Creating Online Communities to Deepen Member Connectivity and Engagement

Jill Straniero, CAE
American Speech-Language Hearing Association (ASHA)
jstraniero@asha.org
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

[Bar chart showing membership growth from 2008 to 2015, with a total increase of +9,983 members.]
What about the $$?

SIG Revenue

+$306,635