Member Engagement Strategies to Cultivate Champions for your Pool

Friday, May 12th | 10:30 AM
Member Engagement Strategies to Cultivate Champions for your Pool

Megan Chorlton, Chief Executive Officer, MIABC
Jack Crompton, Mayor of the Resort Municipality of Whistler and MIABC Director
May, 2023
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

- Champion
- Advocacy
- Engagement
- Experience
- Service
Member Engagement Deep Dive

Member Engagement Score

- X-axis: Members
- Y-axis: Engagement Score

The graph shows a decreasing trend in member engagement scores as the number of members increases.
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?