YOUR DATA IS TELLING YOUR MEMBERS’ STORY. ARE YOU LISTENING?

Teri Carden
Founder
ReviewMyAMS.com
This way to the I-way
We’ve come a long way!

We can accomplish a lot in just a short time.
Creating a Culture for Success
Tech Success for Associations
bit.ly/tech4assns

asae foundation  delcor
Advancing Association and Nonprofit Leadership

STM The global voice of scholarly publishing

@STMAssoc  |  @teritally
Is IT always involved?
Overall Satisfaction
Highly Satisfied with Technology
88% Overall
Not highly satisfied with technology
47% Overall

Renewal Likelihood
Highly Satisfied with Technology
95% Likely to Renew
Not highly satisfied with technology
78% Likely to Renew

Would Recommend
Highly Satisfied with Technology
89% Would
Not highly satisfied with technology
52% Would

TechSuccess for Associations
bit.ly/tech4assns

@STMAssoc | @teritally
Is your web page mobile-friendly?

Enter a URL to test

RUN TEST

Google Mobile Friendliness Test
bit.ly/amobiletest
Identify Moments That Matter
Immediacy

We’ve been programmed into fragmented moments.

Relevancy

Deliver in the methods needed.

Loyalty

People are more loyal to their needs than a brand.
Creating a Data Plan for Success
Average Member’s Tenure

EXAMPLE:
80% retention rate
1 - 0.8 = 0.2
1/0.2 = 5 years

Annual Average Member Spend

Annual Dues + Average Member Spend

Lifetime Value Per Member

Average Member Spend x Average Tenure
EXAMPLE: $1000 x 5 = $5,000
What demonstrates engagement?

Dollars
Volunteerism
Networking
Is your AMS/CRM fulfilling at least 80% of your business needs?
Data only becomes suitable information when it’s used to help make decisions.
If it’s everyone’s job, it’s no one’s job.
Number of years using system correlates with satisfaction

<table>
<thead>
<tr>
<th>Number of years</th>
<th>Customer Service</th>
<th>Customization</th>
<th>Ease of Use</th>
<th>Reliability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 1 year</td>
<td>3.2</td>
<td>2.8</td>
<td>2.8</td>
<td>3.1</td>
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<tr>
<td>1-4 years</td>
<td>3.1</td>
<td>2.8</td>
<td>2.9</td>
<td>3.2</td>
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<tr>
<td>5-9 years</td>
<td>3.3</td>
<td>3.2</td>
<td>3.0</td>
<td>3.6</td>
</tr>
<tr>
<td>10-14 years</td>
<td>3.4</td>
<td>3.3</td>
<td>3.0</td>
<td>3.5</td>
</tr>
<tr>
<td>15-20 years</td>
<td>4.2</td>
<td>3.5</td>
<td>3.6</td>
<td>3.4</td>
</tr>
</tbody>
</table>
Competitors
Benchmarking Reports
Social Media Review Sites
A CASE STUDY

Reimagining Membership Using Engagement Data

American Society of Plant Biologists (ASPB)
77 Spreadsheets
140,000 Individual Records
3,000,000 Data Points
3,000,000

Emails
Website
Events

Publication
Newsletter
Committees
150,000 Prospects
New Membership Model
Recruiting Plan
Five-Year Revenue Forecast
Learn something?
Share it.
Make the world a better place.

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