

The background of the slide features a blurred image of people at a conference, with a network diagram overlay of interconnected circles and lines. The text 'CONNECT COLLABORATE Innovate' is overlaid on this background.

CONNECT  
COLLABORATE  
*Innovate*

2018

# Association CONFERENCE

Maximum Engagement

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# Maximum Engagement

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# Engagement: It's what we do!

- Definition: *Engagement is the result of a person investing time and/or money with the organization in exchange for value.*
- The value of engagement is defined by the person engaging with the organization.

# First Exercise

- Take 2 minutes to write down the first 3 engagement opportunities in your organization that come to mind.
- Share with you neighbor.

# The Art of Association Management

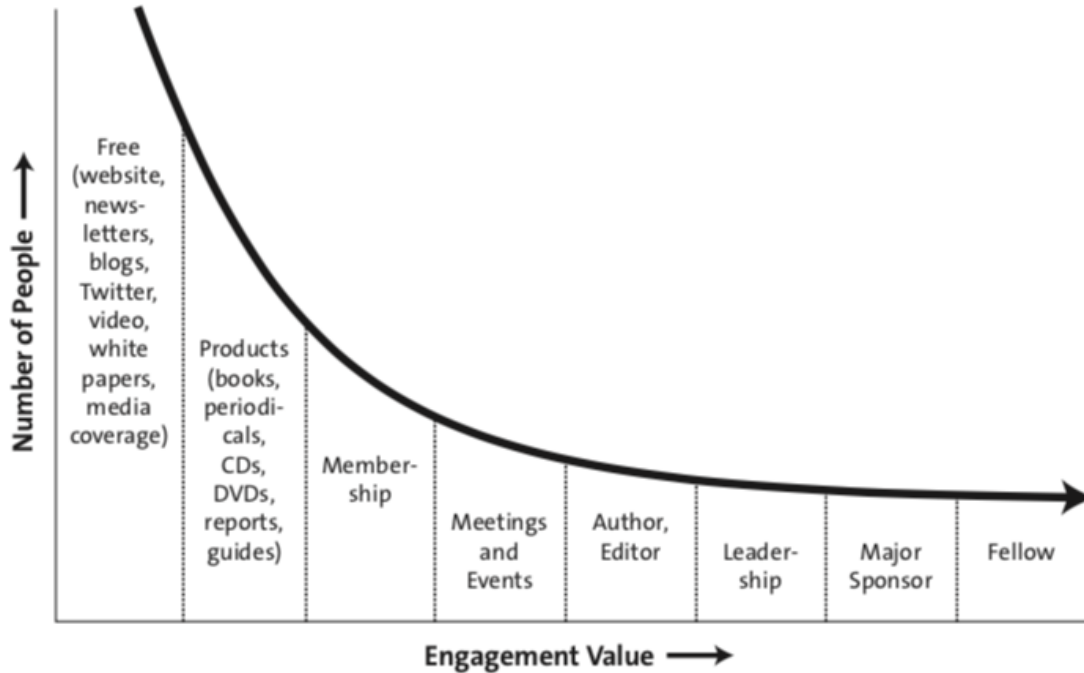
- Moving people effectively among all the offerings of the organization.
- Use increasing engagement as a strategy to drive growth.

# ESA Growth 2011 - 2018

- Annual Meeting attendance up 37%.
- Membership at a 15-year highwater mark.
- Certification program doubled.
- Operating revenue up 15% (with one year up 100% compared to usual).
- For a mature association founded in 1889.

**What one thing did we do to achieve that growth?**

# Engagement Acceleration Curve





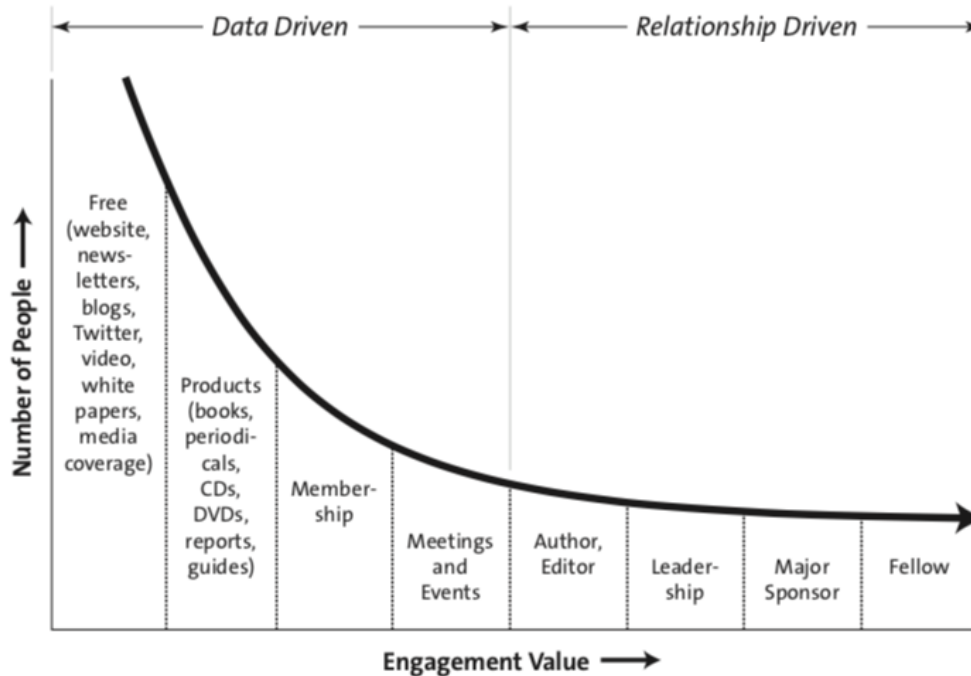
# Designing an Engagement Curve

- Entry points.
- Common/logical progression.
- Identify triggers or leading indicators.
- Analyze your data, look for patterns of acceleration or gaps.

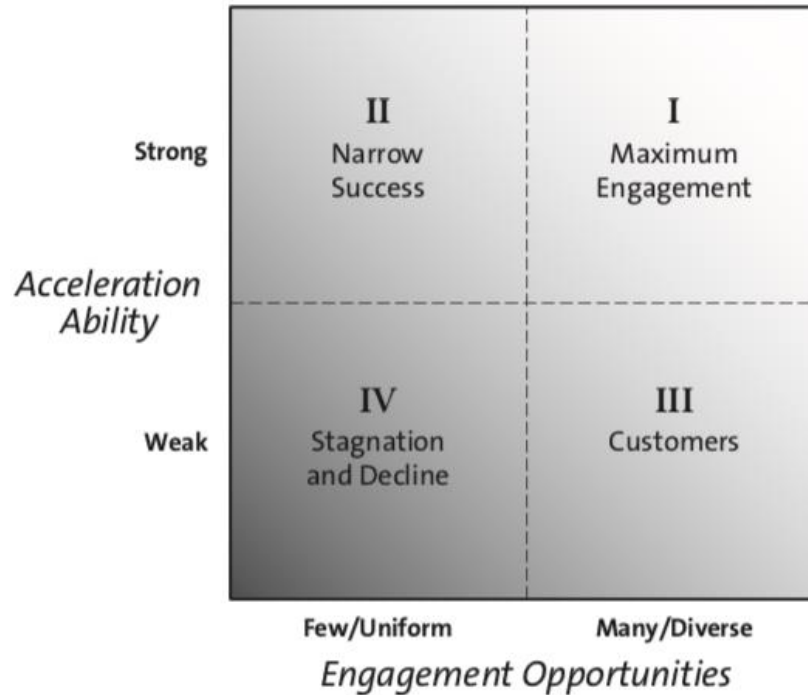
# Accelerating People Along the Engagement Curve

- Early in the curve:
  - Data driven
  - Personalization and customization.
  - Automated marketing.
- Later in the curve:
  - More bespoke
  - Relationship-based marketing
  - Customize the experience

# Data-driven vs. Relationship-driven



# Second Exercise: Where are you?



# ESA Case: Retention vs. Recruitment

- Developed a data model of Entomological Society of America membership based on 10 years of data.
- Student – Early Career – Full Member
- Bi-modal distribution based on generations but students have very high churn.

# ESA: Membership Churn

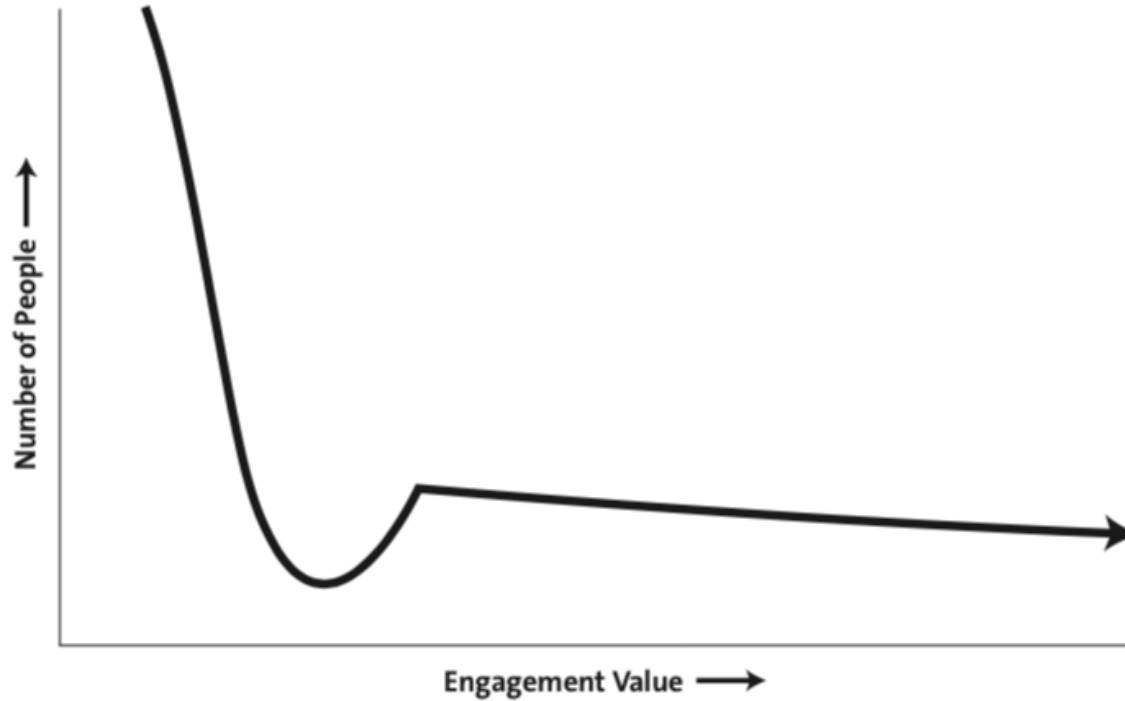
Year	Number Added	Number Dropped	Net Change
2008	1104	1101	+3
2009	1114	932	+182
2010	1303	1097	+206
2011	1268	1166	+102
2012	1453	1257	+196
2013	1610	1271	+339
2014	1600	1537	+63
2015	1713	1607	+106
2016	1076	1780	- 704
2017	1905	1283	+622
Average	1414.6	1303.1	+111.5

# ESA: Demographic Changes

Member Class	2007		2017	
	Female	Male	Female	Male
SM	557	609	1,180	769
ST	70	142	145	123
EP	32	41	378	306
M	636	2,798	945	2,547
Other*	68	444	74	431
Total	1,363	4,034	2,722	4,176

MemberClass	2007		2017	
	Majority	Non-Majority (%)	Majority	Non-Majority(%)
SM	748	287 (27.8%)	1,064	419 (28.3%)
EP	137	70 (33.8%)	397	172 (30.0%)
M	2,621	479 (15.5%)	2,440	653 (21.1%)
Total	4,107	866 (17.4%)	4,528	1,362 (23.1%)

# Retention vs. Recruitment





# ESA: Strategic Initiative on Retention

- About to launch a 3-year strategic initiative to strengthen retention among students and early career professionals with a particular focus on women and people of color.
- Membership **retention** is a **lagging** indicator of engagement.

## Third Exercise: Your Engagement Opportunity

- What is your biggest opportunity area for enhanced engagement?
- What can you do to connect people to it from earlier in the curve?
- How can you accelerate that progression?
- What should they go to next after that?

# Most Common Engagement Challenges

- No clear engagement progression path.
- Significant engagement gaps that are too far for most people to bridge on their own.
- Lack of engagement acceleration.
- Lack of resiliency when formerly productive engagement activities stop performing.

# Final Discussion and Questions

# Closing Thoughts

- Dig into your data and identify gaps or unusual patterns.
- Partner across your organization to move people more effectively among your many offerings.
- Think of something you can do this week, something to plan for next month, and a key opportunity to place into long-term planning.

# Thank You!

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