Beyond the Buzz: Online Communities and Bar Associations
Today’s Agenda

- Introduce private communities
- Highlights from The 2015 Community Benchmarking Report
- Engagement Tips and Strategy
- URMIA’s Case Study
- Bonus Resources and Discussion
vintage social networking

LinkedIn    Pinterest    YouTube

foursquare

Instagram

Imgur

WordPress

Twitter

Facebook

Reddit

Skype

Tumblr

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Association on Private Communities

Results from 2015 Community Benchmarking Report

✓ Online communities provide associations with a nearly universal channel through which members (and others) can communicate at a relatively inexpensive entry cost for the association.

✓ Renewal rates for engaged organizations were consistently higher than the industry average renewal rates cited by MGI.

✓ True community success comes from removing friction for member engagement.
### Top 5 Reasons Members Join

<table>
<thead>
<tr>
<th>Reason</th>
<th>2014 (n = 863)</th>
<th>2013 (n = 693)</th>
<th>2012 (n = 684)</th>
<th>2011 (n = 641)</th>
<th>2010 (n = 400)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking with others in the field</td>
<td>21%</td>
<td>24%</td>
<td>22%</td>
<td>25%</td>
<td>24%</td>
</tr>
<tr>
<td>Access to specialized and/or current information</td>
<td>20%</td>
<td>13%</td>
<td>12%</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Advocacy</td>
<td>8%</td>
<td>8%</td>
<td>12%</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>Discounts on products or meetings</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Learning best practices in their profession</td>
<td>6%</td>
<td>8%</td>
<td>7%</td>
<td>7%</td>
<td>9%</td>
</tr>
<tr>
<td>Continuing education</td>
<td>5%</td>
<td>7%</td>
<td>8%</td>
<td>7%</td>
<td>11%</td>
</tr>
</tbody>
</table>

**SOURCE:** The MGI Membership Marketing Benchmark Report 2014
### Top 3 Reasons For Not Renewing

<table>
<thead>
<tr>
<th>Reason</th>
<th>2014 (n = 802)</th>
<th>2013 (n = 691)</th>
<th>2012 (n = 687)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lack of engagement with the organization</td>
<td>17%</td>
<td>15%</td>
<td>14%</td>
</tr>
<tr>
<td>Could not justify membership costs with any significant ROI</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Budget cuts/economic hardship of company</td>
<td>11%</td>
<td>18%</td>
<td>17%</td>
</tr>
</tbody>
</table>

SOURCE: The MGI Membership Marketing Benchmark Report 2014
The MGI Benchmarking Report

ASAE

Net Promoter Scores:

• 35 for Collaborate users
• 12 for non-Collaborate users
• If a member replied, they had a higher NPS than a member who initiated a post.
• Members who did both had the highest NPS of all.

Members active within their community are 23% more likely to recommend ASAE
Begin with the end in mind

- Set your primary then secondary goals
- What organization strategic initiatives do the goals align with?
- What can the community help my organization do better, cheaper or faster?
- Engage members – ROE
- Increase retention rates
- Grow your member base
- Increase event registration
- Expand business intelligence with 360° view
- Increase SEO
Community Commitment Curve

The Community Commitment Curve

- Admin a Community
- Earn a Badge
- Write a Blog
- Share a Document/Video
- Comment on a Blog
- Start a Thread
- Reply to a Post
- Connect to a Colleague
- Expand Profile
- Recommend a Post
- Introduce Yourself
- Join a Community
- Sync Profile from LinkedIn
- Agree to Terms
- Login to Site

TIME

COMMITMENT

NABE
National Association of Bar Executives
Keys to Engagement Online

• Actively manage your member community
• Remove technical hurdles (and excuses) to participation
• Automate engagement tactics including new member onboarding
• Nurture involvement over member lifecycle
• Recognize and celebrate member participation
How to Get Conversation Going

• Auto-subscribe members
• Don’t expect initial discussion to happen organically
• Develop seed questions
• Controversy is OK... be prepared for good and bad!!!
• Feature articles from journal, news stories, etc.
• Get subject matter experts out there
• Make sure questions are answered within two business days
Engagement on Communities

- Posting to an All-Member Forum
- Gaining and sharing info on hot topics and share best practices
- Collaborate on committee work
- Watching videos
- Helps them do their jobs better
- Feeling of inclusion
Recognize & Reward Participation

• Acknowledge members participation in association activities and events

• Provide a Status/Recognition Road Map to drive deeper levels of participation and contributions

• Celebrate achievements during live events
# KPI’s: Community Tracking Sheet

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>January</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>February</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>March</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q1 Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>April</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>May</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>June</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q2 Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>July</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>August</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>September</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Q3 Total</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Community**
- Agreed to Terms by Month
- Total Logins
- Unique Logins
- Most Engaged Member

**Discussions**
- Total Community Subscriptions
- Total Public Messages
- New Threads
- Total Unique Contributors
- Message Origination (Email versus Web)

**Profile**
- Profiles updated

**Directory**
- Contact invitations accepted

**Library**
- Library Contributors
- Total Downloads
Reporting and Data

Agreed To Terms By Month

<table>
<thead>
<tr>
<th>Active Users Agreed To Terms - Since Inception</th>
<th>All Users Agreed To Terms - Since Inception</th>
</tr>
</thead>
<tbody>
<tr>
<td>3,542</td>
<td>3,893</td>
</tr>
</tbody>
</table>

*Month*

- April: 64
- May: 73
- June: 61
- July: 59
- August: 69
- September: 69
- October: 178
- November: 149
- December: 140
- January: 140
- February: 126
- March: 140
- April: 35
# Reporting and Data

**Start Date:** 1/1/2015  
**End Date:** 11/2/2015

## Discussion Activity

Users who subscribed/unsubscribed between 1/1/2015 and 11/2/2015. Approved messages created, forwarded and/or recommended between 1/1/2015 and 11/2/2015.

<table>
<thead>
<tr>
<th>Discussion Name</th>
<th>Subscribed</th>
<th>Unsubscribed</th>
<th>Total Public Messages</th>
<th>New Threads</th>
<th>Public Replies</th>
<th>Private Replies</th>
<th>Forwards</th>
<th>Recommends</th>
<th>Current Community Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family Law</td>
<td>253</td>
<td>208</td>
<td>1,574</td>
<td>415</td>
<td>1,159</td>
<td>275</td>
<td>0</td>
<td>1</td>
<td>1,316</td>
</tr>
<tr>
<td>Real Property, Trust and Estate Law</td>
<td>206</td>
<td>195</td>
<td>1,206</td>
<td>278</td>
<td>928</td>
<td>128</td>
<td>2</td>
<td>1</td>
<td>1,273</td>
</tr>
<tr>
<td>Solo and Small Firm</td>
<td>160</td>
<td>154</td>
<td>1,106</td>
<td>403</td>
<td>703</td>
<td>237</td>
<td>1</td>
<td>0</td>
<td>511</td>
</tr>
<tr>
<td>Young Lawyers Division</td>
<td>861</td>
<td>1,170</td>
<td>784</td>
<td>369</td>
<td>416</td>
<td>209</td>
<td>0</td>
<td>0</td>
<td>2,696</td>
</tr>
<tr>
<td>LGBT Rights Section</td>
<td>50</td>
<td>39</td>
<td>500</td>
<td>171</td>
<td>329</td>
<td>33</td>
<td>0</td>
<td>0</td>
<td>164</td>
</tr>
<tr>
<td>Elder and Disability Law</td>
<td>120</td>
<td>63</td>
<td>367</td>
<td>121</td>
<td>246</td>
<td>18</td>
<td>0</td>
<td>0</td>
<td>458</td>
</tr>
<tr>
<td>Municipal Court Practice</td>
<td>52</td>
<td>46</td>
<td>264</td>
<td>96</td>
<td>168</td>
<td>21</td>
<td>0</td>
<td>0</td>
<td>226</td>
</tr>
<tr>
<td>Criminal Law</td>
<td>100</td>
<td>116</td>
<td>234</td>
<td>100</td>
<td>134</td>
<td>17</td>
<td>0</td>
<td>1</td>
<td>419</td>
</tr>
<tr>
<td>LGBT Rights Section Board of Trustees</td>
<td>14</td>
<td>3</td>
<td>220</td>
<td>38</td>
<td>182</td>
<td>10</td>
<td>0</td>
<td>0</td>
<td>22</td>
</tr>
</tbody>
</table>

*Images and logos removed for clarity.*
# Reporting and Data

## Engagement

Choose an engagement factor and specify a timeframe - the graphical reports below will update per your choices.

## Current Stats - Since Inception

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agreed to Terms</td>
<td>3897</td>
</tr>
<tr>
<td>Communities</td>
<td>273</td>
</tr>
<tr>
<td>Community Members</td>
<td>55935</td>
</tr>
<tr>
<td>Connections Made</td>
<td>14081</td>
</tr>
<tr>
<td>Content Contributions</td>
<td>16056</td>
</tr>
<tr>
<td>Engagement Score</td>
<td>4483164</td>
</tr>
<tr>
<td>People with &gt; 2 Friends</td>
<td>951</td>
</tr>
<tr>
<td>Profiles Created</td>
<td>1452</td>
</tr>
<tr>
<td>Profiles with Pictures</td>
<td>1368</td>
</tr>
<tr>
<td>Total Logins</td>
<td>236395</td>
</tr>
<tr>
<td>Unique Logins</td>
<td>5681</td>
</tr>
</tbody>
</table>
Membership Growth

![Membership Growth Chart]

Members

- Jan-10: 8,000
- Mar-10: 8,000
- May-10: 8,000
- Jul-10: 8,000
- Sep-10: 8,000
- Nov-10: 8,000
- Jan-11: 10,000
- Mar-11: 10,000
- May-11: 10,000
- Jul-11: 10,000
- Sep-11: 10,000
- Nov-11: 10,000
- Jan-12: 12,000
- Mar-12: 12,000
- May-12: 12,000
- Jul-12: 12,000
- Sep-12: 12,000
- Nov-12: 12,000
- Jan-13: 14,000
- Mar-13: 14,000
- May-13: 14,000
- Jul-13: 14,000
- Sep-13: 14,000
Case Study: IPWEA

Membership grew 54%, prospects doubled, hits quadrupled

Monthly visits quadruple from 4,000 to 15,800 hits per month
Content Drives Event Attendance

4,029
AXUG

3,174
CRMUG

1,436
NAVUG

4,309
GPUG

12,948
DOWNLOADS FROM THE SUMMIT 2014 LIBRARIES

One Month Post Event
Bonus: Additional Resources

Tip sheets, eBooks, reports and guides – we have it all! Download any or all of these resources on our website: higherlogic.com/resources/overview
URMIA’s Strategic Community Metrics
Value of Community

- Intrinsic value of URMIA’s community translated for an online audience
- Extension of relationships into online space to facilitate continued community building
Strategic Directions

- Enhance higher education risk management
- Organizational sustainability
- Brand awareness and outreach
- Monitor public policy
- Association governance
- Engage URMIA globally
Enhance risk management

- Contribute to higher education risk management knowledge base.
- Provide skill-building opportunities
- Provide access to resources and information.

- URMIA Library and Knowledge Center
- *URMIA Insights*
- *URMIA Journal*
- Event Communities & Online Events
- URMIA Surveys
Enhance risk management

- Library views and downloads
- Microsite views, comments, social shares
- Event threads, webinar views, event evaluations, site analytics
Organizational sustainability

- Efficiently use finances
- Regularly communicate association’s financial goals and results.
- Grow membership in all categories.

- URMIA Library and Knowledge Center
- Board & Chairs Community
- Online Community Orientation
Organizational sustainability

- Downloads of governance documents
- Community views and discussions
- Member participation metrics
Awareness and outreach

• Be recognized presence with other associations, organizations, and media outlets.
• Build relevance of risk managers at colleges and universities.
• Increase frequency of professional speaking opportunities with other organizations

• *URMIA Insights*
• *URMIA Journal*
• Social Media Efforts
• Sharing with Peer Associations
Awareness and outreach

• Newsletter views, comments, social shares
• Article downloads, *Journal* site analytics
• Search term reports
• Social media analytics
Monitor public policy

- Be a resource by informing and educating members about federal regulations and legislation.

- URMIA Library & Knowledge Center

- *URMIA Insights*

- GRAC Committee: GRAC Blasts, News Watch, and Regulatory Updates
Monitor public policy

- Library views and downloads
- Microsite views, comments, social shares
- Article views, regulatory threads
Association governance

• Identify future leaders.
• Support leadership development.
• Solicit input from members.
• Maintain updated, accurate plans to guide association efforts.

• URMIA Library & Knowledge Center
• URMIA Discussion Communities
• URMIA Surveys
Association governance

- Member engagement and contributions
- Volunteerism
- “Most Active Member”
Engage URMIA globally

- Address risks of incoming/outbound international study students
- Build relationships with global organizations
- Provide increased education regarding global risk issues.

- URMIA Library & Knowledge Center
- URMIA Insights
- Translation Tools
Engage URMIA globally

- Library views and downloads, threads, webinar views
- Newsletter views, comments, shares, and open rates
- Site analytics related to global use
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