ASSP Membership Value Project

Town Hall Meeting

January 2023
Trusted Advisors to Mission-Driven Organizations

• 30+ Staff Delivering Strategic Guidance, Research and Marketing Solutions
• Founded 1994
• 500+ Association clients
• Office in Washington, DC and Chicago, IL
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

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<tr>
<th>Employer Engagement</th>
<th>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.</th>
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<td>Digital Transformation</td>
<td>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)</td>
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<td>Community Building</td>
<td>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.”</td>
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<td>Next Generation Relevance</td>
<td>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.</td>
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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

- **Improve the membership experience**
  - Advocacy and outreach: 22%
  - Support at the regional/chapter level: 18%
  - Free programs/trainings/resources: 17%
  - In person networking opportunities: 13%
  - Collaborate with other organizations: 7%
  - Interacting with young professionals: 7%
  - Support at the leadership level: 5%
  - Reporting on trends in the field: 5%
  - New membership options: 2%

- **Advocacy and outreach**
  - Implement a Global Outreach Plan and expand ASSP’s influence across the Globe: 18%

- **Support at the regional/chapter level**
  - Providing better technology solutions for chapters to use: 17%

- **Free programs/trainings/resources**
  - Offering free webinars, networking sessions, roundtables etc. No cost virtual functions will enhance benefits of cost: 13%

- **In person networking opportunities**
  - Streamline the website. There is an overload of information, and it is difficult to find specific articles, tools and resources: 12%

- **Collaborate with other organizations**
  - Implement a Global Outreach Plan and expand ASSP’s influence across the Globe: 7%

- **Interacting with young professionals**
  - Providing better technology solutions for chapters to use: 7%

- **Support at the leadership level**
  - Reporting on trends in the field: 5%

- **Reporting on trends in the field**
  - New membership options: 5%

- **New membership options**
  - Free programs/trainings/resources: 5%

* Percentages add up to more than 100% because responses could hold more than one sentiment.*
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

- Why do you network? What, specifically, are you looking to gain from networking?
- What was the best networking experience you have ever had? What made it so memorable?
- How well has ASSP met your needs for networking and community-building through its existing community programs, events and platforms?
- 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

- 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
Next Steps

Quantitative survey research
THANK YOU!