

Creating Online Communities to Deepen Member Connectivity and Engagement



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Staying Focused

- Mission/Vision
- Business Reason
- Connectivity/Engagement
- Content
- Purpose



What is the point?

- **Share** *information*
- **Ask** *for help*
- **Discuss** *problems*
- **Exchange** *lessons learned*
- **Chat** *with colleagues*
- **Find** *information*



How Does it Happen?

- Start Small
- Create Engagement Plan
- Educate Staff/Volunteers
- Adding Functionality
- Make Adjustments



Engagement

- Levels

- Highly Engaged Member
- Observers
- Quiet Champions
- What Community?

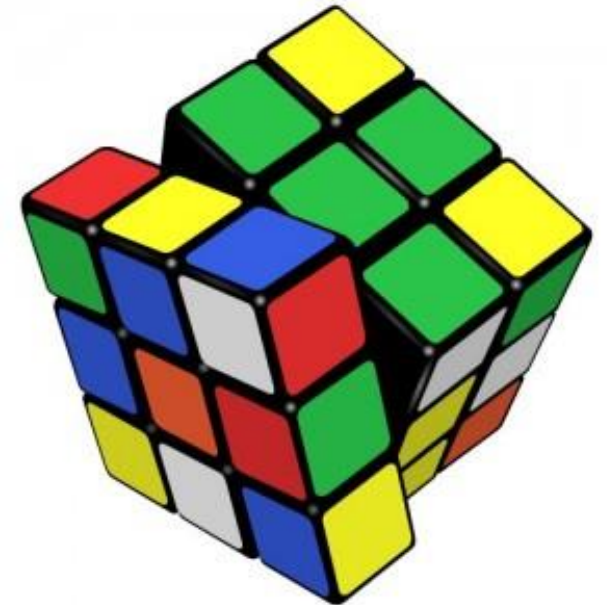
- Building

- Educate
- Reward
- Showcase



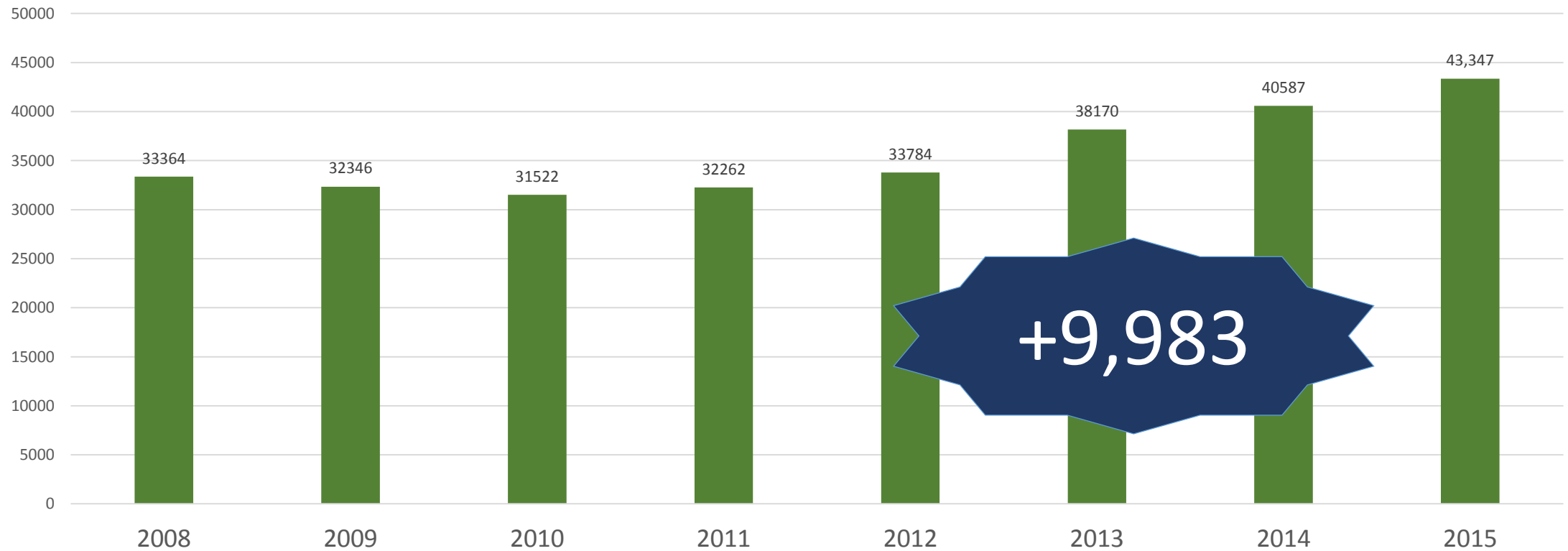
ASHA's Problem

- SIG Membership Declining
- Listserv Nightmare
- No Searchable or Organized Content
- Emails, Emails, Emails
- Directory



What did it do for membership?

Total SIG Membership



What about the \$\$?

