

ASSP Membership Value Project

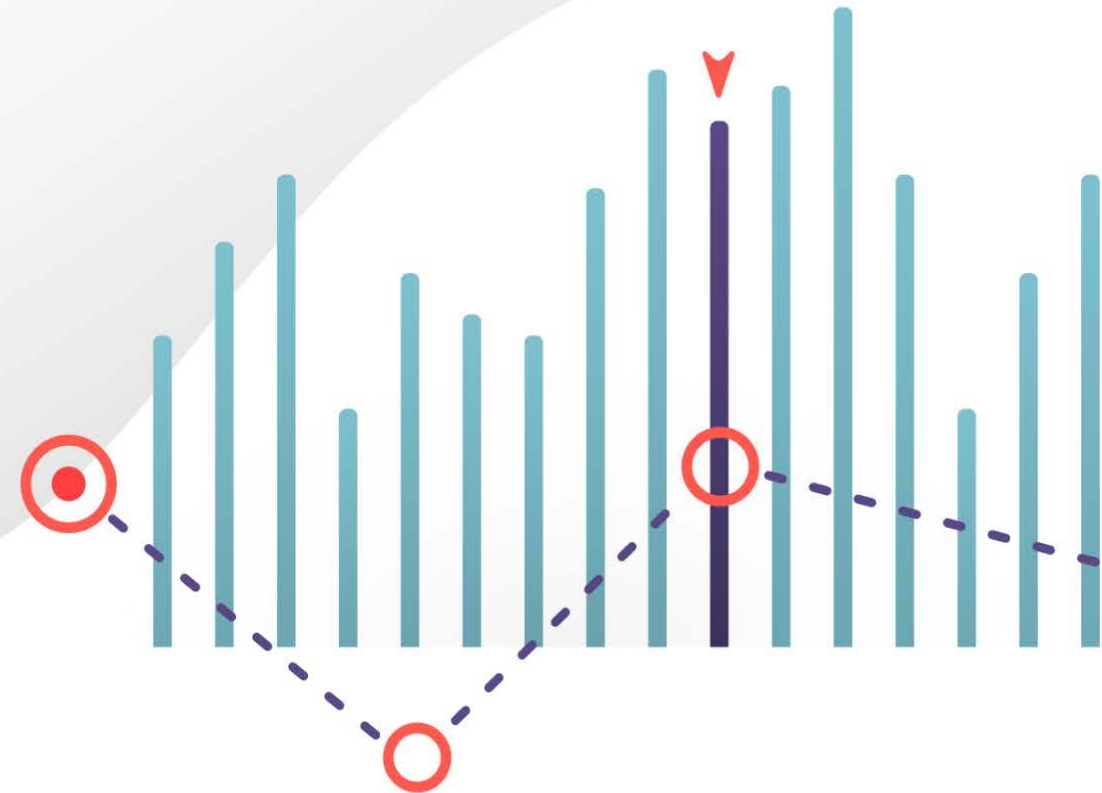
Town Hall Meeting





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Project Objective

Ensure the ASSP membership model is optimized to deliver the greatest experience, value and impact for members and prospective members.

Intended Outcomes for Today's Session

Create a shared understanding around the objective and approach

Review ASSP's current state, insights, and trends

Engage in and inform emerging direction

Document next steps

The Current State and Areas for Exploration



Relevant Opportunities from Past Member Research

- ASSP is operating from a place of strength today; with a very satisfied membership overall.
- Opportunities to better serve the profession relate to safety standards, promoting OSH, supporting innovation and more proactive action relative to the evolving regulatory environment.
- Investing in online capabilities to deliver content and education might grow ASSP's reach/ impact
- There are opportunities to explore segmented value and dues by career stage
- Evolving technologies and automation are a change force in the field; ASSP *must* stay ahead of the curve to understand (and address) member pain points and needs here
- Talent development resources and support may represent a “hook” as ASSP explores a B2B organizational membership offering
- Given purchasing trends, standards may be a value-add opportunity for potential corporate membership packages as it is mostly purchased by a corporation/ organization

Association Benchmarking

Employer Engagement

Associations have experienced success in employer member discount programs, but note that they require proactive, resourced conversion strategies to convert company employees into engaged members.

Digital Transformation

Associations are adopting internal and external-facing technologies to enhance the efficiency and impact of the organization (i.e., leveraging data to create more personal experiences for members and offering new online engagement opportunities to meet members where they are)

Community Building

Many associations are working to bolster the economic value of membership with community and career development offerings. “We focus on ‘leaning into’ community wherever we can—creating virtual meet ups, share groups, investing in our special interest network and new mentorship opportunities.”

Next Generation Relevance

Many struggle to convert students into full-paying professional members, and work to target students/ young professionals with discounts and benefits aimed at career growth, tangible value and ensure this segments is reflected in volunteer leadership structures.

Advisory Poll Insights

In order to be of critical value to occupational safety and health professionals in the future, what should ASSP *START* doing?

n=100, coded from random sample of 141 open-ended responses

Base: All respondents



“Streamline the website. There is an overload of information, and it is difficult to find specific articles, tools and resources...” (Membership experience)

“Implement a Global Outreach Plan and expand ASSP’s influence across the Globe.” (advocacy and outreach)

“Providing better technology solutions for chapters to use...” (Chapter support)

“Offering free webinars, networking sessions, roundtables etc. No cost virtual functions will enhance benefits of cost.” (Free resources)

Areas for Continued Exploration

- Membership needs segmented by career stage
- Stronger investment in “community building” and networking benefits
- More opportunities to connect and learn online, in addition to in person
- Greater access to ASSP products, such as standards, content, education, included in the cost of dues
- Options for “basic” and “premium” member packages (i.e., more “choice” in benefits packages)
- Development of an employer membership program that bundles volume discounts with access to training, content, and other employer-level benefits

General Reactions

Which areas of opportunities resonate with you the most?

<https://www.menti.com/alntu4frmygp>

Breakout Discussion Ground Rules

- ⦿ ~15 minutes per topic area
- ⦿ Everyone participates
- ⦿ Say “the thing”
- ⦿ Assume positive intent
- ⦿ Combine advocacy and personal experiences with inquiry
- ⦿ **Assign a notetaker! (person whose first name is first in alpha order)**
- ⦿ Email notes to governance@assp.org

Discussion Questions: Community

- ① Why do you network? What, specifically, are you looking to gain from networking?
- ② What was the best networking experience you have ever had? What made it so memorable?
- ③ How well has ASSP met your needs for networking and community-building through its existing community programs, events and platforms?
- ④ Are there opportunities you see for ASSP to make its networking opportunities or community programs, events, and platforms even better?

Member Value

- Access to technical content through:
 - ASSP's Professional Safety journal
 - ASSP's online community
 - Member communities including chapters, practice specialties, and common interest groups
- Networking opportunities through:
 - ASSP's online community
 - Member communities including chapters, common interest groups and practice specialties

- Member discounts on:
 - Conferences (Professional Development Conference and Safety Focus)
 - Safety education courses
 - Standards
 - Technical publications
 - Webinars
- Professional recognition through awards
- Volunteer opportunities
- Access to online membership directory

Discussion Questions: Member Value

- ① What are your reactions to this list of benefits? Do you feel the value is commensurate with what you pay in dues?
 - Where do you derive the most/ least value?
 - Are there any ASSP offerings, content or products missing from this list that you would expect to see included in the membership package?



Report Out

Email your notes to
governance@assp.org





Quantitative survey research

Next Steps

THANK YOU!

A large, stylized, light blue swirl graphic is positioned on the right side of the slide, partially overlapping the dark blue background. The swirl consists of several concentric, rounded lines that spiral inward from the top right towards the center.