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)

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

# 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



regonline  
Part of activeevents

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.



THRIVA

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



Offers Email Marketing and Online Survey

- Costs: \$15/month for up to 500 email addresses
- Note: Has interactive learning center



Offers Email, Online Surveys, Secure Voting

- Costs: Based on need and records
- Note: Large associations/non-profits use



Offers Email Marketing

- Costs: Free up to 500 email addresses; \$10/month for over 500 up to 10,000



Offers Email Marketing

- Costs: Free for 2,000 stored e-mail addresses/12,000 send limit; 500 email addresses/unlimited sent messages

# Other Useful Software Systems for Associations



## Offers Online Survey

- Costs: Free (10 questions/100 responses per month); \$16.99/month (Unlimited questions/unlimited responses)



## Offers Email, Online Surveys, Secure Voting

- Costs: Free (12 questions/100 responses per month); \$199/year (Unlimited questions/unlimited responses)



## Online Form Builder

- Costs: Free (5 forms/50 fields/10 results per month); \$9.95/month (5 forms/100 fields/500 results)
- Notes: Forms can be applications, surveys. MailChimp integration



## Offers Online Surveys, Polls, Quizzes

- Costs: Free (10 fields/200 responses); \$200/year (unlimited questions; 5000 responses per month)



**Information-sharing time:** Which eMarketing, survey, registration systems are your chapter or associated group using? Feedback about them?

# **Teshia A. Birts, CAE**

Senior Manager, Chapter and Associated Group Relations

[tbirts@nsta.org](mailto:tbirts@nsta.org)

703-312-9275

Facebook: [www.facebook.com/teshia\\_bb](http://www.facebook.com/teshia_bb)

Twitter: @teshiabirts

