

## **Member Services Committee Notes**

**Meeting date:** August 13, 2020 | 2PM ET

**Attended:** Jamie Caruso, Chadd Dehn, Kristen Wright, Wendy Metzgar, Zachary Misko

### **Discussion:**

The group reviewed the committee project plan and agreed there was a natural sequence to the membership projects (website, member onboarding process, member feedback), as well as overlap between the items, with the website playing a large role in onboarding new members into the organization. Therefore, it was decided to prioritize the website review, but to modify the focus to how the site is used when introducing the Association to new members.

### **Action Items:**

Each member is asked to take 15 minutes to review the Association site ([hrotoday.com/association](http://hrotoday.com/association)) according to the guidelines below and provide honest feedback (there are no sacred cows!). It is suggested that you use the attached welcome email as a jumping off point for entering the site to mimic the typical new member experience.

- Is our brand – who we are – obvious and clear, as well as distinct from the *HRO Today* site?
- Evaluate user-friendliness in terms of accessibility and navigation
- Is it intuitive? In other words, do the paths through the site make sense to the USER
- Is it easy to find and connect with members/is there a feeling of community?

Send comments to [Wendy.Metzgar@SharedXpertise.org](mailto:Wendy.Metzgar@SharedXpertise.org).

Also include 2 to 3 go-to websites that you visit often (not association related).

Please engage peers/colleagues (if they have time) to do a 10- to 15-minute review and include their comments with yours.

Zachary will send the landscape analysis completed in 2018 so we can refer to that intel in our next discussion.

### **Next Meeting:**

On **Wednesday, August 26 at 2:00PM ET**, each member will do a 10-minute review of their feedback, and we will discuss the landscape analysis. Our goal is to come out of the meeting with a preliminary proposal for improvements and new features that will enhance the onboarding process to make new members feel welcomed to the community and prepared to engage in opportunities of their choosing.