

ASSP Member Value

Townhall Breakout Summary
February 8, 2023

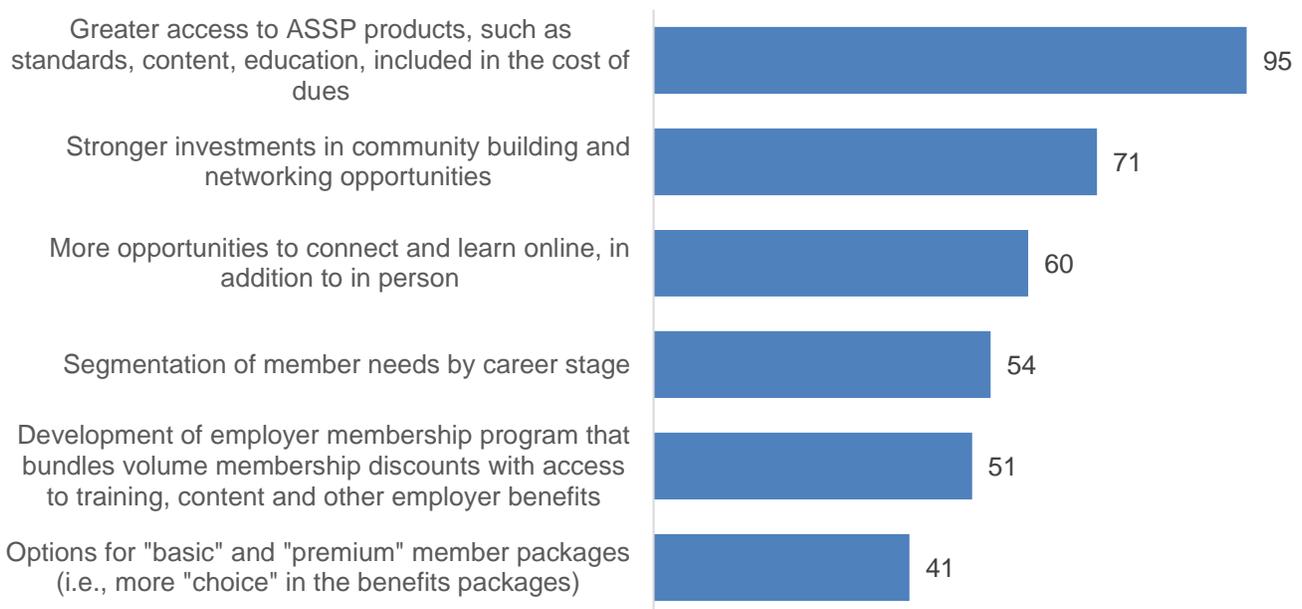
BACKGROUND

The American Society of Safety Professionals (ASSP) has engaged McKinley Advisors (McKinley) to conduct a thorough assessment of the membership model to identify what structures and value propositions will best position the association for continued long-term success. As part of this work, McKinley and ASSP engaged the ASSP Advisory Group in a series of Town Hall discussions to solicit feedback and buy-in on emerging opportunities and directions. Following is a high-level summary of themes from Advisory Group discussions.

“PULSE CHECK” ON EMERGING DIRECTIONS

During the session, McKinley presented six key opportunities for further exploration in subsequent research and asked Advisory Group members to vote on the three areas that were most resonant. As illustrated by the following chart, the greatest areas of excitement and support center on community and increasing the benefits package. There is limited interest in “value based” member packages among the group.

Which areas of opportunity resonate with you the most? Select up to three.
of votes



TAKEAWAYS FROM FOCUSED BREAKOUT DISCUSSIONS

Advisory Group members were subsequently split into breakout groups to discuss what “community” means to them and consider ways that ASSP could enhance its networking offerings, as well as reflect on the list of current ASSP member benefits, what may be missing and how it can be more valuable. Following are topline takeaways from breakout report out notes.

Discussion Topic #1: Community

- *Drivers of seeking networking opportunities* are varied and include accessing fresh thinking/ ideas/ approaches to bring back to day-to-day work, learning and gaining new knowledge, socializing, accessing SMEs/ technical expertise, brainstorming/collaborating on solutions to challenges, seeking and providing mentorship/ coaching, job searching, career development support and seeking new talent to hire.
- Some of the *best networking experiences* have been smaller and more intimate; these are seen as more approachable than overwhelming conferences, especially for younger professionals. Other features noted for impactful networking included being able to stay in touch with the small group of peers (through volunteering or learning), “fun” elements like trivia/ happy hours, topical roundtables and getting access to a diversity of professionals in different roles/ levels/ sectors. Having a good balance of both informal and more structured / facilitated networking was also seen as important.
- In terms of *ASSP’s current networking platforms*, participants felt the Society overall does a good job but did flag several areas for improvement. Many of these discussions circled on ASSP’s practice specialties and chapter experiences being depending on volunteer leadership. “It can be challenging because it is tied into the ‘rise and fall’ of leadership.” Others reinforced the need for smaller gatherings to build connection as, again, conferences can feel “overwhelming”; several noted chapters are in a better position to deliver that type of experience than ASSP national. Finally, several groups discussed an overall lack of awareness of all the ways a professional can leverage ASSP to network.
- In considering *opportunities*, participants re-emphasized themes around balancing online and in-person networking opportunities, more small group networking, leveraging fun and engaging formats like trivia and ice-breakers, leveraging the use of technology to connect professionals, enhanced mentorship programming, and better communication and promotion around existing opportunities.

Discussion Topic #2: Member Value

- Overall, dues are seen as being in line with the value delivered, although one group indicated dues are “as high as they can be” for professionals who are paying out of pocket. There was a general consensus in some groups that the structure is cost prohibitive for young professionals; these participants would like to see ASSP institute an “emerging professional” category of membership to offer a discount to those just entering the workforce and “bridge the gap between students and full paying members.” There was not a lot of interest in tiered, or value-based membership, as members felt this could price young professionals or resource-constrained segments out of receiving higher levels of benefit.
- In terms of value, many participants mentioned access to the ASSP Journal as a critical benefit, and there was consensus on bundling new offerings into the package. “We’d support a higher fee to provide more access to resources and benefits” – common benefits to consider

included standards, conference registration, course registration to earn CEUs, opportunities to earn CEUs online, networking and exam prep materials. Other ideas that surfaced around enhancing member value included usability of websites, covering AI and robotics more through ASSP content/ offerings, better communication on how to take full advantage of benefits, and providing more training/support to chapter leaders.

NEXT STEPS

In terms of next steps, McKinley will apply some of the themes and further explore areas of opportunity through an electronic survey.