

Member Engagement Strategies to Cultivate Champions for your Pool

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Member Engagement Strategies to Cultivate Champions for your Pool

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MUNICIPAL
INSURANCE
ASSOCIATION
OF BRITISH
COLUMBIA



What is engagement?

An emotional involvement or
commitment.

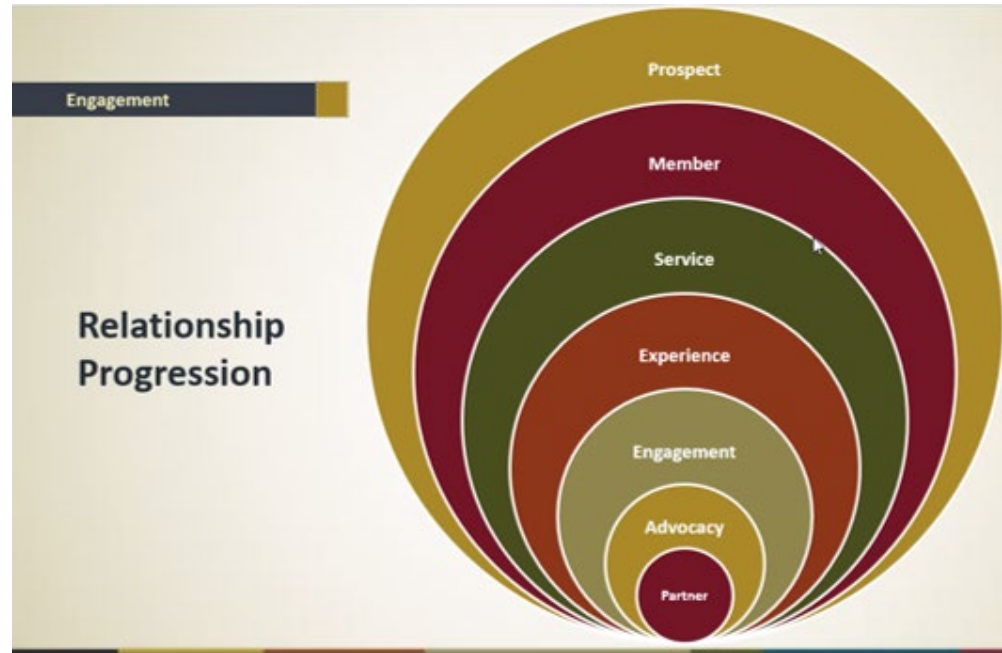


Why is engagement now more important than ever before?

- There is significant turnover within public entities
 - Public entity decision makers
 - Elected officials
 - Champions/influencers
- It takes time to cultivate the “Terry Pile Effect”



Relationship Progression



Courtesy of
CVMIC



How do you build engagement?



Create a Community

- Advisory groups/forums
- Online connection
- Connect early and regularly
- Connect members with each other
- DE&I



Cultivate Champions



- Expand breadth and depth of relationships
- Encourage all staff to build relationships



Cultivate Champions

- Define a role for trustees



Cultivate Champions



- Build relationships in their space
- Focus on the decision makers
- Consider: How do you measure the quality of your connections?

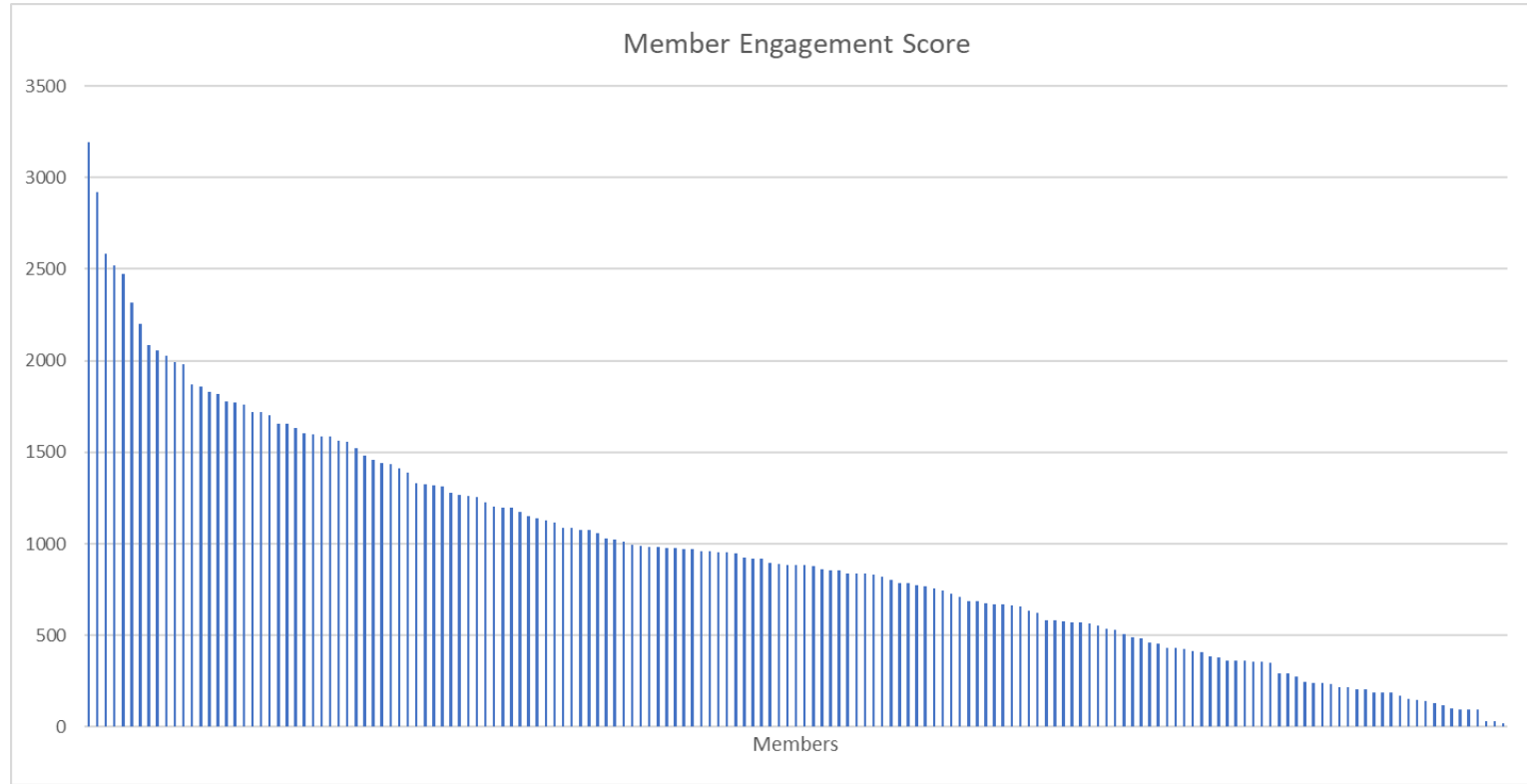


Leverage your Data

- What data do you have? What story does it tell?
- Is there a better way to collect the data to fill out the picture?
- How are you going to present your data so it tells a story? To your staff? Board? Member contacts?



MIABC Member Engagement Project



Metrics and Measures

Quality of service

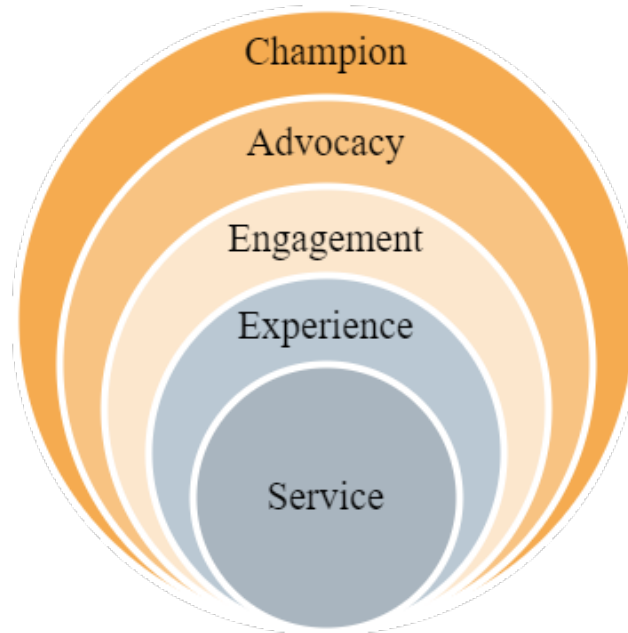
Contact's Influence within the organization

Potential reach of the service

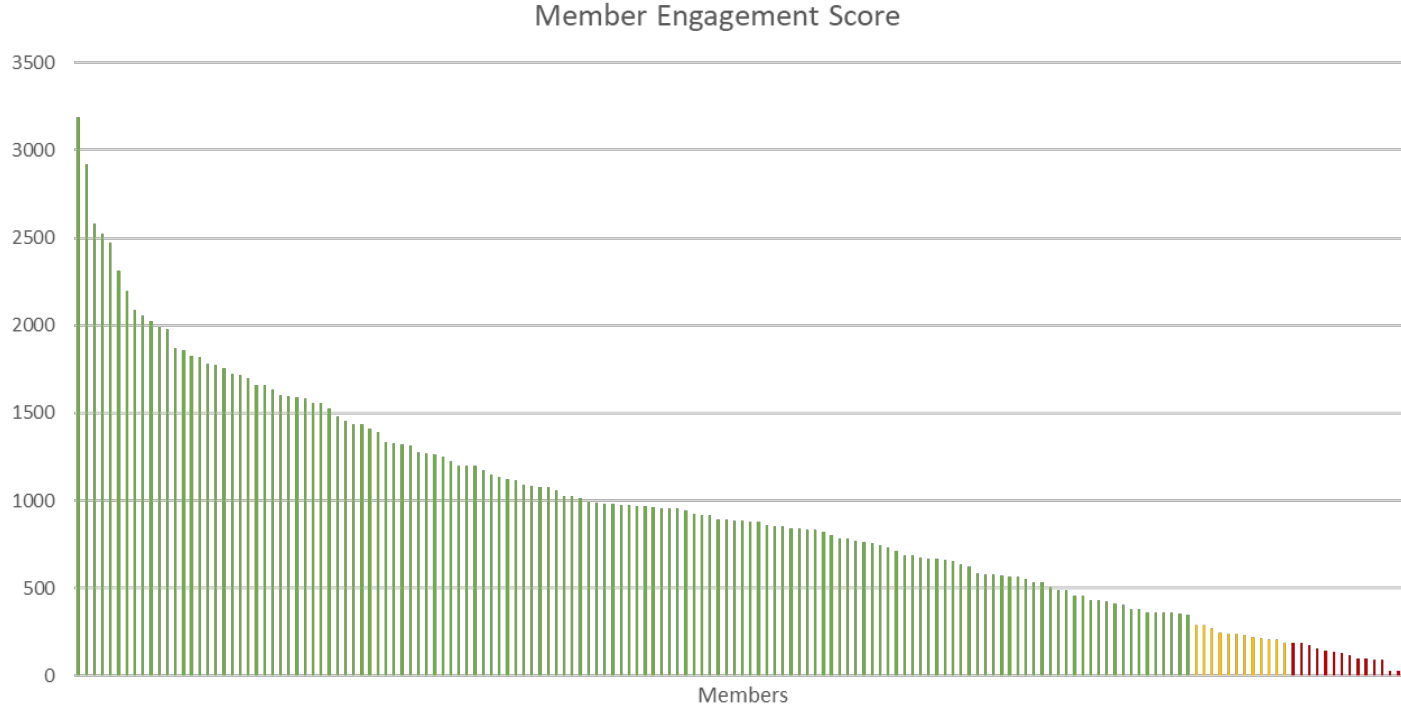
Champion Score



Champion Score



Member Engagement Deep Dive



Deep Dive – Bottom 10%

Low number of interactions

- Short on staff
- Low service awareness
- New primary contact
- New decision maker



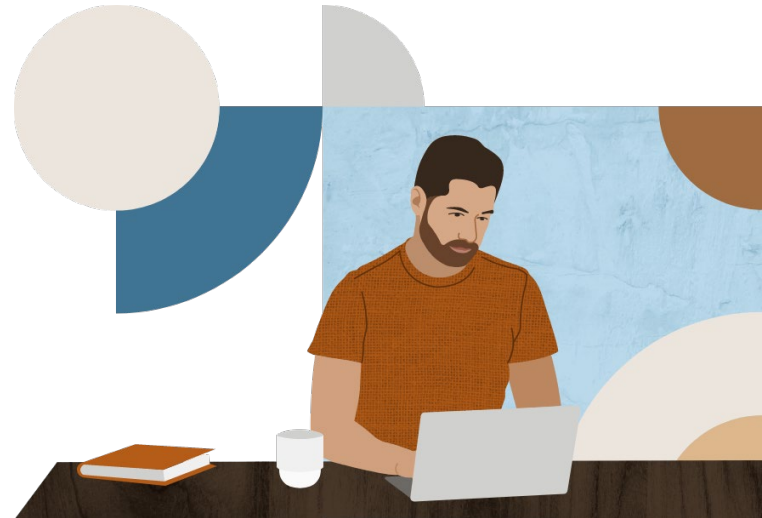
Deep Dive – Group D

Member has dedicated risk management resources

New primary contact

Low service awareness

Disengaged with decision maker



Leverage Your Data

- What data do you have? What story does it tell?
- Is there a better way to collect the data to fill out the picture?
- How are you going to present your data so it tells a story? To your staff? Board? Member contacts?
- How do you influence or change the story?



What are you doing to
cultivate champions at
your pool?

