

## Member Services Committee Meeting Notes

**Meeting Date:** January 28, 2021

**Attended:** Mike Brann (Broadleaf); Jamie Caruso (MediaCom); Karen Feeney (KenCrest); Brielle Hefflebower (AMN Healthcare); Cristine Kane (Hudson RPO)

**Absent:** Chadd Dehn (Yoh)

### Administrative Committee page

Committee members are encouraged to visit [this page](#), which lists dates for upcoming meetings as well as archives of meeting notes.

### Overview of Project Plan

The Association's committee project plan is also housed on the Administrative page. This document lists the three projects identified in 2020 as being top priority: Association website; new member onboarding process; and member feedback mechanisms. The document tracks progress for all projects and also demonstrates how each initiative ties back to the Association's [Value Proposition](#).

### Discussion: [membership options/language](#)

The group was asked for feedback regarding language on the Association website that describes membership opportunities available to those who practice HR within an organization (HR practitioners) and those who provide services and technology to those practitioners (HR providers). Questions that have arisen include:

- Does the language make sense?
- Is it necessary to separate these two audiences so distinctly?

Comments/insights included:

- There are different benefits for each audience, so it is necessary to approach them differently to some extent.
- The Association needs to avoid being overly complicated; members want to meet contacts with different backgrounds.
- The Association could be more universal in recruitment efforts and then offer more specialized/targeted benefits once members join (e.g., special interest groups).
- Pricing is a big factor; the offerings/value need to align with investment.
- Association needs to ask prospects and former members: WHY did you choose not to join/renew?
- Several committee members are provider members who have worked with SharedXpertise/*HRO Today* on various projects (Bakers Dozen, events, and more) but are not aware of the Association and the benefits offered. Where is the communication gap?

Next steps for this committee:

- Review and fine-tune language and benefits:  
<https://hrotoday.com/association/benefits-and-membership/> (connects to website project)
- Strategies for raising awareness with existing members to increase engagement (connects to onboarding project)