

## Member Services Committee Meeting Notes

**Meeting Date:** August 26, 2020

**Attended:** Jamie Caruso, Chadd Dehn, Wendy Metzgar

The purpose of this meeting was to discuss member feedback regarding the *HRO Today* Association website. The actual feedback is included below, followed by a summary of our discussion and suggested action steps.

### Response #1

- **Is our brand – who we are – obvious and clear, as well as distinct from the *HRO Today* site?**
  - I think there could be a different brand logo for the association to differentiate the two.
  - I think it would be helpful to show who you are, what you do and why folks would want to join right on the home page (simplifying the value proposition information). It would be great if you could click links for more information from this page (on the conference, etc.). It should be highlighted as to WHY folks should be there vs a SHRM
  - On the home page of the association it has the below. My notes/questions are in red.  
**Why the *HRO Today* Association?**
    - **Convenient.** There is no need to track multiple individual memberships: one membership covers the entire team **your entire HR department**
    - **Customized.** One size does NOT fit all: everyone can mix and match opportunities to create an ideal membership experience. **what are the opportunities? I'd recommend highlighting these at the top of the page.**
    - **Current.** Monthly livestreams with thought leaders, the most-read industry publication (*HRO Today*), and original research are just a few ways our resources keep the team on top of trends, metrics, and regulations.
    - **Connected.** Being part of the largest global HR community exposes members to the widest range of best practices and lessons learned. **What makes it different from SHRM? I feel like "Being a part of the largest global HR community" should be highlighted at the top.**
  - **About**
    - The value proposition should be the top one to click on. This highlights everything that is available to members. This should be highlighted when you even click "about." Having it bulleted by the history.
    - Global board of advisors: How can members taps into them? Can they?
  - **Benefits > for practitioners**
    - Content seems outdated even using the term "brochure"
  - I had an issue logging in/resetting password. Still unable to login.
  - Does the association have an Instagram account? This would be a great way for folks to stay up to date.
- **Evaluate user-friendliness in terms of accessibility and navigation**
  - Seemed straightforward would just prefer simplifying the content. Remove the banner at the top of the page.
- **Is it intuitive? In other words, do the paths through the site make sense to the USER**
  - Pretty easy to find additional information on the conference and additional resources.
  - I think the content can be simplified overall

- Not sure why the logos are at the top and bottom of twitter, LI. I'd prefer them at the bottom. Kept seeing JOIN US (twice on one page).
- **Is it easy to find and connect with members/is there a feeling of community?**
  - I'm unsure how to do this. Is that going through the membership directory?
  - You mentioned during our call that members are able to find a subject matter expert, but I'm unsure on how to do this.

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

- [www.Linkedin.com](http://www.Linkedin.com)
- [www.zillow.com](http://www.zillow.com)
- [www.sallysbakingaddiction.com](http://www.sallysbakingaddiction.com)

## Response #2

- Is our brand – who we are – obvious and clear, as well as distinct from the *HRO Today* site?
  - Association Value Proposition isn't on the home page. At the end of the day, that best described the BRAND to a member the best way
  - SHRM Lists Benefits and has a video describing the Association
  - Also has an FAQ
  - Brochures are cleaner...
  - Website feels a bit OLDER
- Evaluate user-friendliness in terms of accessibility and navigation
  - Fairly easy to navigate
- Is it intuitive? In other words, do the paths through the site make sense to the USER
  - I think it is... I didn't struggle to find my way around the website
- Is it easy to find and connect with members/is there a feeling of community?
  - I could find people pretty well
    - Fairly easy search functionality
    - I do not get a "community vibe" from navigating the website.
      - SHRM has a number of groups taking place with chat groups in place

## General thoughts:

- Positive: up-to-date information, easy to navigate/search, clean design
- Improvement: looks older, outdated, not modern, not very dynamic, sales-y, very little community vibe, designed from the "inside out" (i.e., not guided by the expectations/experience of the user)

## Suggested Action Items:

- More dynamic content, like videos of members, on home page
- Highlight value proposition in welcome letter and on home page and make the connection between member resources and the Value Proposition more obvious/stronger
- More language about getting engaged/involved and how resources help the user vs. the hard sell approach that is conveyed via multiple "Join Now" buttons
- Move member directory to more obvious location on home page; add member skills/expertise as a field in the directory so members looking for answers in specific areas know who to contact
- Make it easy for users to communicate with committee members, board, and staff
- Use social media to drive users to site, specifically Instagram