

**Best Practice Session  
GPN Leadership Conference 2006  
April 20-21, 2006**

**Group 1 0 – 99 Members**

Improving Communication to Members

1. Offer a web-based “webinar” style membership meeting
2. Recruit 1-2 board members with marketing / communications background (non-comp / benefits) to strengthen group’s communication
3. Utilize local college students w/stats major to do a membership survey

Dealing with Board Member Performance

1. Create “Process” binders for each committee to improve transfer of knowledge
2. Outline expectations and time commitments prior to service
3. Establish “Board-Only” section of your website

Improving Association Awareness and Reach

1. Collaborate with other local associations and jointly advertise meetings
2. Publish, market, sell local market survey with discounts to members
3. Be sure to promote Associate Membership when speaking with other groups

Best Topics, Speakers and Meeting Formats

1. Case Studies
2. “Washington” update on new or pending legislation or legal decisions
3. Speaker from DOL on wage and hour issues

**Group 2 100 – 199 Members**

Improving Communication to Members

1. Enhanced website; post questions and answers, issues and links, should be a central point of resource
2. Assign board members to mingle and facilitate during meetings – give them ID badges and shirts
3. Controlled email blast – specific job openings

Dealing with Board Member Performance

1. Set expectations and requirements
2. Clearly define roles between functions
3. Signed code or agreement

Improving Association Awareness and Reach

1. Referral programs for membership
2. Door prizes at meetings
3. Free guest to meeting – advertise in Business Journal

### Best Topics, Speakers and Meeting Formats

1. Extreme Makeover: 6 – 12 week meeting with company (outside firm)
2. Panel discussion
3. Speaker Topic: Career Path for Reward Professionals

### **Group 3 200 + Members**

#### Improving Communication to Members

1. Monthly email to members
2. Post presentations online
3. 3 weeks before email, then reminder 3-4 days before

#### Dealing with Board Member Performance

1. List of expectations and screening
2. Limit number of consultants
3. Action item list with minutes

#### Improving Association Awareness and Reach

1. Brochure to WorldatWork non-local organization member or letter
2. Chamber of Commerce
3. Midlands Business Journal

### Best Topics, Speakers and Meeting Formats

1. Metrics in Compensation
2. Round table
3. Salary planning systems

### **Additional Ideas from Group 1 (0 – 99 Members)**

#### Improving Communication to Members

- ❑ Forge relationships with other local HR Associations
- ❑ Rely a lot on email
- ❑ Change bylaws to allow electronic voting
- ❑ Use on-line survey service to poll members
- ❑ Don't over rely on electronic media because it doesn't always get through – use multiple vehicles
- ❑ Collaborate
- ❑ Use local media – business paper, newspapers, etc.
- ❑ Give out a free 'goodie' – maybe nothing to do with compensation, benefits or Total Rewards
- ❑ Meetings – email, postcard, newsletter, paper > 50% do combo

### Dealing with Board Member Performance

- ❑ Basic Data – make it available to all board members
- ❑ Lower expectations since we are a volunteer board
- ❑ Assign a ‘helper’ (even non-board member) to the board member
- ❑ Hold board meetings very early
- ❑ Rely heavily on email
- ❑ Have board member job description
- ❑ Out source as many manual tasks as possible
- ❑ Don’t ignore problems
- ❑ Amend bylaws to help you ‘let go’ of board members when necessary
- ❑ Provide board member training
- ❑ One special meeting per year to transition B/T officers

### Improving Association Awareness and Reach

- ❑ Make sure local chamber knows about you
- ❑ Offer student memberships
- ❑ Offer corporate memberships
- ❑ Solicit student involvement
- ❑ During joint events with SHRM, etc. be sure to market ourselves and have membership information available
- ❑ Press releases to the “right paper”
- ❑ Scholarship programs
- ❑ Publish, market, sell local market survey with discounts to members
- ❑ Better promotion of the association as a professional resource
- ❑ Work with consulting firms to do a survey and get them to market the survey
- ❑ Keep website up to date
- ❑ Register with Google and other search engines

### Best Topics, Speakers and Meeting Formats

- ❑ Have meetings at member sites
- ❑ FLSA
- ❑ Compensation in turbulent times
- ❑ Local congressman as a speaker
- ❑ Professor from local or nearby business school to give an economic update
- ❑ Panel of members shared their thoughts on leveraging employee benefits
- ❑ Employee survey (ie.) compensation and benefits issues
- ❑ Partner with local employers’ associations for meetings, speakers, etc.
- ❑ State law update once a year
- ❑ Workers compensation speaker once a year
- ❑ Building Blocks counsel once a year
- ❑ Consumer-driven health care case study
- ❑ Case studies – have organizations talk about their programs
- ❑ Have consultants present market data
- ❑ Survey your members on desired topics

## **Additional Ideas from Group 2 (100 – 199 Members)**

### Improving Communication to Members

- ❑ Flyer at meetings and tables
- ❑ Posters
- ❑ Bylaws / minutes on website
- ❑ Logo Items: mugs, pens, shirts, binders
- ❑ Email specific industry in GPN
- ❑ Ask how they want to be communicated with
- ❑ Call non-renewals
- ❑ Quarterly news letter; how received, expand 4 to 6 pages
- ❑ Use members to contact non-members
- ❑ Focus groups (with members) feedback
- ❑ Recycle WorldatWork materials
- ❑ 10 minute sales pitch
- ❑ Round tables
- ❑ Recognize new members; greet & intros
- ❑ Profile a member in News letter
- ❑ Company profile
- ❑ Use WorldatWork to communicate courses etc.
- ❑ Special interest sessions following meetings
- ❑ Improve graphics and look to be more appealing

### Dealing with Board Member Performance

- ❑ Bylaws
- ❑ More frequent meetings and calls
- ❑ Dinner meetings quarterly (nice restaurant)
- ❑ Background checks
- ❑ Personal references
- ❑ Action plans in minutes – accountability
- ❑ Recruit for board
- ❑ Members recommendation
- ❑ Feedback how they're doing
- ❑ Committee membership as prerequisite
- ❑ Set expectations up front
- ❑ Job descriptions
- ❑ Meet and discuss issue or leave board

### Improving Association Awareness and Reach

- ❑ Advertise meetings on SHRM website newsletter
- ❑ 1 persona awards with more referrals
- ❑ Coupons to meeting, 1 for free
- ❑ Bring a buddy
- ❑ Logo items
- ❑ Certificate to WorldatWork
- ❑ Newspaper to announce new board members
- ❑ Use colleagues list
- ❑ Outreach to past members
- ❑ Mailings
- ❑ Booth at SHRM State conference

### Best Topics, Speakers and Meeting Formats

- ❑ Review vol. Co.
- ❑ Negotiation skills
- ❑ Wellness
- ❑ Consumerism

### **Additional Ideas from Group 3 (200 + Members)**

#### Improving Communication to Members

- ❑ Register and pay online

#### Dealing with Board Member Performance

- ❑ Code of ethics
- ❑ Email of each board member resp. looking for volunteers

#### Improving Association Awareness and Reach

- ❑ No additional ideas

### Best Topics, Speakers and Meeting Formats

- ❑ American Jobs Creation Act – impact on DCP
- ❑ Saratoga Institute/PWC
- ❑ Creative use of numbers – Beatty, San Diego S & U, John Davis
- ❑ Consultant with client
- ❑ Panel discussion on governance
- ❑ Pete Ramstad – PD1, Visionary Speaker
- ❑ HR – ROI
- ❑ HRIS Systems Usage – panel discussion