



Welcome to the CIO Hour!

June 2022

Member First Design

Today's Panel



TRACY BETTS

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Tracy Betts has spent the last two decades leading multi-disciplinary teams in a fast-moving digital economy. Ms. Betts works on the premise that the most valuable resource to any organization is human creativity, imagination and original thinking. Her focus is on pulling the wisdom from client teams to enable them to plan for and thrive in the future economy.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



REGGIE HENRY, CAE

Chief Information and Engagement Officer,
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Reggie Henry, CAE joined ASAE in November of 1994. His responsibilities are to implement "exemplary" systems at ASAE that can serve as a model to the rest of the association community and to "ratchet-up" the use and understanding of technology among ASAE members. He has been working with and/or for non-profit organizations since 1985.



AMY HISSRICH, MA, CAE

Vice President, Global & Web Strategy,
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Amy Hissrich, CAE joined ASAE in November of 2007 and currently serves as the Vice President of Global and Web Strategy. Beginning her career in digital, Amy has over 20 years' experience managing projects for associations, nonprofits, government agencies and Fortune 500 clients. Amy graduated Phi Beta Kappa from Dickinson College with a BA in Cultural Anthropology and holds a Masters in International Relations from the Johns Hopkins School of Advanced International Studies. She earned her Certified Association Executive (CAE) credential in 2015.

The CIO Hour: Member First Design

- A new type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.



Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow



Agenda

- In the News – A few highlights that might interest you
- Fast 5 – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions

In the News...

1. Microsoft Internet Explorer Officially Ends June 15, 2022

<https://www.zdnet.com/article/microsoft-internet-explorer-is-retiring-soon-heres-why-you-should-drop-it-sooner/>

And the 80s are Back!

1. There is a new Delorean...

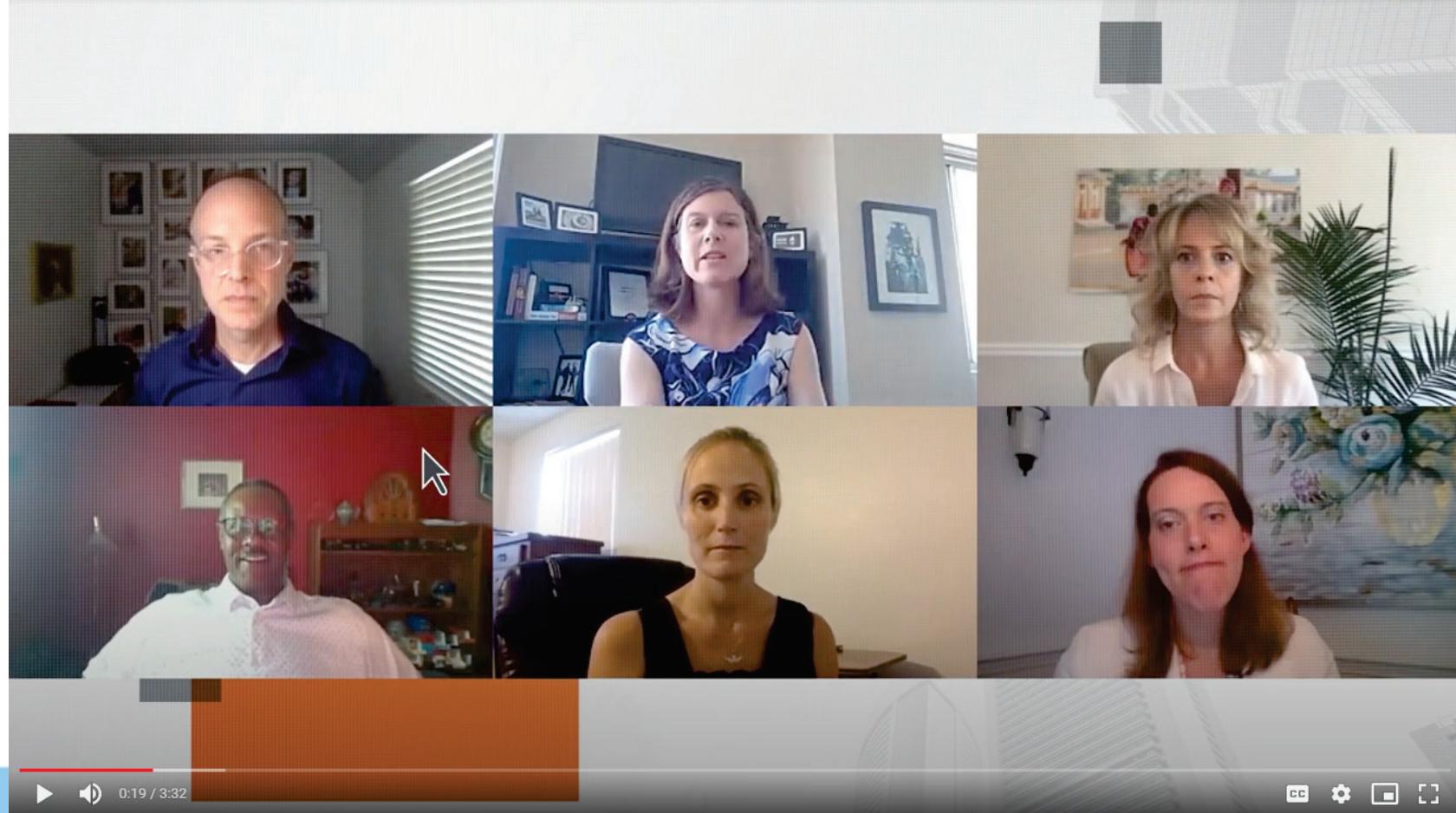
<https://www.techradar.com/news/great-scott-the-all-electric-delorean-dmc-is-here-and-its-beautiful>

2. Maverick took off to record ticket sales...

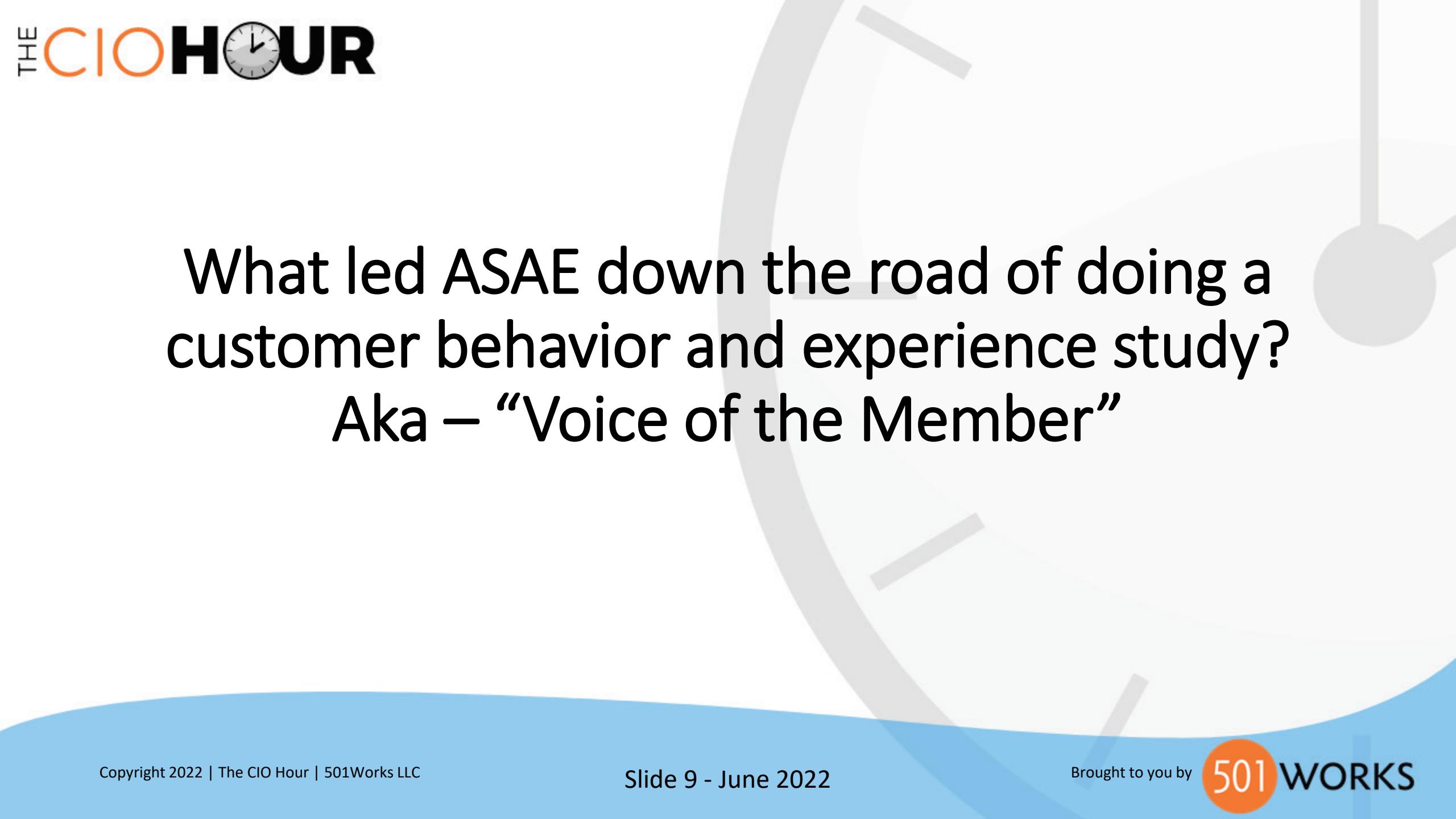
<https://variety.com/2022/film/box-office/top-gun-maverick-box-office-opening-weekend-tom-cruise-1235280787/>

Today's Topic: Member First Design

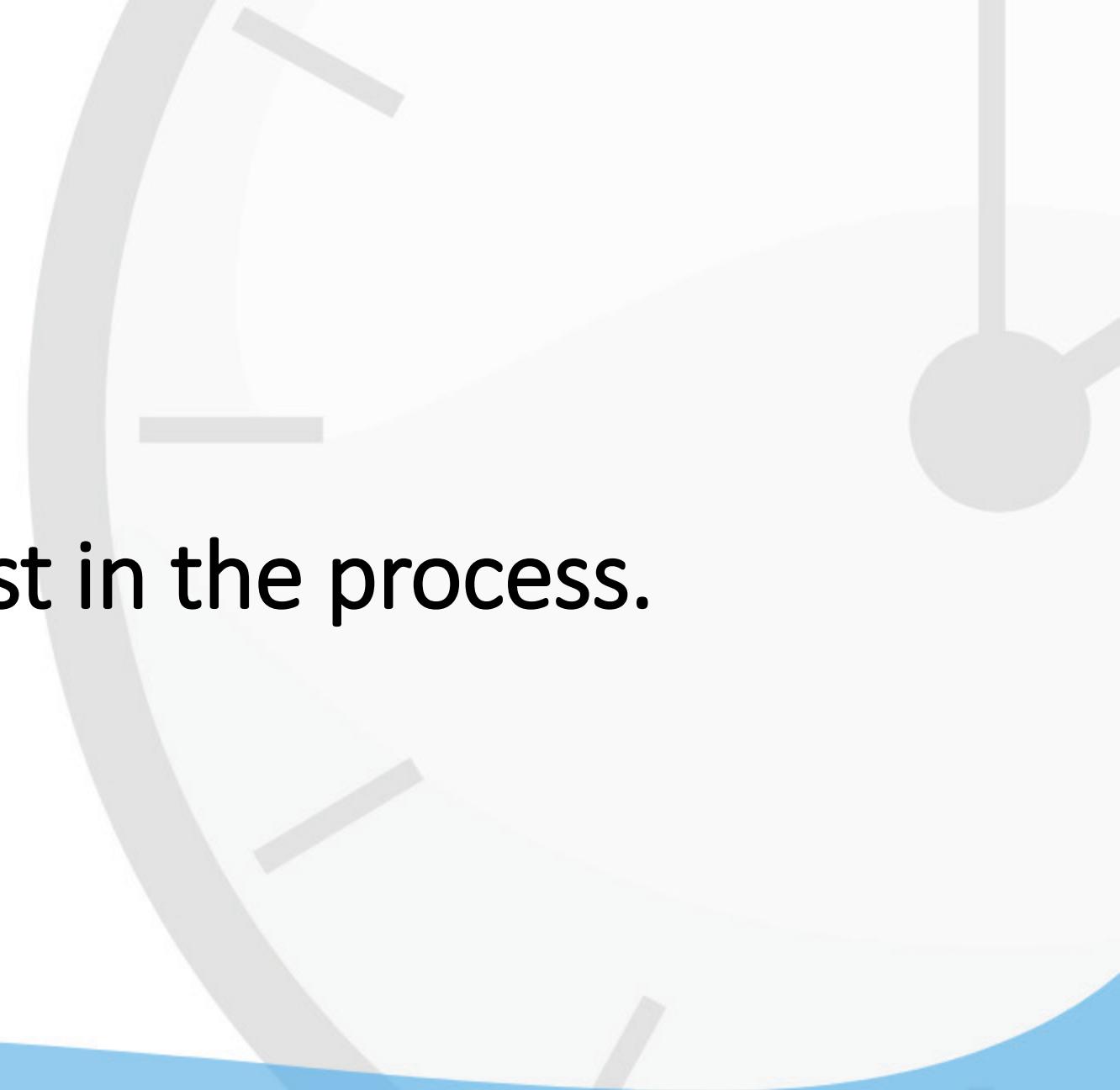
Fast Facts – The ASAE Story



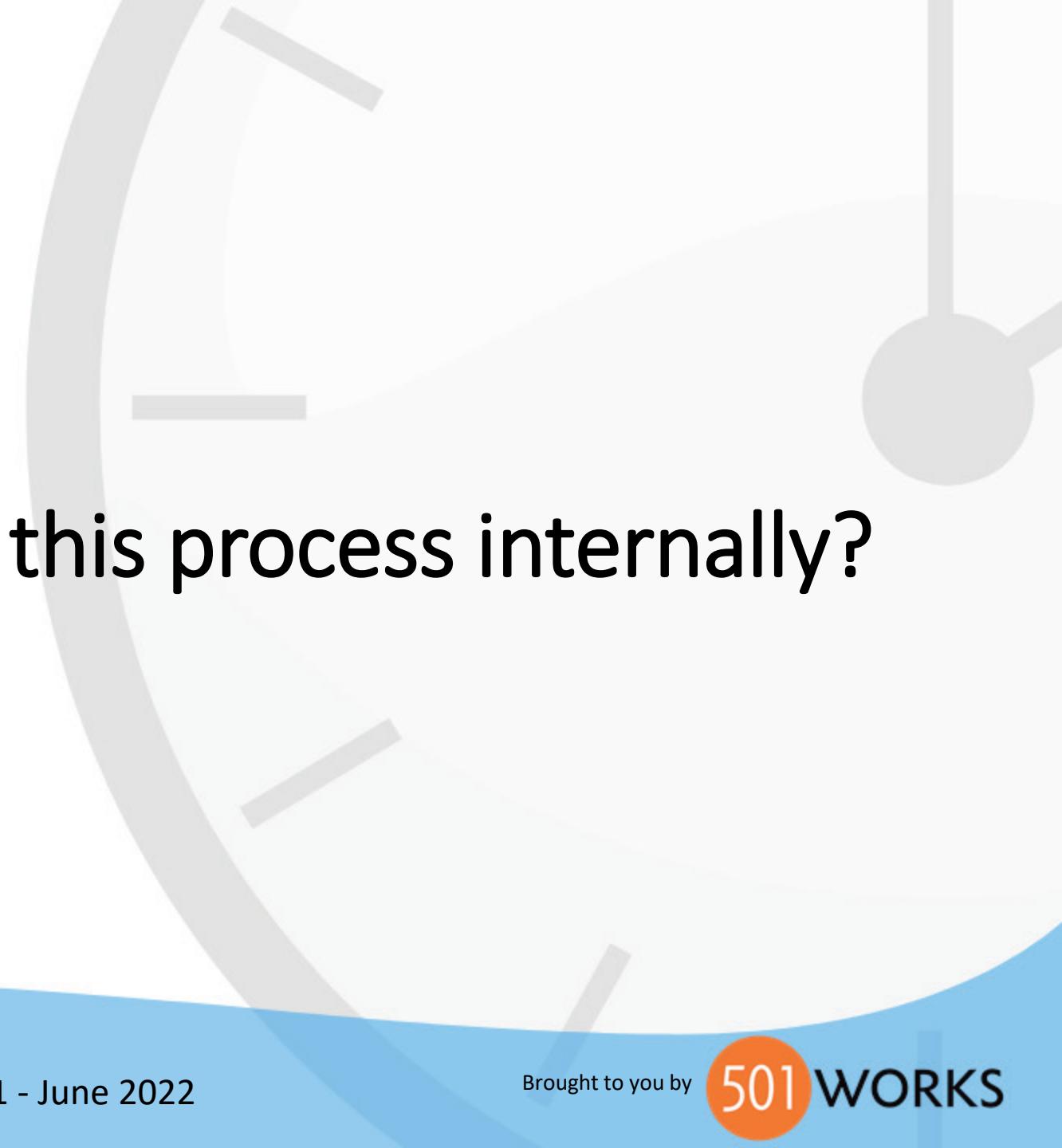
On to Your Questions...



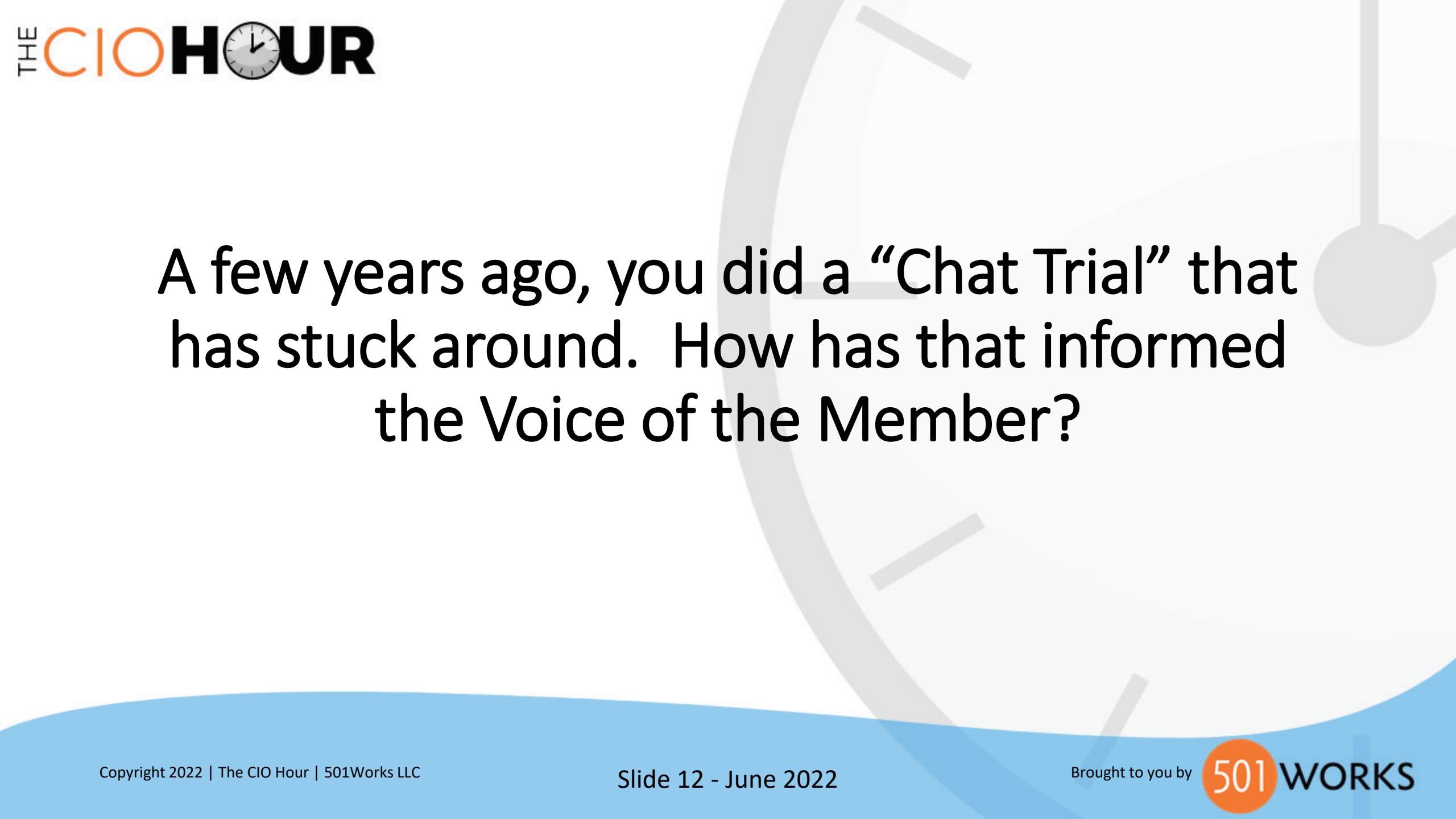
What led ASAE down the road of doing a customer behavior and experience study?
Aka – “Voice of the Member”



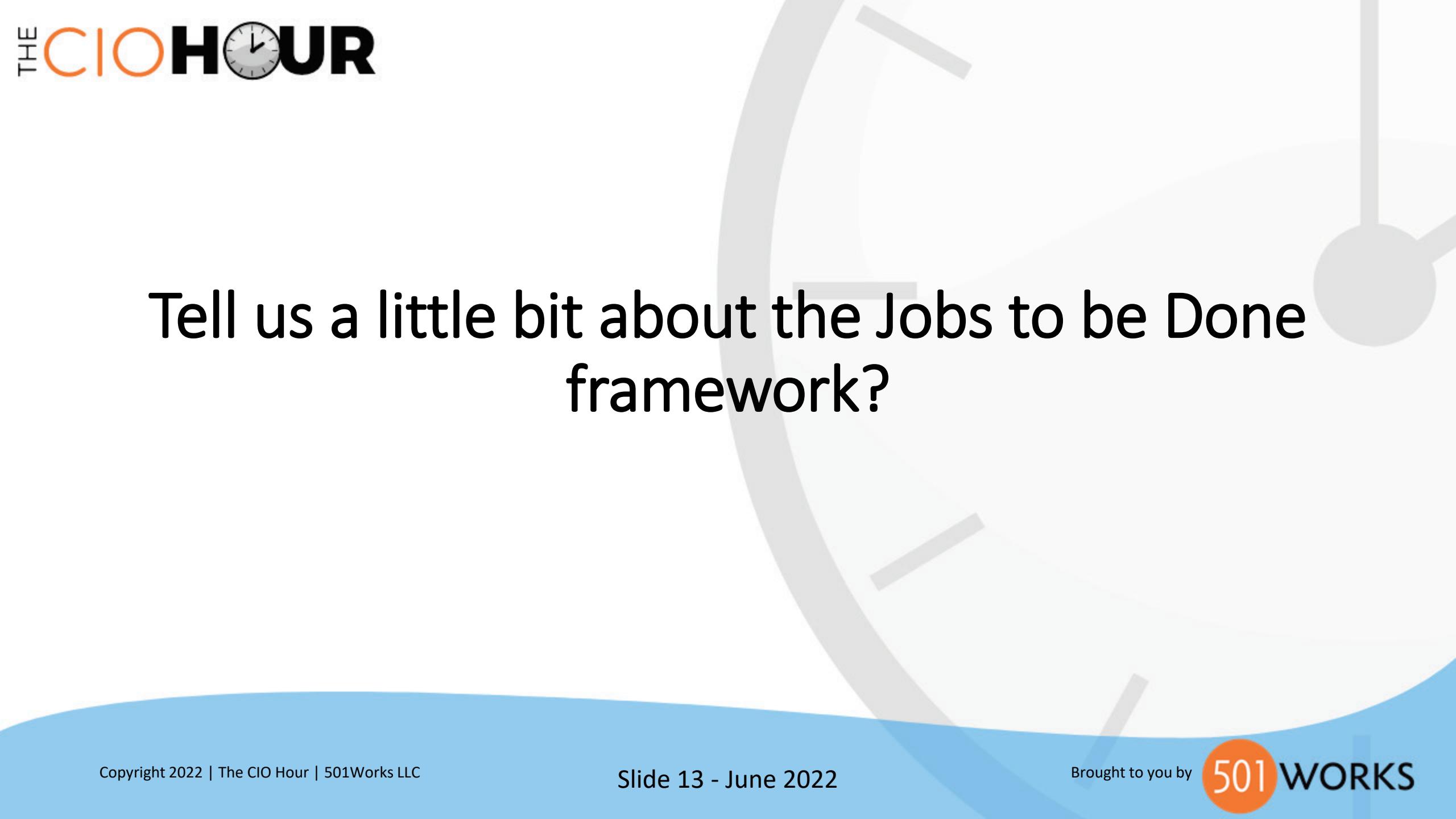
Talk about trust in the process.



How did you socialize this process internally?



A few years ago, you did a “Chat Trial” that has stuck around. How has that informed the Voice of the Member?



Tell us a little bit about the Jobs to be Done framework?

BELONGING

Association Professionals seek to feel a sense of belonging in the association community. They want to feel connected, included and they want to share experiences with a diverse group of individuals quest to find belonging through ASAE.

There are several avenues members take in their quest to find belonging as ASAE:

- Attend conferences
- Interact online
- Participate in professional development activities
- Volunteer

INTERACT ONLINE

- Maximize likelihood that I am not bullied in online forums
- Maximize ability to give positive reinforcement to others online
- Maximize number of people I can meet with my job title
- Maximize likelihood that I ask the appropriate question in the correct forum

CONFERENCE & PROFESSIONAL DEVELOPMENT

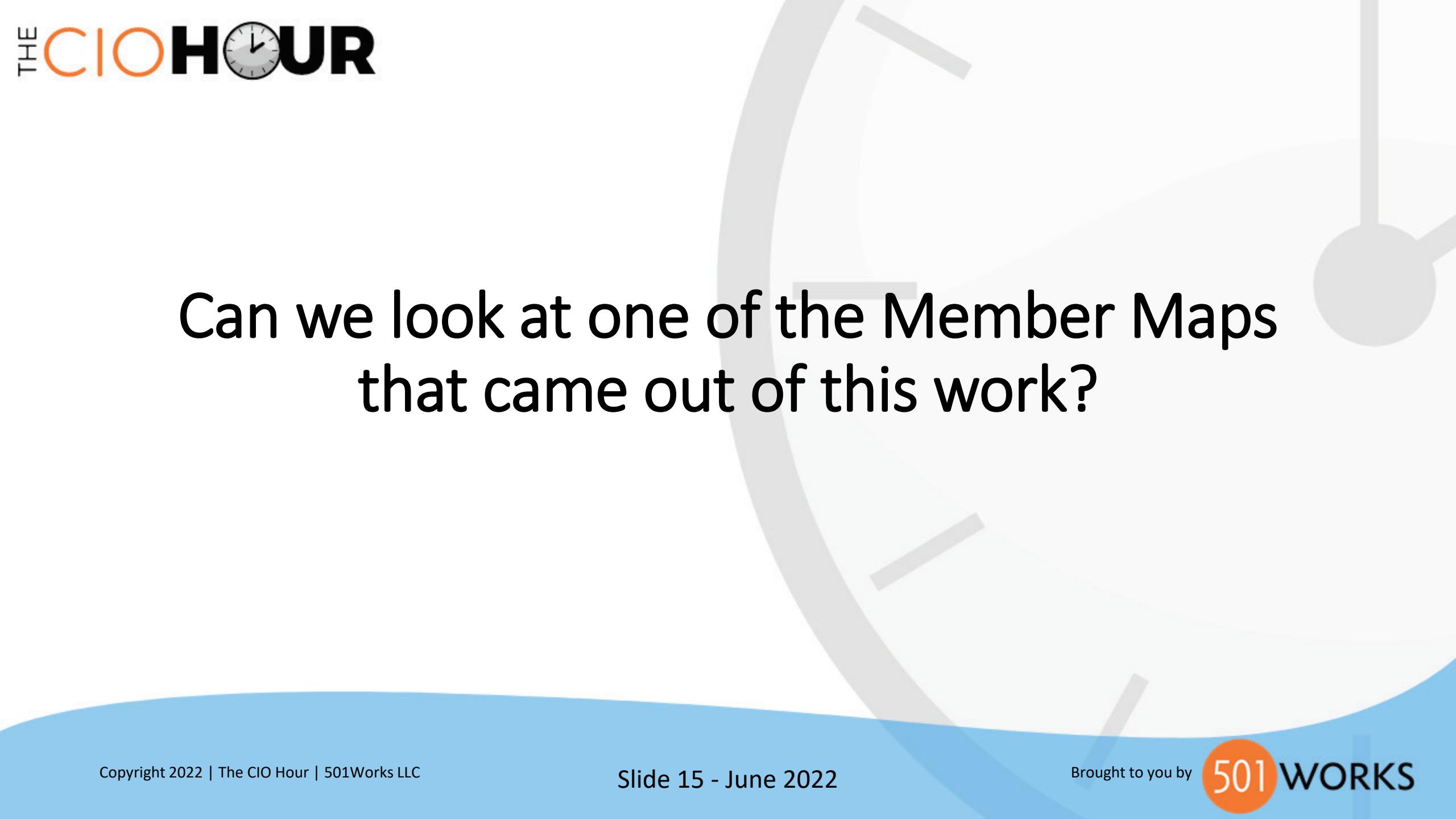
- Maximize number of people I meet with same challenges/issues as me
- Maximize my ability to introduce myself to a first time attendee
- Maximize likelihood that I meet someone that I did not know before
- Maximize ease by which I can contact others before, during & after conference
- Maximize number of intimate settings I can connect in
- Maximize likelihood that I can see who else is attending
- Maximize ability to plan appropriate outfits
- Maximize ease by which I can give positive reinforcement to others
- Maximize likelihood that I can search the attendee list and sort by title, interest, location

VOLUNTEER

- Minimize likelihood that I have to know someone to get selected for a volunteer committee
- Maximize likelihood that I know my application is read by selection committee
- Maximize ease of reviewing and comparing applications for selection committee
- Minimize number of times I have the opportunity to bond with fellow volunteers
- Maximize likelihood that I will be warmly welcomed into the volunteer

PEER GROUP

- Maximize likelihood that I can find and connect with people similar to me
- Maximize likelihood that I can find and connect with people different than me



Can we look at one of the Member Maps
that came out of this work?

CONFERENCE

Attending professional conferences provides members an avenue to connect with other professionals, learn new skills, learn about other associations and find new and innovative ways to thrive as an organization and as a professional

PLAN

- Maximize my ability to create a detailed personal agenda that is comprehensive of flight, plan, hotel, parties, and sessions
- Maximize my ability to plan my outfit appropriately
- Maximize my ability to search and filter people from my state, name, title, or similar professional role/other interests
- Maximize ability to differentiate between vendors and attendees
- Maximize ability to research special venues beforehand
- Minimize effort to contact other attendees
- Maximize likelihood that I am invested enough to pay the "extras" that my employer is not paying
- Maximize the likelihood that my employer pays
- Maximize ability to personalize my conference experience
- Maximize ability to add personal information on mobile agenda
- Maximize ability to "divvy up" sessions with peers easily
- Minimize likelihood that the "extras" are very special and unique experiences
- Maximize feeling of exclusivity of smaller events so that I can bond with people and share the experience
- Maximize likelihood that first time attendees have a conference buddy
- Minimize the amount of stress over details (who, where, when basics) so I can focus on the experience in the moment
- Maximize amount of conference materials I can easily



PLAN

REGISTER

- Minimize number of prompts to add on conference extras
- Minimize time it takes to register
- Maximize likelihood that I know that my data is secure
- Maximize likelihood that my information is pre-populated on the forms
- Minimize number of emails you send me for confirmation
- Maximize my ability to add sessions to my personal calendar easily
- Maximize the likelihood post registration confirmation/communications is comprehensive and concise
- Maximize ability to get best offer available

RESEARCH

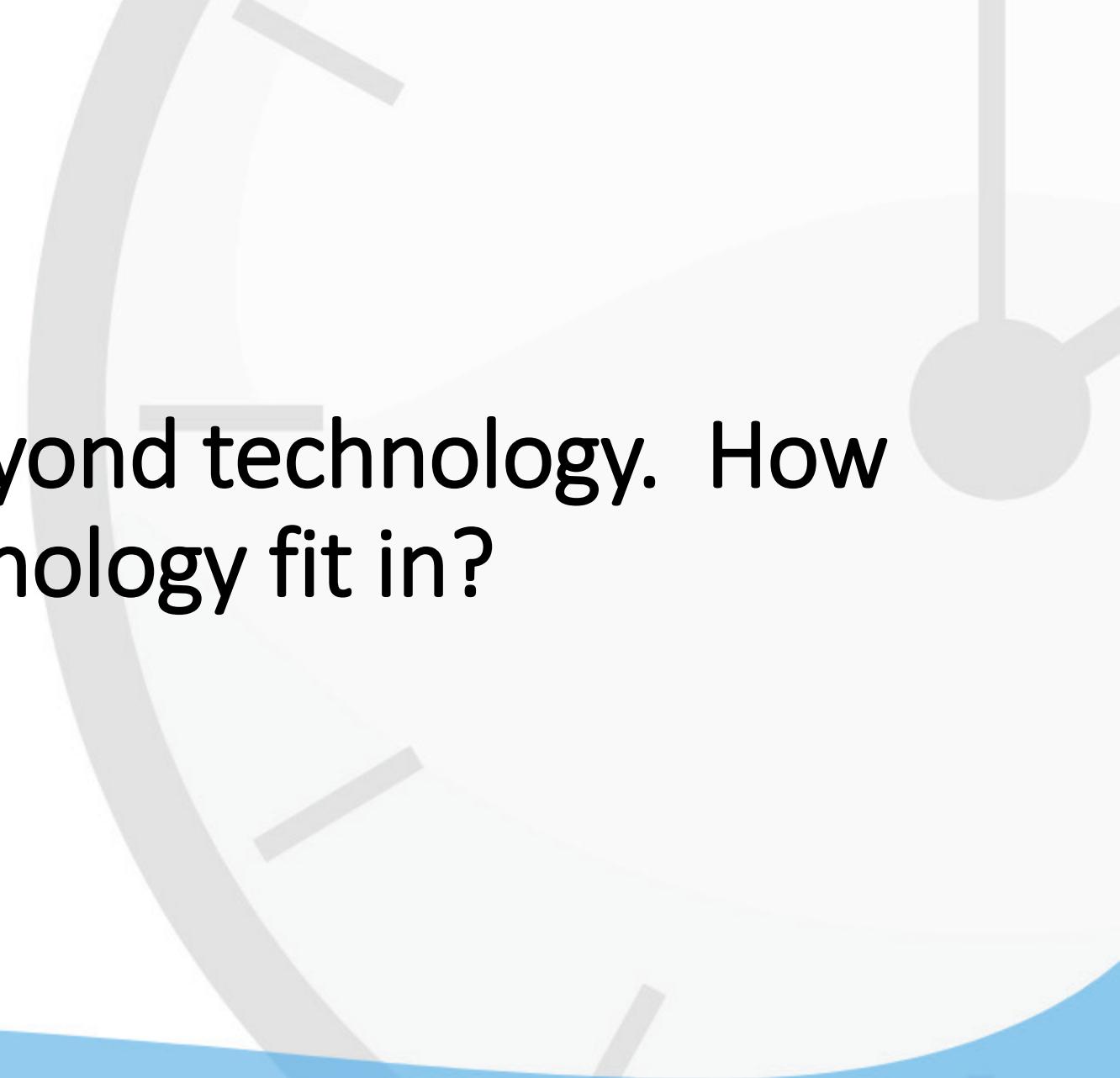
- Maximize likelihood that I will be with people that I can connect with
- Maximize likelihood that I can find attendees with my similar job and title
- Maximize likelihood that I can easily see who I know that is also attending
- Maximize number of thought leaders that are attending
- Maximize likelihood that session topics are relevant to my current challenge
- Maximize the likelihood that I can see all session content (presentations) before hand
- Maximize the likelihood that I can see all session topics beforehand
- Maximize how quickly I receive the schedule/brochure in the mail

ATTEND & EVALUATE

- Maximize likelihood that hotel check-in is easy
- Maximize likelihood that I can identify and introduce myself to a first timer
- Maximize likelihood that I can pick up badge right away
- Maximize ability to orient myself to local area
- Minimize chance that I will be standing alone at a large event
- Maximize likelihood that I will know one person at an event
- Maximize time spent learning
- Maximize ability to leverage what I learn back home
- Maximize time to get to next session and settle in
- Maximize the likelihood that my team can share key takeaways from individual sessions
- Maximize ability to act on what we learn
- Maximize ability to act on what I learn in the conference immediately with vendors
- Maximize people I can recruit for positions
- Maximize ability for my team to get the most from the conference experience
- Maximize ability to get through the exhibit hall
- Maximize number of business conversations I can have with vendors
- Minimize follow up conversations (want to have conversations on-site)
- Maximize number of vendor demos or new features I can see

FUNCTIONAL/EMOTIONAL NEED

- GREEN = Running Business
- BLUE = Belonging
- PINK = Just in Time
- RED = Purpose
- ORANGE = Expertise
- PURPLE = Progress in Career



This seems to go beyond technology. How does technology fit in?



How did you use this to kickstart your digital transformation?

Project Teams

Customer Behaviors and Experience Team



Ensure that ASAE has a thorough knowledge of its customers, the journeys they take with us, and the data and systems needed to support those journeys

- Customer Journey Mapping
- Analytics and Predictive modeling
- Behavioral Knowledge
- Listening Systems
- Streamline customer processes
- Digitally enhanced selling

Workforce/Workplace Enablement Team



Ensure that ASAE staff have the tools they need to fulfill its mission and support the work of the Customer Behaviors and Experience and Digital Product/Content Deliver teams.

- Work anywhere
- Collaboration tools
- Planning tools
- Knowledge sharing platforms
- Operational transparency
- Data-driven decision making

Digital Product/Content Delivery Team



Ensure that ASAE's customer facing systems deliver the frictionless, coordinated, personalized experience our customers expect.

- Content distribution strategy maintenance
- Taxonomy maintenance
- Online systems standards

Other Questions?



Thank you to our team of experts!



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Delivering technology that
WORKS for your association.

CONSULTING

501 WORKS

- IT Consulting Services – vCIO Service
- Advanced Web Design and Content Solutions
- Customized Software Solutions and Integrations

INTEGRATION

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MIDDLEWARE

Mojo Middleware™ - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE

Software Mage

Software Mage™ – an online tool helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



We are here to help!

Call or email us for a **30 minute free consulting session**



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Final Thoughts

- Join us July 7th for **Managed Service Providers 101**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

