

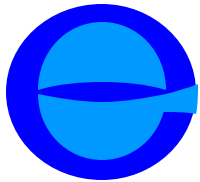
*Associations . . .  
the power of partnerships*

MIDWEST SOCIETY OF ASSOCIATION EXECUTIVES

**MSAE**

*Serving Associations in Minnesota, North Dakota and South Dakota*

# Using Technology to Enhance Member Communication



Monday, September 30, 2002

Dan McCreary & Associates

# Overview

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- Your members are busy people. They are constantly being bombarded with junk mail. There are many ways that you can use technology to enhance communication with your members. This presentation will cover a range of them, from simple websites to complex opt-in e-mail systems. We will cover the terminology and how to work with vendors to set up these systems.



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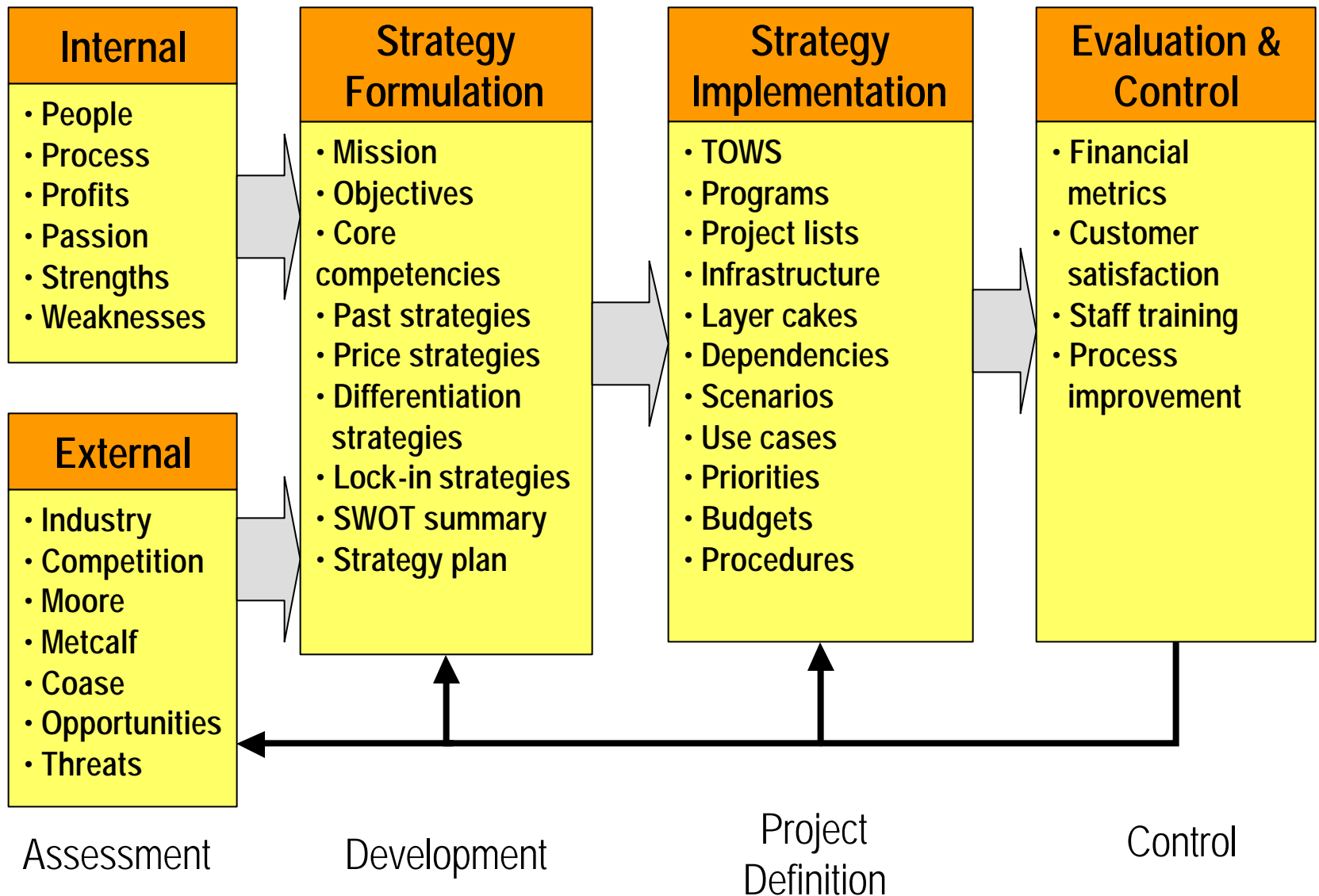
- When you think about the term “technology” do you think of it as:

*“The stuff that run our computers.”*

*“A way of doing things.”*



# Strategic Technology Planning Process



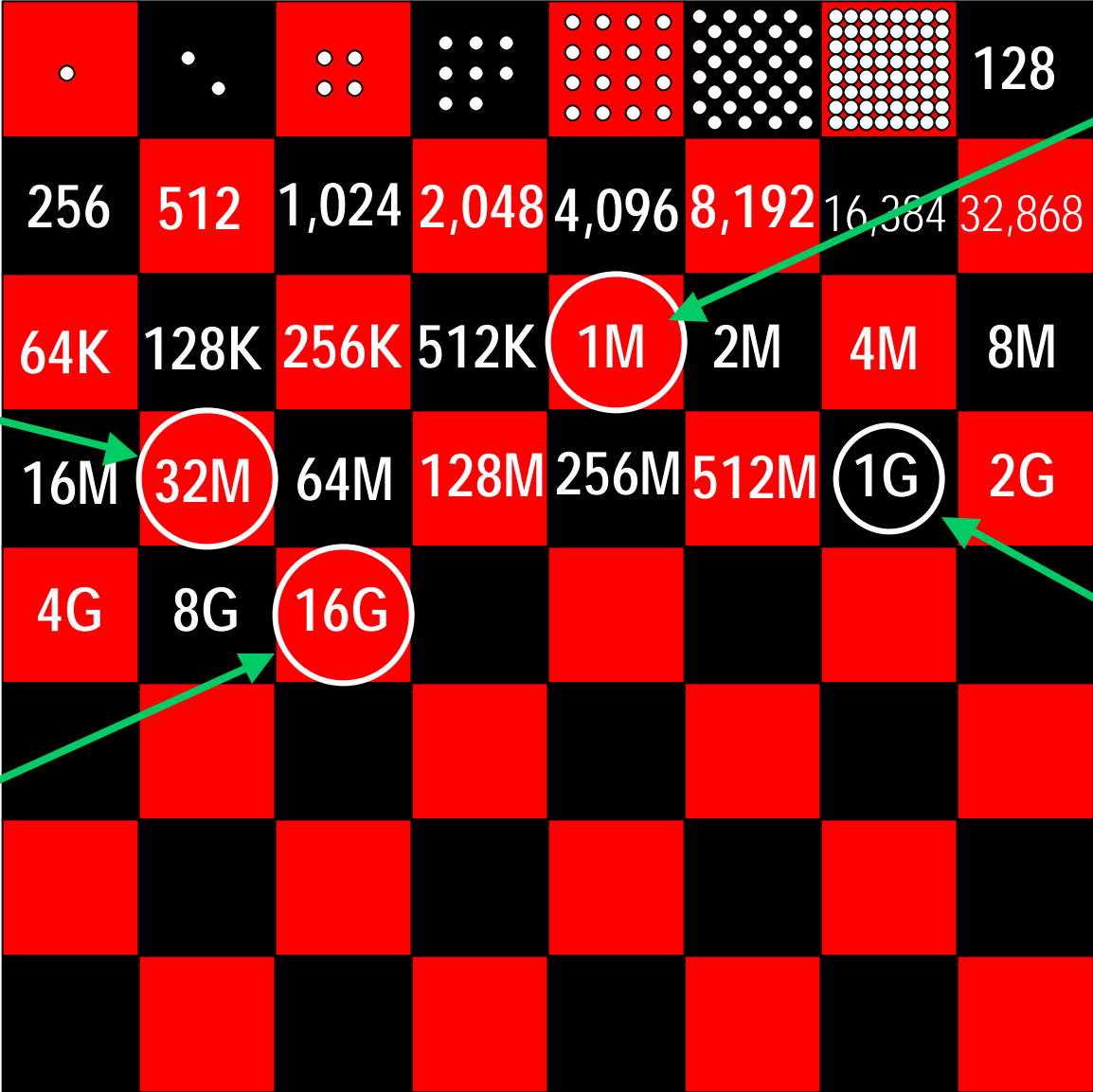
# An ancient Chinese mathematician...

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... did a great deed for the Emperor of China.  
*“You may have anything in my kingdom you wish.”* said the emperor.

*“All I ask is for one grain of rice on the first square of my chess board and double that amount on each square till the board is full.”*





Number of Transistors on a Chip

Cable Modem Speed (1Mbit/sec)

Processor Speed (1GHz)

Hard Disk Size (Gigabytes)

# E-Mail Systems

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- Types of E-mail systems
  - In house
  - Hosted by an Internet Service Provider (ISP)
- E-Mail Servers
  - Microsoft Exchange (includes sharing calendar and contacts)
  - UNIX sendmail or similar program
- Desktop Programs – e-mail Clients
  - Microsoft Outlook (required to share contacts and calendars)
  - Outlook Express
  - Eudora, Pegasus others



# Features of e-Mail

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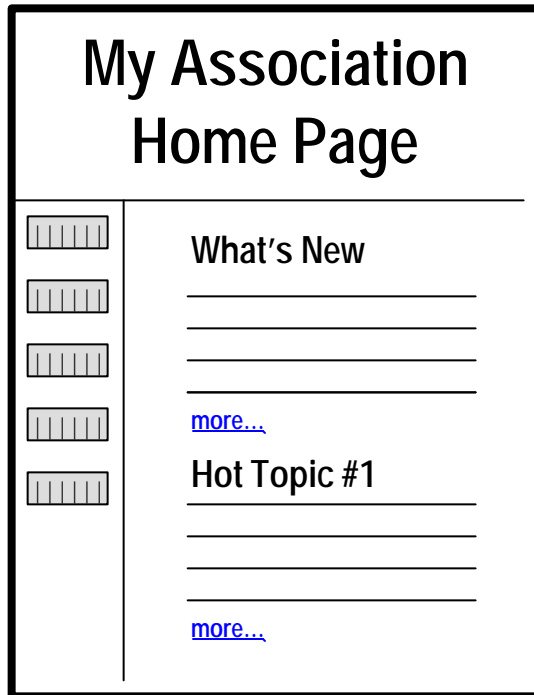
- Send a single document to a single user
- Send a document to a group of users
- Personalize the e-mail messages
  - “Dear Ms. Smith”
- Use mail-merge to customize e-mail messages based on business rules
  - If a member has been with us for less than a year then include a “background” paragraph





# Create Drivers to your Web

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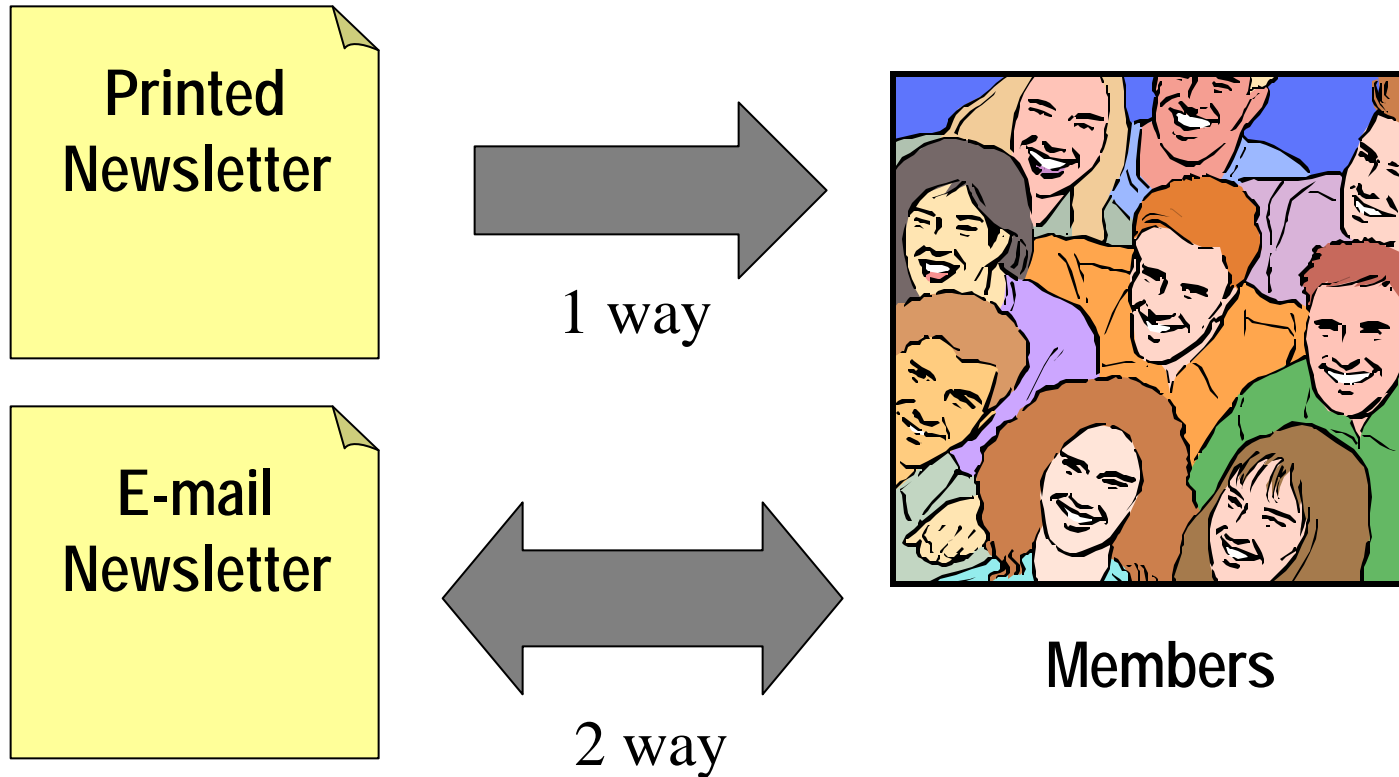


- Think of e-Mail newsletters as drivers to your Web Site
- Make your home page the newsletter
- Drive people to use a two way media
- Integrate your web with the rest of your organization
  - Data
  - Process



# The Web is a Two Way Medium

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# Getting Feedback: 3 Choices

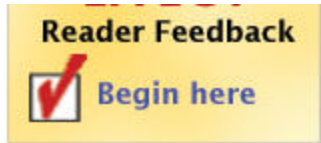
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1. Members are **have plenty of time** to send you a note back to you that indicates what parts of your newsletter they liked and what they didn't like. They are totally honest in their replies.
2. You send them an additional letter requesting feedback and **they have plenty of time** to give you feedback.
3. You automatically get feedback.



# Getting Reader Feedback

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- Add simple surveys to your web site

Which of the following best describes your use of our newsletter?

- I look forward to reading it from cover to cover
- I usually read three or four articles
- I quickly thumb through it
- I do not read it

Next

Please click the Next button to continue the survey.



# Fire and Forget Communication

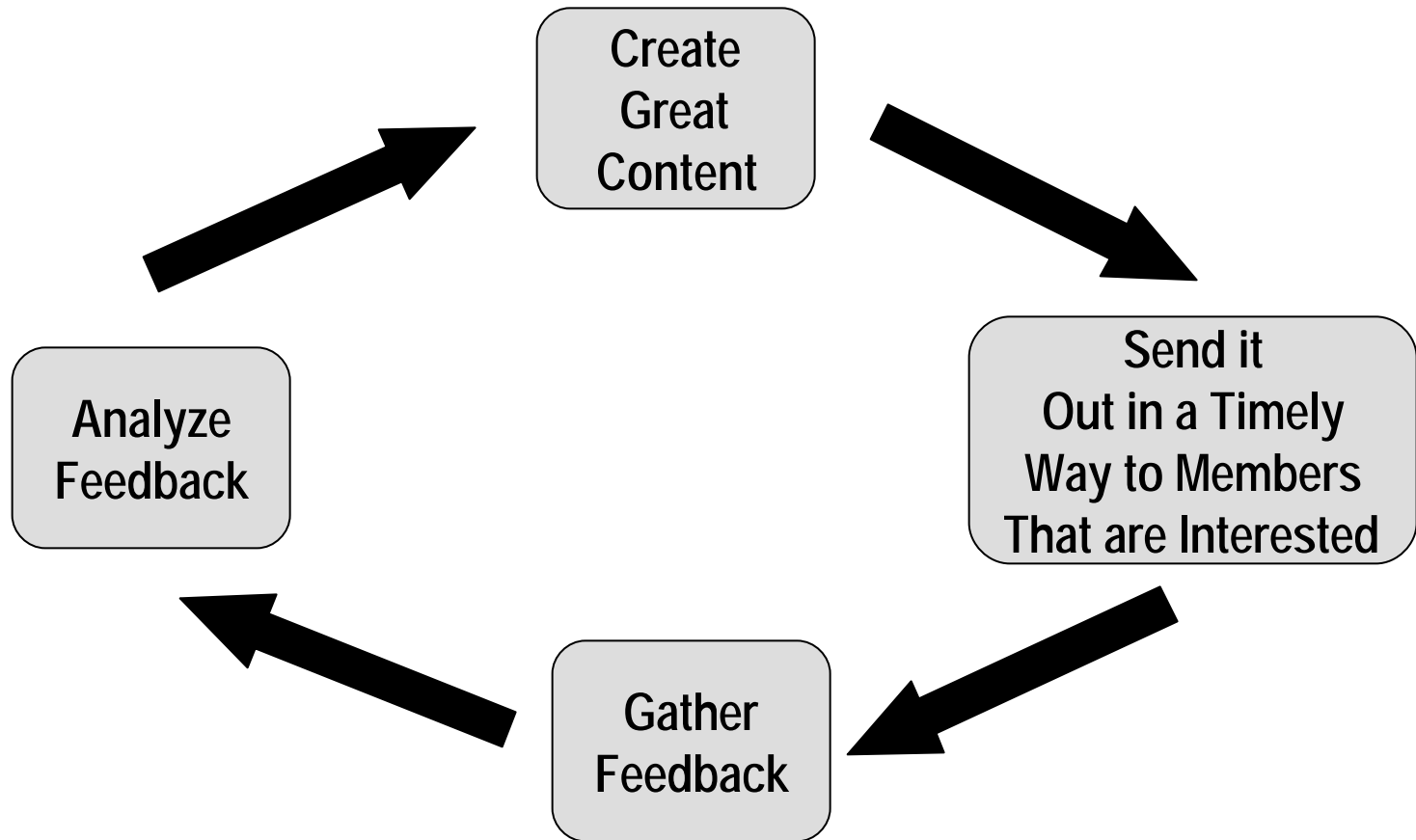
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- Work hard to get lots of content
- Get members to help contribute articles
- Spend lots of time and money editing and printing your newsletter
- Send out the newsletter and **hope** that someone reads it



# The Communication Loop

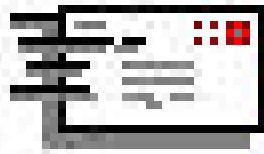
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# Assist in Communication

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- Monitor what articles are people sending to each other.



Share this with a friend



# Sample e-Mail Article

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## **Welcome John!**

Thanks for becoming a member of our widget association. If you are not familiar with us we thought you would like to know a little more about our history and mission:

[Background on Widget Association](#)

## **Selling Widgets to State and Local Government**

Have you been frustrated by not being able to get on approved vendor lists for your state? Jackie Smith shows you how to break in to state and local contracts. [More](#)

## **Using Computers to Track Widget Quality Control**

Our alpha geek in residence shows you how to use... [More](#)





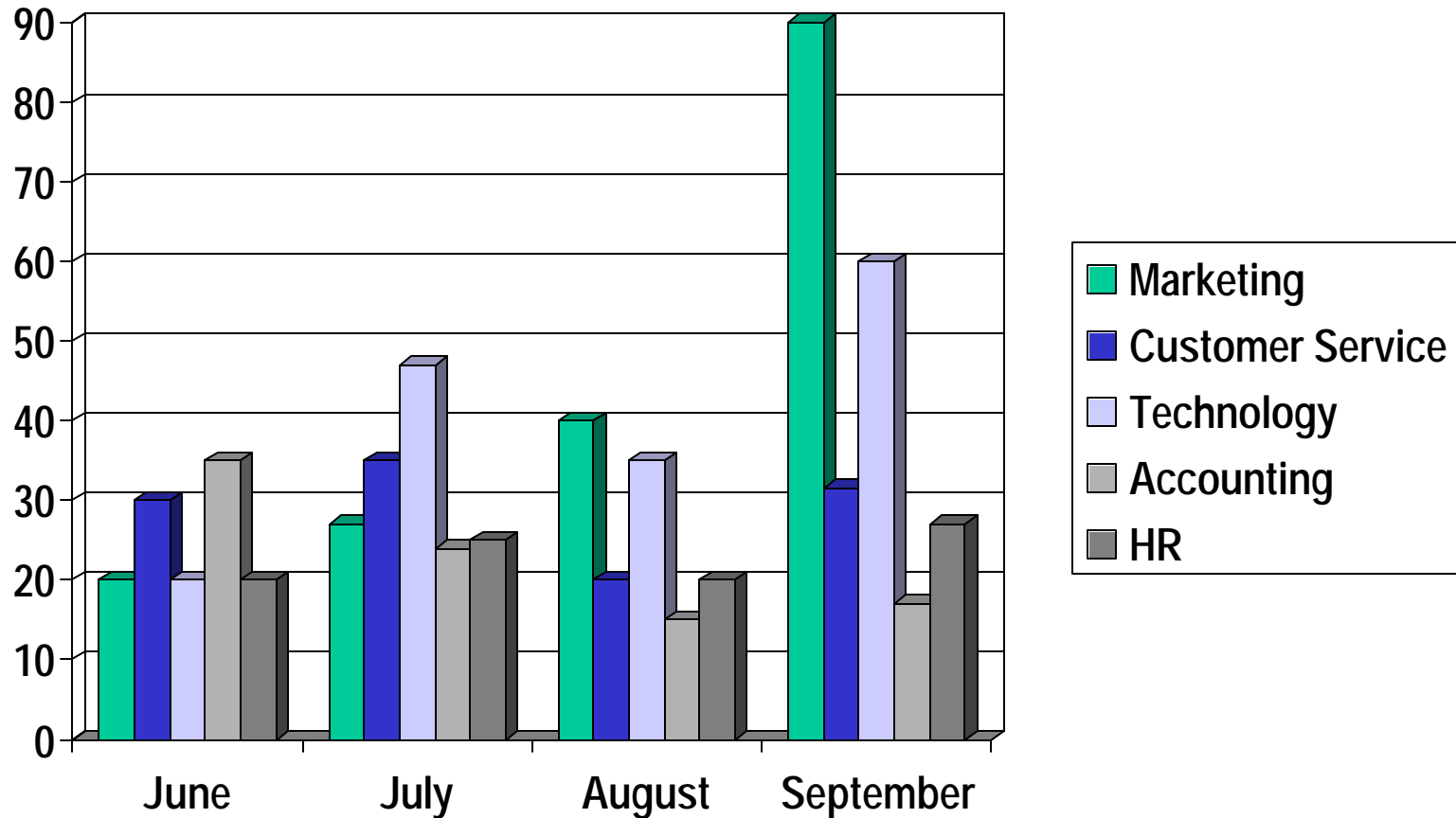
# Web Event Logs

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- From where did the person access our web site?
- What time did they visit the site?
- What pages did they view?

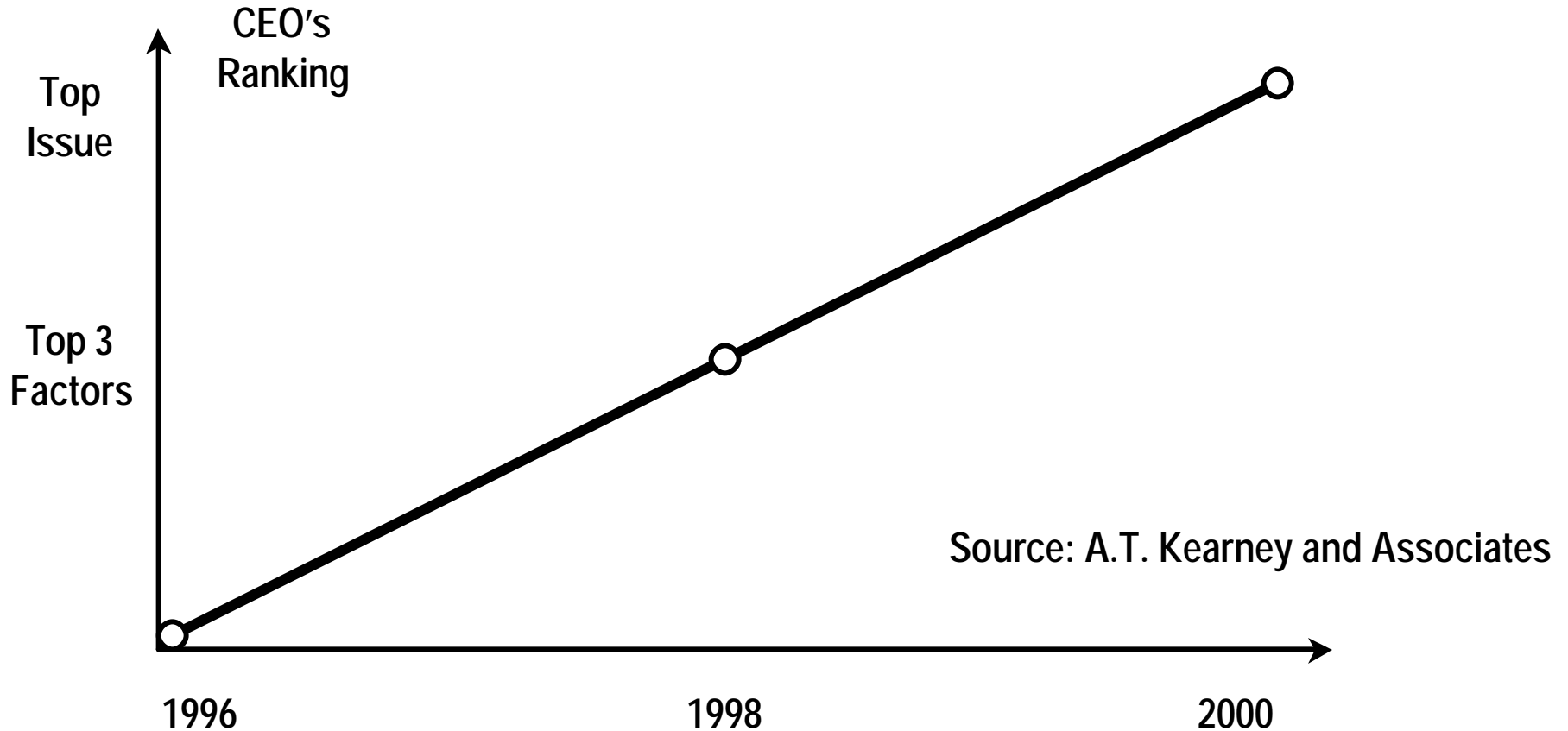


# Page Views Per Article Type



# Role of Technology in Strategy

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# Opt-In e-mail

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- Also known as list servers
- Lists can be moderated or un-moderated
- Users can add themselves to your lists or take them self off the list directly from you web site
- Usage activity logs can be stored directly on web sites



# Frequency

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- We send items out from this list...
  - daily
  - weekly
  - monthly
- Make a promise and try to stick with it



# Past Articles

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- Keep a searchable archive of past articles
- If you collect membership, only allow members that are current with their membership to have access



# Web Writing Style

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- Reading on the web is different from reading printed text
- Web surfers like to scan and drill down
- Avoid forcing users to scroll to get to key information
- Read up on “Writing for the Web”



# Integrate, Integrate, Integrate

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- Integrate with your desktop tools
  - Word, Outlook etc.
- Integrate with your membership management system or customer database
- Hold vendors responsible for providing “open interfaces” that are both well documented and well tested





# Project Management

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- **Every** project has a project manager
- Project manager is accountable for the ultimate success of the project
- Every project has at least a one page project charter
  - Stakeholder identification, budget, timeline
  - Risk analysis, resource requirements
  - Resource assessment, vendor communication
  - Measurements of success
- Communication, Communication, Communication



# Balanced Scorecard

## Financial

- sales volume
- revenue from new service offerings
- profitability by service type

## Process

- sales pipeline
- order entry
- service set-up time
- call return time
- quality metrics

## Customer Satisfaction

- web-based surveys
- customer suggestion box
- billing feedback
- customer retention

## Staff Skills

- training
- certifications
- project management skills
- gap analysis
- future skill

# Technology Budgets

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- Get the right tools for the right users
- Identify power users
- Hardware – 3 year lifetime (except monitors)
- Software
  - Operating systems – upgrades
  - Virus subscriptions
- Network infrastructure
  - Cables, Switches, Routers, Backup
- Support contracts
- Training, training, training



# Training

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- Make training part of your technology plan and budget for it
- Get a good book
- Use built-in help
  - Help systems are getting better
- Mentoring
  - One-on-one or small groups
- Lunch and learns – leverage vendors
- Classroom training
- On-line training options
- Don't ignore the training needs of managers



# Technology Literacy

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- Start with simple goals:
  1. Try to get everyone to use e-mail
  2. Set up e-mail aliases
  3. Start sending attachments
  4. Manage e-mail lists
  5. Opt-in e-mail: listserv
  6. Web discussion boards
  7. Web content management
- Use 90% carrot and 10% stick



# E-Mail Pilot Project

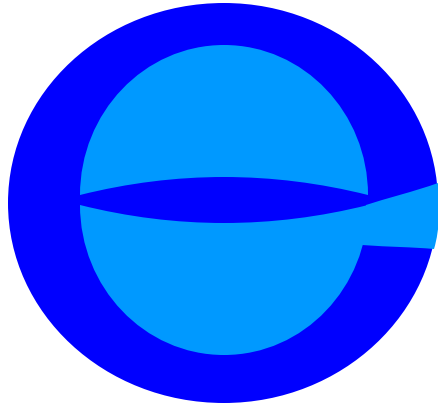
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- Identify a small sub-group of your total membership base. Target computer literate users. Pick a project of the right size and the right level of business risk
- Identify the sub group of users initial needs
- Keep in mind how these needs are similar or different from the entire organization
- Write an RFP with staged implementation
- Score responses – pick partnership driven firms
- Get a trial version up an running
- Evaluate cost effectiveness



# Thank You!

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