Would you rather be surrounded by

(a) people who brag all the time
or
(b) people who complain all the time
Chapter Dashboard: Tool for Maximizing Your Success
What issue or topic would you like to learn more about / discuss in Houston or our webinar series?
Pre and Post Webinars – Extending the networking & learning

**TIME:** 2:00pm-3:30pm ET

**DATES:**
- February 13: Leadership Bootcamp!
- March 26
- April 23
What questions do you have about the Chapter Dashboard?
At the Core: Chapter Dashboards

- Leadership → Operations → Member Involvement → Member Services

https://nigp.secure-platform.com/chapters
At the Core: Chapter Dashboards
high member engagement

Translates to retention, acquisition & awareness
Review/fill in your dashboard
Member Involvement Dashboard

Yellow

Scenario B

- Less than one-third of members participate in or attend events regularly
- We need more member to get involved in helping with events, activities or responding
- We lag behind the national member retention rate

What’s Working *

1. High attendance at annual conference.

Questions and Notes

1. How are other chapters encouraging membership involvement.
2. Have any other chapters struggled with getting governmental entities to allow their members to attend and realize the value of NIGP?
3. What tactics have other chapters used to get State agencies involved.

What’s Not *

1. Member volunteerism and engagement
2. Many attend our annual conference, but not the quarterly chapter meetings even after offering a hybrid meeting structure with a virtual attendance option.
3. Need more chapter members to also have National memberships and volunteer and serve at the national level.
4. Office of State Procurement not supportive of ARNIGP which trickles down to meet State agencies.
5. Government agencies statewide have cut training and development funding for public procurement professionals and do not allow people time away from the office to participate.

Goals *

1. Increase member attendance at quarterly chapter meetings.
2. Increase membership volunteerism and engagement with new rewards program.
Review/fill in your dashboard

Gather success stories

Discuss options

Prepare extra information (metrics/target)

Identify gaps in info

Identify relevant trends

Gather success stories
“They don’t start with selling you on the amenities... they sell you on the people you’ll have access to and how the membership will help you level up.”

Meagan Loyst
Gen Z VCs
27,000 members from 80+ countries
Digital
VIRTUAL

Source: Association Trends 2022: The Future
Focused Member Experience, Community Brands
Review/fill in your dashboard

Identify gaps in info

Gather relevant trends

Discuss options

Gather addl info on success (metrics/target)
Who you gonna call?
Connecting NIGP & Your Chapter!

- Share the latest NIGP member benefits, educational opportunities, resources, and tools.
- Hear what chapter members and leaders need from the Institute and address questions

How?

- Annual Virtual Visits & In-Person Visit every other year
- Meeting with Chapter Board
- NIGP Presentations and/or hosting an NIGP Booth
- Connect Anytime with Questions

✔ Learn more: https://www.nigp.org/chapters/chapter-ambassador-visits
NIGP Staff: Your Resource

• Jennifer Steffan jsteffan@nigp.org – Chapter Relations
• Kaitlyn Mankin kmankin@nigp.org – Chapter Programs
• Karen Robinson krobinson@nigp.org – Hosting an NIGP Course
• Chanda Taylor Carpenter ccarpenter@nigp.org – NIGP Education/Scholarships
• Diane Daly ddaly@nigp.org – NIGP-CPP Certification
• Ronni Levine rlevine@nigp.org – NIGP Webhosting
• Customer Service customercare@nigp.org

✔ Learn more: https://www.nigp.org/contact-us
Chapter Online Resource Library

- Annual Reporting Forms
- Governance – bylaws, SOPS
- Financial Management – internal check list, record retention
- Membership – brochures, scholarships, recognition engagement
- Marketing
- Events and Conferences – sponsors, RTS, pro-d events
- Legal, Tax and Insurance

Learn more: [https://www.nigp.org/chapters/chapter-ambassador-visits](https://www.nigp.org/chapters/chapter-ambassador-visits)
Chapter Subject Matter Experts

Leaders with designated expertise in the area you need support!

Support those struggling in specific areas of Association Management:
• Governance
• Bylaws, Policy and SOP’s
• Finance
• Legal
• Operations
• Volunteerism
• Event Planning
• Membership

Work with you to develop goals and measurements for improvement while providing recommendations on outcomes and timelines.

✅ Watch for more details coming soon!
Review/fill in your dashboard

Gather success stories

Id gaps in info

Id relevant trends

Discuss options

Gather addl info

Id success (metrics/target)
What data can you tap?
What’s the profile of those attending & not attending?
How else are members connecting?
What percentage of members connected in the past year?
What other associations or resources do members tap locally?
What do members need tomorrow?
Review/fill in your dashboard

Gather success stories

Gather addl info

Id gaps in info

Id relevant trends

Discuss options

Gather success stories (metrics & target)
What is our data around this belief?

What are our options – including those less preferable?

What is our data around this belief?

What if the belief isn’t still true?

Who else is juggling this issue?
Avoid the pitfalls

The ‘whether or not’ syndrome
Blinded by short-term emotion
False sense of certainty
Review/fill in your dashboard

Gather success stories

Gather addl info

Identify gaps in info

Identify relevant trends

Identify success (metrics & target)

Discuss options
Draw members into the process

- Surveys
- Online collaboration (Padlet, Jamboard)
- Whiteboards
- Polling
- ??
To help you have the best possible in-person experience ...

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| Fill in your chapter dashboard with your board | As a board, consider these questions:  
• What are our top priorities for 2024?  
• How will we track progress and measure success for those priorities?  
• What are our areas for improvement? | Gather & bring your key stats:  
• Number of dual and chapter-only members  
• Percentage of members who volunteer  
• Percentage of members who attended at least one event  
• Average registration attendance | Attend the Thursday kick-off |
BONUS OPPORTUNITY
Submit your Brag Flyer for the hall of fame idea swap!

WHAT: 1-page brief write-up on any activity or initiative you excelled at and what to share with other chapters. Keep it simple or add some flourish.

DUE: Submit to Jennifer by Feb. 16.

Who will get the top votes & win a prize?
Dashboard is a tool for decision making that drives success.