Member Engagement is the use of strategies, processes, technology and tools to attract and retain members and influence the behavior of individuals consistently and effectively across all touch points throughout the lifetime of the member's relationship.

**What Engagement is NOT:**
- Customer service
- Customer experience
- Based on assumptions, feelings, and guesswork
- A singular event (got engaged vs. engagement)
Engagement

What Engagement is:

- Engagement = relationship + action
- Engagement is measurable (to an extent)
- Engagement is an organizational tenant
- Engagement intends to result in partnership

The question may not be are members engaged with us

but...

are we engaged with our members?
Are we engaged with our members?

Sounds obvious, but when we engage with our members they become engaged

• Takes organizational commitment
• Takes time and energy
• Works best when based on accurate knowledge
• Most effective when you are meeting their needs
• Requires personal interactions

Everything starts with a personal relationship!

Are members engaged with each other?

Do you create opportunities for members to feel like they are part of something bigger than themselves?

Are your employees engaged with your organization?

Employee Engagement Survey: Recruitment, Retention, and Performance

- 24% engaged employees
- 22% highly engaged employees
- 18% engaged employees
- 16% disengaged employees

Employee Engagement Index: 2017
Engagement vs. Entrapment

Entrapment
- Create opportunities to bind yourself to your members
- Effective programs that meet your member needs makes it difficult for them to leave

Coming in 2018
- Member Spotlight
- Discussion Forum

Engagement vs. Retention

CVMIC Retention
- 2 members have left
- Over 31 years of existence
- YOY retention rate is approximately

= 99.82%
One size does not fit all

Engagement Strategy

Main Questions

• Who should be your priority
• What should be your priority
• How will you determine necessary resources
• How will you measure success

SET Score

• Satisfaction
• Engagement
• Trust

Measuring Success
Measuring Success

MEMBER SET SCORE (Satisfaction, Engagement, Trust)

<table>
<thead>
<tr>
<th>SET Score</th>
<th>Satisfaction</th>
<th>Engagement</th>
<th>Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Loss Control - Safety</td>
<td>Quality Rating</td>
<td>How would you rate the quality of the safety training and service you receive?</td>
<td>Quantity Rating</td>
</tr>
<tr>
<td>Loss Control - EPL</td>
<td>Quality Rating</td>
<td>How would you rate the quality of the EPL training and service you receive?</td>
<td>Quantity Rating</td>
</tr>
<tr>
<td>WC</td>
<td>Satisfaction Rating</td>
<td>How satisfied are you with the service you receive from the WC department?</td>
<td>Outcome Rating</td>
</tr>
<tr>
<td>Liability</td>
<td>Satisfaction Rating</td>
<td>How satisfied are you with the service you receive from the Liability department?</td>
<td>Outcome Rating</td>
</tr>
<tr>
<td>CVMIC Overall</td>
<td>Satisfaction Rating</td>
<td>How would you rate your overall satisfaction with CVMIC?</td>
<td></td>
</tr>
</tbody>
</table>

Engagement Challenges

- Loss of primary contact(s)
- Contact maintenance
- New contact on-boarding
- Changing councils, boards, etc.
- Members’ competing priorities
- Internal and member resources

OPEN DISCUSSION
Thank you!