

Time	Author	Text
02/13/2020 10:45 AM (EST)	Matchbox Virtual Media	Welcome everyone to CEX Virtual!
02/13/2020 10:45 AM (EST)	Maria Minarik	Good morning from Montreal
02/13/2020 11:26 AM (EST)	Nives McLarty	Hello from DC Metro Area. Looking forward to the event!
02/13/2020 11:35 AM (EST)	Sarah Garrity	Welcome from the Detroit area! We got a little snow this morning :-)
02/13/2020 11:36 AM (EST)	Wesley Carr	Good morning from Rockville, MD. I'm one of the presenters today and look forward to an engaging discussion.
02/13/2020 11:36 AM (EST)	Sarah Garrity	Good morning, Maria & Nives!
02/13/2020 11:37 AM (EST)	Diana Tucker	Good morning from Herndon, VA! I'm Diana Tucker and I'll be speaking and sharing with you some of my experiences today. I'm available for questions anytime during the chat and beyond!
02/13/2020 11:39 AM (EST)	Nives McLarty	@Sarah: No snow for us in Reston, VA. But it has been raining these past week.
02/13/2020 11:40 AM (EST)	Sarah Garrity	Oh, rain's not much fun either, Nives...
02/13/2020 11:41 AM (EST)	Peggy Hoffman	Hi - Happy Almost Valentine Day! In lovely Columbia MD (it never rains on me)
02/13/2020 11:42 AM (EST)	Sarah Garrity	So excited to hear your thoughts today :-)
02/13/2020 11:42 AM (EST)	Sarah Garrity	Hi Peggy, Wes & Diana!
02/13/2020 11:43 AM (EST)	Sarah Garrity	Happy (almost) Valentine's Day!
02/13/2020 11:44 AM (EST)	Saurabh	Hello from Montreal
02/13/2020 11:45 AM (EST)	Nives McLarty	Matchbox events always have excellent speakers - with chat and experiences shared as extra bonus.
02/13/2020 11:46 AM (EST)	Arianna Rehak	Hello hello everybody! Cheers from Canada. Peggy, it doesn't rain on us either - because it always snows :)
02/13/2020 11:48 AM (EST)	Matchbox Virtual Media	@Nives - thank you so much for your support! :)
02/13/2020 11:49 AM (EST)	Sarah Garrity	Hi Arianna!
02/13/2020 11:50 AM (EST)	Shelley Wales	Morning all! Hello from Super Bowl champ city Kansas City (Missouri)
02/13/2020 11:50 AM (EST)	Arianna Rehak	Hi Sarah! Hi Katie! :)
02/13/2020 11:50 AM (EST)	Katie Carson	Hello All ☺
02/13/2020 11:51 AM (EST)	Shelley Wales	Thanks Nives! Sorry to any 49ers fans :) No offense :)
02/13/2020 11:51 AM (EST)	Nives McLarty	Congratulations Kansas City!
02/13/2020 11:52 AM (EST)	Arianna Rehak	haha Shelley!
02/13/2020 11:56 AM (EST)	Tanya Coogan	Hey CEXy peeps!
02/13/2020 11:56 AM (EST)	Nives McLarty	@Shelley: Winner takes it all
02/13/2020 11:57 AM (EST)	Tanya Coogan	@arianna--two times in one week. you are spoiling me
02/13/2020 11:57 AM (EST)	Shelley Wales	I'm so glad you all are doing this CEX follow up event!
02/13/2020 11:57 AM (EST)	Arianna Rehak	Hi Tanya!
02/13/2020 11:57 AM (EST)	Shelley Wales	@Nives, well, it HAD been 50 years, we're a tad excited.
02/13/2020 11:58 AM (EST)	Mary Odom	Hello from Kansas City where the schools are cancelled today for below freezing temperatures.
02/13/2020 11:58 AM (EST)	Arianna Rehak	Hi Nina! Welcome :)

02/13/2020 11:58 AM (EST) Nives McLarty @Arianna: Hi, Arianna. Looking forward to hear your input on the subject to be presented.

02/13/2020 11:58 AM (EST) Nina Holman Hello from wet and rainy Philadelphia!! :)

02/13/2020 11:58 AM (EST) Tanya Coogan @sarah--hey hi--so excited

02/13/2020 11:58 AM (EST) Sarah Garrity Hello Tanya :-)

02/13/2020 11:59 AM (EST) Emily Jennings Hello from not so sunny FL!

02/13/2020 11:59 AM (EST) Shelley Wales Hi @Mary, I'm in KC, too!

02/13/2020 11:59 AM (EST) Brandon Boling Hello from the nation's capital!

02/13/2020 11:59 AM (EST) Franklin hello from Montreal!

02/13/2020 11:59 AM (EST) Arianna Rehak @Nives - I attended CEX for the first time this year and find it to be suuuuch a good conference. I am excited for the follow-up here!

02/13/2020 11:59 AM (EST) Nina Holman @Arianna - Hi! :)

02/13/2020 11:59 AM (EST) Sarah Garrity Yipeee!!!

02/13/2020 11:59 AM (EST) Michael Getter Hi everyone!

02/13/2020 11:59 AM (EST) Nina Holman @Arianna

02/13/2020 11:59 AM (EST) Peggy Hoffman Can you feel the excitement? 1 min to go!!!

02/13/2020 12:00 PM (EST) Nancy B. Hi from DC area

02/13/2020 12:00 PM (EST) Michael Getter Old Town Alexandria, VA here...

02/13/2020 12:00 PM (EST) Sofia Losada Hi @ Brandon, I'm in DC too!

02/13/2020 12:00 PM (EST) Nives McLarty @Arianna: Duly noted re CEX for future reference, too.

02/13/2020 12:01 PM (EST) Kristov Martens Hello hello!

02/13/2020 12:01 PM (EST) Angeles Cervantes Howdy - from Houston, TX!

02/13/2020 12:01 PM (EST) Jennifer Watson Hello from Quantico VA!

02/13/2020 12:01 PM (EST) Erin O'Sullivan Hi there from Dallas!

02/13/2020 12:01 PM (EST) Abigail S. Hello from St. Charles, IL!

02/13/2020 12:01 PM (EST) Kari Zick Hi from freezing and snowy chicago!

02/13/2020 12:01 PM (EST) Nate Bell Hello from Arlington, VA!

02/13/2020 12:01 PM (EST) Emily Fest Emily from Philly

02/13/2020 12:01 PM (EST) Beth Gulding Good afternoon,

02/13/2020 12:01 PM (EST) Cindy Slone Hi from Alexandria, VA!

02/13/2020 12:01 PM (EST) Heather Wood Chicago!

02/13/2020 12:01 PM (EST) Colleen Hello from Vermont

02/13/2020 12:01 PM (EST) Angeles Cervantes Hello everyone! :)

02/13/2020 12:01 PM (EST) Cynthia Simpson Cindy S from Myrtle Beach, SC!

02/13/2020 12:01 PM (EST) Brianne C. Martin Hi from Dallas, Texas :)

02/13/2020 12:01 PM (EST) Allen Lloyd Hello from Montana!

02/13/2020 12:01 PM (EST) Arianna Rehak Hello everybody! This is Arianna from Matchbox :)

02/13/2020 12:02 PM (EST) Mary Odom Hi @Shelley!

02/13/2020 12:02 PM (EST) Nives McLarty @Arianna: Sorry for snow, had it when visited Canada in January, 10 inches in London, ON - enough for me for the winter!

02/13/2020 12:02 PM (EST) Matchbox Virtual Media Chat tip: Upload your headshot by clicking on the user icon on the bottom left corner of the chat!

02/13/2020 12:02 PM (EST) Arianna Rehak Jealous of anyone who isn't swamped in snow right now :)

02/13/2020 12:02 PM (EST) Susan Mosedale Hi from Alexandria, Va

02/13/2020 12:03 PM (EST) Sarah Garrity What is a CRP to you?

02/13/2020 12:03 PM (EST) Allen Lloyd Snow = Ski and Ski = Happy!

02/13/2020 12:03 PM (EST) Kristov Martens Peggy is such an engaging speaker!

02/13/2020 12:03 PM (EST) Judy Brennan Hi Peggy

02/13/2020 12:04 PM (EST) Peggy Hoffman @Allen love that segmentation

02/13/2020 12:04 PM (EST) Eileen S Yeah Nabil!

02/13/2020 12:04 PM (EST) Shelley Wales Hi @Nabil from your CEX table-mate!

02/13/2020 12:04 PM (EST) Peggy Hoffman Hi @Judy and @Kristov many thanks!!

02/13/2020 12:04 PM (EST) Tanya Coogan Swoon! What a dream team!

02/13/2020 12:04 PM (EST) Allen Lloyd Segmentation is what CRP means to me, be it geographic, subject, or any other metric

02/13/2020 12:06 PM (EST) Allen Lloyd Has anybody looked into the ideal size of a "group" for it to work best?

02/13/2020 12:07 PM (EST) Arianna Rehak @Allen, a group to accomplish what?

02/13/2020 12:08 PM (EST) Arianna Rehak Hi Maria!

02/13/2020 12:08 PM (EST) Colleen We have chapters that range from 70 members to 1600. They each run very differently.

02/13/2020 12:08 PM (EST) Arianna Rehak @Peggy, you mentioned that transitioning generations is one of the biggest current issues. Is there any literature you have on that? We're seeing that too in different spaces

02/13/2020 12:08 PM (EST) Graham Harvey @Allen - we did an assessment for the NPO I worked with. Organization and purpose make a big difference to the answer to that, But globally speaking we found that groups seem to function pretty well without a lot of segmentation until they hit just over 200

02/13/2020 12:08 PM (EST) Maria Thiry hello!

02/13/2020 12:08 PM (EST) Diana Tucker NAIOP also has a seat for an appointed Developing Leader on not only the Corporate Board of Directors, but also on the Executive Committee. Tremendous leadership opportunity!

02/13/2020 12:08 PM (EST) Allen Lloyd Anything, but primarily to create an engaged community.

02/13/2020 12:08 PM (EST) Peggy Hoffman @Allen yes - our research shows if you have a traditional structure, you really need 200+ members because only about 10% are heavenly engaged (your leadership.). Non-traditional structures need far fewer

02/13/2020 12:09 PM (EST) Saurabh Or is it\*

02/13/2020 12:09 PM (EST) Saurabh what are some of the main differences in the creating the leadership development program between the generations? Is it more hands on that what it was or vice versa?

02/13/2020 12:09 PM (EST) Peggy Hoffman @Colleen great point on the size - if we give them flexibility they can work with the size they have

02/13/2020 12:09 PM (EST) Diana Tucker I completely forgot to mention that we offer our chapters complimentary use of an online mentoring platform for recruiting mentors and mentees and setting up matches and meetings. The mentees are specifically targeted to our Developing Leaders. We also provide training and best practices on using the platform. Hundreds of DL mentoring meet-ups have taken place!

02/13/2020 12:10 PM (EST) Arianna Rehak @Hassana - the video session was pre-recorded and will be available on-demand after the fact

02/13/2020 12:10 PM (EST) Diana Tucker What are you all out there doing – please describe some of your specific examples of programs that chapters can do to engage developing leaders? And how do you finance that?

02/13/2020 12:10 PM (EST) Hassana Is this being recorded

02/13/2020 12:10 PM (EST) Diana Tucker @Arianna - what a great problem to have!

02/13/2020 12:10 PM (EST) Arianna Rehak @Saurabh - I second this question. Fascinating

02/13/2020 12:10 PM (EST) Arianna Rehak @Diana, I love the mentoring program - particularly because it satisfies both needs. I was just talking to an association that put out a call for mentors and they had more mentors sign up than mentees

02/13/2020 12:10 PM (EST) Nives McLarty @Diane: Developing Leaders Program as a member benefit with support through resources sounds a productive offer for younger professionals members.

02/13/2020 12:11 PM (EST) Judy Brennan Question - anyone have any successful examples of getting the buy in from the current chapter boards to encourage the new blood/thoughts of developing leaders?

02/13/2020 12:11 PM (EST) Sarah Garrity @Hassana, the only presenter not here is Nabil...he's on vacay right now :-)

02/13/2020 12:11 PM (EST) Matchbox Virtual Media Chat tip: A red ring around someone's name indicates that they are a speaker.

02/13/2020 12:11 PM (EST) Franklin In my experience, the younger generation tends to look for the "why" in certain leadership practices

02/13/2020 12:11 PM (EST) Arianna Rehak @Hassana - they are in the chat. @ their name :)

02/13/2020 12:11 PM (EST) Hassana @arianna so we can't ask the presenters any live questions?

02/13/2020 12:11 PM (EST) Peggy Hoffman @Arianna mostly what I point to is the literature coming out of social science space about how generations engage. The association space has literature on drivers and the drivers are tracking with career.

02/13/2020 12:12 PM (EST) Diana Tucker @Saurabh We see young professionals don't want the linear, have to earn your stripes before you can get a seat at the big table. Looking at offering different paths while gaining the essential leadership skills and competencies to offer value in leadership.

02/13/2020 12:12 PM (EST) Colleen @Diana we encourage them to use our Student and Junior Members for social media for their chapters. This way they are speaking too all members seasoned and new at their meetings and making contacts.

02/13/2020 12:12 PM (EST) Jill Murphy @Diana we created a national sponsored leadership development program and each region selected their candidate for the program. Its a year long program they commit to and runs from annual conference to annual conference. It's a virtual program too!

02/13/2020 12:12 PM (EST) Hassana @Peggy your a good moderator. :)

02/13/2020 12:12 PM (EST) Saurabh That is a great insight @Franklin

02/13/2020 12:13 PM (EST) Sarah Garrity @Hassana, right now, Wesley Carr is speaking

02/13/2020 12:13 PM (EST) Wesley Carr The Leadership Summit has done a great job of creating value for volunteers to continue their engagement with us, while receiving professional development.

02/13/2020 12:13 PM (EST) Hassana How do we know presenters names to pose questions?

02/13/2020 12:13 PM (EST) Peggy Hoffman @Saurabh: you asked what are some of the main differences in the creating the leadership development program between the generations? we're finding out that its less about genrations and lmore about emerging learning preferences. That combines with the time pressures we all have. So regardless of the leader age or generation, we need to htink more targeted, micro learning on demand.

02/13/2020 12:14 PM (EST) Arianna Rehak @Hassana - From top left on screen: @Peggy, @Diana, @Wesley, @Nabil

02/13/2020 12:14 PM (EST) Peggy Hoffman @ Judy Brennan: great question let me repeat it: anyone have any successful examples of getting the buy in from the current chapter boards to encourage the new blood/thoughts of developing leaders?

02/13/2020 12:14 PM (EST) Brianne C. Martin how many people do you have on staff to oversee all those finances/banking operations? We have over 270+ chapters, vary from 501c3 - many not, considering trying to bring in-house now is serving to be a massive undertaking.

02/13/2020 12:14 PM (EST) Nate Bell At SNA, we offer a Future Leaders Program, which many of our younger members take advantage of as a stepping stone for a leadership position.

02/13/2020 12:14 PM (EST) Saurabh @Peggy that makes a lot of sense!

02/13/2020 12:14 PM (EST) Kristov Martens @Hassana Speakers have a red circle around their avatars in the chat :)

02/13/2020 12:14 PM (EST) Sarah Garrity Peggy Hoffman is currently speaking as our moderator

02/13/2020 12:14 PM (EST) Hassana @Wes, say hi to Dee for me!

02/13/2020 12:14 PM (EST) Saurabh Oh, that is very interesting! So does that in any way shorten the learning curve @ Diana?

02/13/2020 12:15 PM (EST) Wesley Carr @Kari... We let the existing chapter leadership identify who to send.

02/13/2020 12:15 PM (EST) Hassana So the only thing live here is the chat?

02/13/2020 12:15 PM (EST) Allen Lloyd @Peggy our chapter leaders are all young, only because their employers recognize our chapters as a good entry to leadership in the partent organization.

02/13/2020 12:15 PM (EST) Peggy Hoffman @Hassana thanks :)

02/13/2020 12:15 PM (EST) Kari Zick @wesley how are the leaders/chapters selected for the summit?

02/13/2020 12:16 PM (EST) Kari Zick @wesley how do you track the engagement? Do you use a program?

02/13/2020 12:16 PM (EST) Brianne C. Martin Super grateful we have our annual leadership conference - chapter leader summit. During our strategic planning this year our senior leadership showed support in extending the invitation to 4 chapter leaders rather than the 1 - 2 per chapter that we had done in the past. STILL working on this idea of having them help co-create & establish the strategy for the HQ strategy.

02/13/2020 12:16 PM (EST) Hassana Very interesting, @Peggy. Who edits the video playback?

02/13/2020 12:16 PM (EST) Wesley Carr @Leanne... yes, we bring in facilitators.

02/13/2020 12:16 PM (EST) Leanne @wesley do you hire professional speakers for day 2 or is it staff led?

02/13/2020 12:16 PM (EST) Peggy Hoffman @Hassana - just to be clear, we are here on the chat and ready for your questions - except Nabil and he said we could forward questions to him :)  
It's so difficult to get a budget for volunteer training when your budget right now is extremely limited. I'd love to have a leadership conference but that's a HUGE budget ask, especially if you have a VERY small budget for anything related to volunteer training/recognition.

02/13/2020 12:16 PM (EST) Diana Mertz @Saurabh I think it helps the young professionals understand what skills/competencies to focus on building to become a great leader instead of passion and energy alone. So it helps them develop more intentionally which can shorten the learning curve.

02/13/2020 12:16 PM (EST) Diana Tucker @wesley got it

02/13/2020 12:16 PM (EST) Kari Zick @Kari... we track all types of engagement: event attendance; online engagement; number of leaders on the committee, etc.

02/13/2020 12:17 PM (EST) Wesley Carr @Diana Mertz I've often thought it would be great to collaborate with a sister association to co-host leadership summit. Share costs. And give oppty to learn from other associations. What do you think??

02/13/2020 12:17 PM (EST) Peggy Hoffman @Hassana, happy to answer any questions you have about the way this was put together. I will reach out after the fact :)

02/13/2020 12:17 PM (EST) Arianna Rehak @Brianne - We have a similar situation over 300 chapters globally, but we do not manage/monitor their month to month finances, but rather, we require them to provide their year end balance when they renew their charter with the parent organization to ensure operationally and strategically alignment.

02/13/2020 12:17 PM (EST) Nina Holman @diana have you considered doing it without travel and space? A virtual leadership confernece?

02/13/2020 12:17 PM (EST) Allen Lloyd

02/13/2020 12:17 PM (EST) Colleen @Diana we have a three hour meeting/training for new Chapter Chairs the day before our big Annual Meeting since most of them are there already.

02/13/2020 12:17 PM (EST) Elizabeth DeWolfe Unfortunately, we do not include components/chapters in our budget. We have not engaged with them much but are currently developing a Component Enhancement Program to resolve this.

02/13/2020 12:17 PM (EST) Saurabh @Diana totally agree!

02/13/2020 12:18 PM (EST) Diana Mertz @Colleen - we do that too! But coming to our annual is expensive as well, so we get maybe 1/3 chapter leaders actually attend. @Allen - we have a virtual Chapter Leader Orientation and bi-monthly networking calls on a variety of topics, but they much prefer the in-person collaboration (my industry is a people industry) but yet they can't afford to come to our annual meeting.

02/13/2020 12:18 PM (EST) Susan Mosedale Our members prefer leader to leader training versus professional speakers. So, the majority of our programming leaders. Member and chapter engagement works with our leaders to develop their presentations. Has been very well received.

02/13/2020 12:18 PM (EST) Peggy Hoffman @Wes do you track engagement through HL platform?

02/13/2020 12:19 PM (EST) Wesley Carr What are some other ways that everyone determines if chapters are successful?

02/13/2020 12:19 PM (EST) Shelley Wales @Diana, that's true. We cover hotel and one day training but not flights.

02/13/2020 12:19 PM (EST) Colleen We encourage our chapter officers to get company support.

02/13/2020 12:19 PM (EST) Diana Mertz So, trying to make a case to have a one day volunteer training where we'd cover flight and hotel costs is a huge undertaking to get support for when you don't pay for any of that now.

02/13/2020 12:19 PM (EST) Colleen We usually get 1-2 out of the top 5 chapter officers for that meeting and have a separate chapter treasurers meeting for two hours.

02/13/2020 12:19 PM (EST) Diana Tucker To everyone, what are your recommendations for how to track engagement at the chapter level? Are you doing this manually?

02/13/2020 12:19 PM (EST) Shelley Wales We usually have a facilitator and some leader to leader sessions/panels.

02/13/2020 12:19 PM (EST) Wesley Carr We do... that'st he online engagement i mentioned, but we also track involvement using the Volunteer Mgmnt system

02/13/2020 12:20 PM (EST) Samantha Evans The online engagement also tracks by sign-in and postings

02/13/2020 12:20 PM (EST) Samantha Evans Our international chapters have events and activities that all have registration and sign-in

02/13/2020 12:20 PM (EST) Erin O'Sullivan @diana do you get many people to engage with the online orientation? We are in the same situation with not being able to get many of our volunteer leaders at our in person training. We have 600 plus components.

02/13/2020 12:21 PM (EST) Hassana  
02/13/2020 12:21 PM (EST) Terry Cox  
  
02/13/2020 12:21 PM (EST) Colleen  
  
02/13/2020 12:21 PM (EST) Saurabh  
02/13/2020 12:21 PM (EST) Peggy Hoffman  
02/13/2020 12:21 PM (EST) Allen Lloyd  
02/13/2020 12:21 PM (EST) Shelley Wales  
02/13/2020 12:21 PM (EST) Terry Cox  
  
02/13/2020 12:22 PM (EST) Susan Mosedale  
02/13/2020 12:22 PM (EST) Arianna Rehak  
02/13/2020 12:22 PM (EST) Allen Lloyd  
02/13/2020 12:22 PM (EST) Peggy Hoffman  
02/13/2020 12:22 PM (EST) Diana Tucker  
02/13/2020 12:22 PM (EST) Tanya Coogan  
02/13/2020 12:22 PM (EST) Sarah Garrity  
02/13/2020 12:23 PM (EST) Maryann Fiala  
  
02/13/2020 12:23 PM (EST) Peggy Hoffman  
02/13/2020 12:23 PM (EST) Shelley Wales  
02/13/2020 12:23 PM (EST) Nives McLarty  
02/13/2020 12:23 PM (EST) Allen Lloyd

ok, talk soon @arianna  
@Allen exactly!  
@Wesley some chapters consider high number of members in their chapters successful while others are fine with lower numbers but higher attendance ratio at their meetings.  
@Diana tracking can be what takes engagement to the next level I think. 1. Tracking how many new sign-ups are reading through the chapter material.  
@Arianna thanks and @Hassana you'll love chatting with her  
All engagement is good engagement!  
@Wesley, we're working on trying to figure that out right now. Setting some baseline goals/expectations and building that out. Actually using @Peggy and @Peter's info to guide me :)  
@Susan I like your orgs approach  
We have 247 chapters worldwide and we have undertaken a chapter assessment project where each chapter chair/leaders is contacted to participation in either a group session or individual session to discuss their chapter needs, wants, pain points, etc. We then make an assessment of that chapter and create action plans depending on their assessment "score."  
@Allen, interesting point. The opposite of love is disinterest :)  
We found it is easy to get people to engage if we give them a space to complain about software. Then we provided value by connecting them so they can amplify their voice to get the software fixed.  
@Diana like that metric!  
@Wes One of the indicators we look at is the level of conversion of Developing Leaders to regular members (at higher dues!) after they age out of DLs.  
@colleen great point!  
Love what you just said @Allen!  
@Susan Mosedale would you share your assessment boiler plate?  
@Colleen interesting - neat that you are looking at attendance ratio to balance the large and small chapters. We need metrics that aren't about size but about outcomes!  
@Susan we are doing a survey as part of our assessment. I would love to hear more about how you're doing that!  
@Carr: Profile update as the level of engagement is important for networking opportunities that will arise from shared contact information.  
For those with large numbers of chapters have you considered an association for the chapter leaders?

02/13/2020 12:24 PM (EST) Colleen @Peggy we have one chapter with about 250 members but low meeting attendance. A chapter about four hours away have about 100 members and very high meeting attendance but some of the attendees are non-members and would rather pay the higher non-member price to attend.

02/13/2020 12:24 PM (EST) Arianna Rehak @Shelley, does that group get high participation?

02/13/2020 12:24 PM (EST) Shelley Wales @Allen we don't have an association for leaders, but we do have a separate Higher Logic community group for them to chat and share documents, etc.

02/13/2020 12:25 PM (EST) Matchbox Virtual Media After the event we'll be putting together an ebook compiling insights from the chat. We encourage you to share resources in the chat throughout the session.

02/13/2020 12:25 PM (EST) Brandon Boling @allen we are implementing a similar situation as @shelley with a Higher Logic community and shared work space for chapter members and a separate community for leadership

02/13/2020 12:25 PM (EST) Arianna Rehak @Shelley, do you ever use that group to bounce ideas off of? Gut checks, etc.

02/13/2020 12:25 PM (EST) Allen Lloyd @Shelley have you considered creating the other association things for the group as well? A newsletter and advocacy (even if it is advocacy to the parent organization) could be very valuable to these chapter leaders.

02/13/2020 12:25 PM (EST) Shelley Wales @Arianna, not as much as I'd like, lol. But once in a while there's a burst of questions/activity. I probably need to plant more questions there.

02/13/2020 12:25 PM (EST) Emily Fest Can you speak to any mentorship programs that you've found successful?

02/13/2020 12:26 PM (EST) Peggy Hoffman @Elizabeth - saw you are developing a Component Enhancement Program to resolve this. Whats your thinking on this so far? Bounce ideas to the group.

02/13/2020 12:26 PM (EST) Shelley Wales @Arianna, not exactly, we have a Chapter Advisory Committee for that actually.

02/13/2020 12:26 PM (EST) Erin O'Sullivan @Wes - How many stories/articles do you include in your newsletter?

02/13/2020 12:26 PM (EST) Arianna Rehak ^ To add to that Matchbox point, a section of the eBook will be resources (articles, books, research, etc.) that are shared throughout this chat

02/13/2020 12:26 PM (EST) Shelley Wales @Allen, well, I do a newsletter to them monthly and we're working on advocacy for the association overall which includes and advocacy toolkit for the chapters.

02/13/2020 12:26 PM (EST) Susan Mosedale @Shelley @Maryann would be happy to share.

02/13/2020 12:27 PM (EST) Susan Mosedale @Maryann :)

02/13/2020 12:27 PM (EST) Arianna Rehak @Wesley, I'm inventing meanings for the word "sweek" right now :)

02/13/2020 12:27 PM (EST) Shelley Wales @Susan, thanks!!

02/13/2020 12:27 PM (EST) Shelley Wales @Allen I never thought about it that way!

02/13/2020 12:27 PM (EST) Maryann Fiala @Susan thank you - just sent you a LinkedIn request

02/13/2020 12:27 PM (EST) Wesley Carr Not too many... 4-6 content items. Try to keep it short and sweet.

02/13/2020 12:27 PM (EST) Allen Lloyd @Shelly it sounds like they have an association! There might be value in communicating it that way. Even if it is free there could be value in talking about it that way.

02/13/2020 12:27 PM (EST) Kari Zick @wesley we also do a monthly newsletter but you offer great ideas to include!

02/13/2020 12:28 PM (EST) Wesley Carr @Arianna.... I meant short and sweet

02/13/2020 12:28 PM (EST) Brianne C. Martin same! these monthly webinars aren't going so well. I also feel like we are bombarding all our members w SO many emails in general. hoping the chapter leader doesn't just get lost.

02/13/2020 12:28 PM (EST) Allen Lloyd Love this idea, we created a newsletter for our past board members to keep them up to date. It has been a huge hit. It is deeper than what we share publicly and adding chapter leaders could help us communicate with them.

02/13/2020 12:28 PM (EST) Michael Getter @Wes - are you differentiating in your engagement approach to different generations?

02/13/2020 12:29 PM (EST) Allen Lloyd Know your audience! People listen when you give them what they need :)

02/13/2020 12:29 PM (EST) Tim McMullen @Nabil - how do you make sure the right message goes to the right person at the Chapter?

02/13/2020 12:29 PM (EST) Wesley Carr @Michael... not as much as we'd like to.

02/13/2020 12:29 PM (EST) Allen Lloyd Please share the chapter playbook! We are working on a checklist for ours and I would LOVE another example!!!

02/13/2020 12:30 PM (EST) Erin O'Sullivan Has anyone tried using Instagram stories to reach their student volunteer leaders?

02/13/2020 12:30 PM (EST) Allen Lloyd @Cathi can you share?

02/13/2020 12:30 PM (EST) Peggy Hoffman @Shelley - thanks for the shout out!

02/13/2020 12:30 PM (EST) Cathi Horner @Nabil - I've come up with a playbook - but I didn't call it that - I'm definitely changing the name!!

02/13/2020 12:30 PM (EST) Samantha Evans I like the idea of a Chapter Leader communication

02/13/2020 12:30 PM (EST) Shelley Wales We also started doing "Town Hall" webinars where our CEO shares association news, info, projects with chapter leaders only.

02/13/2020 12:30 PM (EST) Peggy Hoffman @Erin CAI is tying watching the online videos to points. We need to incent our volunteers :)

02/13/2020 12:31 PM (EST) Cathi Horner Yes, I can - chorner@nace.net - happy to share - built it from a chapter resources guide i did first

02/13/2020 12:31 PM (EST) Peggy Hoffman @Susan whats the step after the assessment?

02/13/2020 12:31 PM (EST) Shelley Wales @Peggy of course, Mariner's research/articles are my go-to!!

02/13/2020 12:32 PM (EST) Arianna Rehak lol @Erin

02/13/2020 12:32 PM (EST) Matchbox Virtual Media @Allen - Thanks ;)

02/13/2020 12:32 PM (EST) Erin O'Sullivan @franklin , Now that would make us really hip. :)

02/13/2020 12:32 PM (EST) Allen Lloyd Chat tip: if you click a comment it changes color, great way to highlight ideas you like!

02/13/2020 12:32 PM (EST) Franklin @erin how about tik tok?

02/13/2020 12:33 PM (EST) Saurabh Maybe you are the pioneer! :)

02/13/2020 12:33 PM (EST) Arianna Rehak @Saurabh, I haven't yet heard any stories of associations venturing into Tik Tok.

02/13/2020 12:33 PM (EST) Susan Mosedale We have a monthly volunteer leader newsletter that features a best practice video from a fellow leader and drives those leaders to the resources on their own Higher Logic Community. We have 3 general Town Halls per year and this year will be starting weekly office hours for chapter leaders and bi-monthly chapter leader training.

02/13/2020 12:33 PM (EST) Peggy Hoffman @Allen thanks for sharing that tip! You can also pause the chat using the pushpin icon at the bottom

02/13/2020 12:33 PM (EST) Saurabh Interesting @Franklin! I feel that is an untapped social media that people feel is only limited to teenagers

02/13/2020 12:34 PM (EST) Arianna Rehak @Diana, what was the catalyst for pursuing town hall?

02/13/2020 12:34 PM (EST) Elizabeth DeWolfe @Peggy, We are rolling the program out in phases-- compiling basic component demographics to ensure our information is correct, holding a roundtable meeting at our annual conference to discuss concerns and needs, developing a larger needs assessment based on the initial roundtable discussion, enhancing support services from HQ based on the results of the survey, providing a compliance "kit" with a checklist and templates needed for annual reporting and legal compliance, and finally developing a leadership development program. Will take 18-24 months to fully roll out.

02/13/2020 12:34 PM (EST) Kari Zick Especially with no staff support

02/13/2020 12:34 PM (EST) Diana Tucker We are considering adding a Town Hall to our next annual Leadership Conference.

02/13/2020 12:34 PM (EST) Kari Zick LOVE that question

02/13/2020 12:34 PM (EST) Peggy Hoffman How do you all be PROACTIVE in your day?

02/13/2020 12:35 PM (EST) Cynthia Simpson @Sara how are you using Pinterest?

02/13/2020 12:35 PM (EST) Erin O'Sullivan Yes, we do! We have 400 plus university based groups. Your username wasn't showing up but I would love to connect offline too.

02/13/2020 12:35 PM (EST) Peggy Hoffman Thanks @Elizabeth. Love to hear as you progress through. Many groups are trying to reinvigorate or refresh their systems.

02/13/2020 12:35 PM (EST) Abigail S. We have our chapter leadership team members reaching out to chapter leaders a couple times of year to check-in.

02/13/2020 12:35 PM (EST) Saurabh @Elizabeth thanks for sharing.. that is fascinating!

02/13/2020 12:35 PM (EST) Sara Mischo @Arianna - We actually polled our student members on Instagram, and they aren't interested in us diving into TikTok. The said they prefer we do more on Pinterest, if you can believe it!

02/13/2020 12:35 PM (EST) Samantha How are you looking to structure the townhall @Diana?

02/13/2020 12:35 PM (EST) Gennith Johnson

@Erin do you work with students?! Would love to chat offline.

02/13/2020 12:36 PM (EST) Sara Mischo

@Cynthia We're not yet ... our focus has been on Instagram (hugely successful). We're still figuring out if/how we can successfully use Pinterest for our members.

02/13/2020 12:36 PM (EST) Arianna Rehak

@Sara - interesting that you are proactively looking into this. Out of curiosity, what do your members do? Curious about the Pinterest response!

02/13/2020 12:36 PM (EST) Diana Tucker

@Arianna - we used to have them periodically and it's been a few years. Since we are beginning our strategic planning for our next cycle, we are finding that there are still some misperceptions out there among chapter leaders and staff. Want to offer them direct access Q&A.

02/13/2020 12:37 PM (EST) Diana Tucker

@Samantha - fortunately I still have another year to plan, but it would be focused on Q&A. we will come prepared to answer questions we expect them to ask, but we aren't going to lead with presentations - want to allow them to ask questions.

02/13/2020 12:37 PM (EST) Colleen

Our membership seems very LinkedIn heavy. Posting events and member accomplishments have been very well received.

02/13/2020 12:37 PM (EST) Leanne

@Sara can you share how you have been using Instagram? What has been most successful for you?

02/13/2020 12:37 PM (EST) Sara Mischo

@Arianna - I'm with the National Student Speech Language Hearing Association (NSSLHA). Our members are college students (undergrad and grad) going to school for audiology and speech-language pathology.

02/13/2020 12:37 PM (EST) Angie Claypool

@Wesley - What are the engagement metrics you are tracking?

02/13/2020 12:37 PM (EST) Erin O'Sullivan

@ Sara - I would love to here more about IG as that is something I am thinking about trying to reach our students.

02/13/2020 12:37 PM (EST) Peggy Hoffman

@Erin great question - who's using social channels to engage wide range of members and support chapters? Instagram? TikTok? LinkedIn (so old huh?)

02/13/2020 12:37 PM (EST) Gennith Johnson

@Erin Sorry about that! I'll look you up!

02/13/2020 12:38 PM (EST) Sara Mischo

@Erin - IG has been a GREAT platform for us! Would love to chat and share more

02/13/2020 12:38 PM (EST) Arianna Rehak

@Sara - very interesting! Thanks for sharing

02/13/2020 12:38 PM (EST) Samantha

We have a LinkedIn group and a social group on our website, twitter, and a fbook page. We find that they mainly interact on Twitter and in the LinkedIn group

02/13/2020 12:39 PM (EST) Nives McLarty

@Colleen: LinkedIn resources does seem to be well accepted by members and an easy way to showcase events and bring attention to

02/13/2020 12:39 PM (EST) Wesley Carr

@Angie: we gather all the data we can. Community posts, prog attendance, volunteer activitiy.

02/13/2020 12:39 PM (EST) Cynthia Simpson	Thanks, @Sara. Our members average age is around 40 - they love FB but wouldn't be interested in something like Tik Tok. Maybe Instagram and Pinterest for our younger members. Is anyone using Snapchat (or is that old too?).
02/13/2020 12:40 PM (EST) Wesley Carr	To be honest, we try to track as much as possible to help identify trends.
02/13/2020 12:41 PM (EST) Sara Mischo	@Leanne We post 4 times per week, at minimum. Our most popular "regular" post are Motivation Mondays where we give students a little motivation to get through the stressful week ahead. We also do #NSSLHAshtouts on Fridays, where I mine through our chapters IG posts and share any "fun" activities/posts they did that week. It's gained a lot of traction - the LOVE seeing themselves reposted on the national account!
02/13/2020 12:41 PM (EST) Arianna Rehak	@Cynthia, judging based on my baby sister's cell phone notifications, I'm gonna guess that Snapchat is still hot right now :)
02/13/2020 12:41 PM (EST) Arianna Rehak	@Wesley, I love that. What have been some trends that you identified, and how did you respond?
02/13/2020 12:41 PM (EST) Nina Holman	@Nabil - What were your primary data points for making this assessment?
02/13/2020 12:42 PM (EST) Nate Bell	@Nabil, would you be willing to share this assessment template? I know we could use this and would be easier to not recreate the wheel.
02/13/2020 12:42 PM (EST) Saurabh	@Allen haha
02/13/2020 12:42 PM (EST) Sara Mischo	@Cynthia - our student members were also not interested in Snapchat! I would recommend polling your members to see where they're "hanging out"
02/13/2020 12:42 PM (EST) Allen Lloyd	I want to become a chapter :) Those benefits sound awesome
02/13/2020 12:42 PM (EST) Sarah Garrity	Unfortunately, @Nabil isn't on the live chat...
02/13/2020 12:42 PM (EST) Wesley Carr	@Arianna: for example, we noticed more online engagement in one of our communities, so we conducted an online program so more people would be able to access the content.
02/13/2020 12:42 PM (EST) Colleen	@Nives LI also makes suggestions and that is how I try to engage potential members from companies I want to target.
02/13/2020 12:43 PM (EST) Brianne C. Martin	@sarah @nina yes please! :)
02/13/2020 12:43 PM (EST) Nate Bell	@Sarah Thank you!!
02/13/2020 12:43 PM (EST) Peggy Hoffman	@Nate, he said to forward questions to him - I'll get that to him :)
02/13/2020 12:43 PM (EST) Cynthia Simpson	Like meet-up groups!
02/13/2020 12:43 PM (EST) Sarah Garrity	Oh perfect, @Nina!
02/13/2020 12:43 PM (EST) Sarah Garrity	@Nate, we can follow up with @Nabil and see if he'd be willing share

02/13/2020 12:43 PM (EST) Nina Holman @Sarah - Thanks for letting us know. I'll follow up directly with Nabil, We sat together when we were together at CEX in October.

02/13/2020 12:43 PM (EST) Arianna Rehak @Wesley, I love that. With some of the existing data tools, some very interesting insights can be gleaned. Seems like there is a data-driven approach in your association

02/13/2020 12:43 PM (EST) Leanne @Sara great ideas! Thanks for sharing we are in the early stages of trying Instagram.

02/13/2020 12:43 PM (EST) Colleen @Sara I agree. I ask for photos of chapter meetings to post along with our student members graduating wearing our honor cords.

02/13/2020 12:43 PM (EST) Nate Bell Oh whoops! I just saw @Nabil was not on the chat.

02/13/2020 12:44 PM (EST) Wesley Carr @Arianna: the data is so important to showing the value.

02/13/2020 12:44 PM (EST) Cynthia Simpson Interesting concept. How do you foster community and tie back to the national organization in an unstructured environment? I do think this is the wave of the future. I think we are talking terms used where activities could be the better approach. If a small group wants to do different things but call it a Chapter then who does it harm?

02/13/2020 12:44 PM (EST) Allen Lloyd @Allen what's in a name? agree, the name has to fit the org culture. its the metrics that matter. Set the right metrics

02/13/2020 12:45 PM (EST) Peggy Hoffman @Wesley, do you have any examples of times when the data painted a different picture than assumptions?

02/13/2020 12:45 PM (EST) Arianna Rehak It would be interesting to hear more stories of associations that moved from the traditional, chartered chapters to these less structured groups. I'm all for it in some respects but also worry about potential liabilities/actions of that group.

02/13/2020 12:46 PM (EST) Shelley Wales @Cynthia I have seen the same happen. Once the parent is involved everything gets blamed on the parent.

02/13/2020 12:46 PM (EST) Allen Lloyd Do you have people who apply to create a chapter that are not members of your organization?

02/13/2020 12:46 PM (EST) Samantha I'm curious how they are able to modify the chapters for the smaller groups; we can't without the house passing a motion to amend the bylaws and change the chapter structure.

02/13/2020 12:46 PM (EST) Natasha @Arianna We know what that is like!!

02/13/2020 12:46 PM (EST) Cynthia Simpson @Wesley do you track the informal meetings of the LNG? Or can you see which members attend?

02/13/2020 12:46 PM (EST) Leanne In my prior association we had small groups meet informally. The issue was that for many people it was their first introduction to the association. If the group didn't do much, then it didn't reflect well on the association.

02/13/2020 12:46 PM (EST) Cynthia Simpson

02/13/2020 12:46 PM (EST) Arianna Rehak (@Cynthia, your question has sent me down a philosophical rabbit hole)

02/13/2020 12:46 PM (EST) Jill Murphy @Wesley what are you using to set up these small communities?

02/13/2020 12:47 PM (EST) Wesley Carr @Samantha: We do, but we typically approve LNGs that are led by members and are in areas where we have a large footprint

02/13/2020 12:47 PM (EST) Nina Holman @Samantha - Yes, but one of the requirements is for the the Formation Chair and Steering Team Members to join the parent organization prior to the official chartering/formation of the chapter entity.

02/13/2020 12:47 PM (EST) Natasha @Shelley I agree

02/13/2020 12:47 PM (EST) Wesley Carr @Leanne: We ask them to collect business cards and take names, but that's about it

02/13/2020 12:47 PM (EST) Peggy Hoffman @Arianna, I was talking with an assn and they didn't see a connection to chapter activities and retention until they began looking at event attendance. Attendance at chpt event correlated to retention

02/13/2020 12:48 PM (EST) Peggy Hoffman @Shelley yes you need to consider those options around risk & liabilities. But I always go back to the stories about chapters who lose their incorp due to not filing or are incorp and still suffer embesslment.

02/13/2020 12:48 PM (EST) Samantha Evans @wesley how do you differentiate your LNG from meetups? branding alone?

02/13/2020 12:48 PM (EST) Arianna Rehak @Peggy - interesting! Did that realization change approach/strategy?

02/13/2020 12:48 PM (EST) Brianne C. Martin @shelley good point! We're also considering to have a "chapter chartering" cycle. we currently process as they come. I like the idea of having a pre-requisite to being chartered - but there's certainly a bit of liability there.

02/13/2020 12:49 PM (EST) Peggy Hoffman @Arianna - yes indeed. Shifted how they support local event planning. Changed the conversations around national-chapter competition on events

02/13/2020 12:49 PM (EST) Shelley Wales @Peggy for sure. Our chapters aren't even incorporated but it's just a thought that enters my mind, but I'm totally open to thinking outside the box!

02/13/2020 12:49 PM (EST) Nina Holman @Brianne - We have a 3 phase formation process which includes the creation of a business plan prior to allowing a chapter to incorporate locally and/or charter with the parent organization

02/13/2020 12:49 PM (EST) Elizabeth DeWolfe Yes, resources are a huge issue. What miracles have others worked with this?

02/13/2020 12:50 PM (EST) Brianne C. Martin @nina would love to learn more about that 3 phase formation process! :)

02/13/2020 12:50 PM (EST) Brianne C. Martin Would love to know what kind of "keep your charterdom" process you all have place! #JustGettingStarted We currently just track "active vs inactive" chapters by the # of paid members they have per their chapter.

02/13/2020 12:50 PM (EST) Wesley Carr @Samantha: Pretty much... They usually don't offer content at LNG gatherings, and are more for networking purposes.

02/13/2020 12:51 PM (EST) Jill Murphy  
02/13/2020 12:51 PM (EST) Cynthia Simpson  
02/13/2020 12:51 PM (EST) Peggy Hoffman  
02/13/2020 12:51 PM (EST) Samantha  
02/13/2020 12:51 PM (EST) Nina Holman  
02/13/2020 12:51 PM (EST) Shelley Wales  
02/13/2020 12:51 PM (EST) Allen Lloyd  
02/13/2020 12:51 PM (EST) Brianne C. Martin  
02/13/2020 12:51 PM (EST) Diana Tucker  
02/13/2020 12:51 PM (EST) Natasha  
02/13/2020 12:51 PM (EST) Colleen  
02/13/2020 12:51 PM (EST) Nina Holman  
02/13/2020 12:51 PM (EST) Colleen  
02/13/2020 12:52 PM (EST) Allen Lloyd  
02/13/2020 12:52 PM (EST) Colleen  
02/13/2020 12:52 PM (EST) Cynthia Simpson  
02/13/2020 12:52 PM (EST) Graham Harvey  
02/13/2020 12:53 PM (EST) Shelley Wales  
02/13/2020 12:53 PM (EST) Jill Murphy  
02/13/2020 12:53 PM (EST) Peggy Hoffman

@Allen - I agree! I know what ours are but they are pretty minimal.  
@Brianne. I've also see where a request was made to provide a listing of meetings, # of members vs # of members recruited, and amount of \$\$ raised from sponsorships as metrics.  
@Cynthia and that poor impression happens even with chapters. How many of us have taken a call from a disgruntled member who blamed national for the chapter? In fact one association use the metric for success for changes they implemented as fewer disgruntled calls :)  
@Brianne - I can what we track also if you want  
@Brianne - Great, I'll find you after this session is over.  
@Brianne, we keep it simple (our chapters aren't separately incorporated). They need 10 paid members, meet four times a year with one meeting being their annual meeting/elections, and sign Chapter Bylaws put in place by the board of directors. That's the minimum. It would be interesting to gather all the requirements to be a chapter from everybody  
@nina - yes I was :)  
@Colleen we have same stated in our chapter affiliation agreement  
@Colleen - ours too  
They are encouraged to have a newsletter sent out at least quarterly.  
@Brianne - Sure, were you at CEX in October? I can look for you on the app.  
Our chapters need to have a minimum of four meetings a year.  
@Peggy I have had a couple of those and use them as teaching moments for chapter leaders.  
I find that we get the most new/reinstating members when there is an exciting speaker/topic.  
@Peggy. Very true, yet for many associations it's difficult for them to cut loose those chapters that are underperforming or not performing at all.  
@Allen - and metrics that groups use as signals of engagement and health  
I hate to jump off, but I have to go facilitate a webinar for a chapter! Love the CEX "family", looking forward to the recording and idea booklet afterward!  
@Cynthia - we have this problem. Our regional VPs need to say 'it's time to close this chapter' but they don't I think because they see it as a failure. But we'd rather have vibrant chapters than barely there chapters.  
@Allen amen

02/13/2020 12:53 PM (EST) Peggy Hoffman @Brienne definitely widen your metrics. its not about number of paid members, really should be able the satisfaction of those members and the engagement of those members.

02/13/2020 12:54 PM (EST) Allen Lloyd @Diana I usually start by asking questions to see if the chapter leaders are aware of the issue

02/13/2020 12:54 PM (EST) Cathi Horner @diana We have a strategic planning program - this helps them a bit.

02/13/2020 12:54 PM (EST) Peggy Hoffman @Allen love that question of metrics. Check out the 2019 Chapter Benchmarking Report for a list and build from there. <https://www.billhighway.co/pf/2019-chapter-benchmarking-report/>

02/13/2020 12:54 PM (EST) Maryann Fiala Have to run to another meeting - hope that the recording will be sent out as I hate to miss the last five minutes - the first 55 were awesome!

02/13/2020 12:54 PM (EST) Colleen We have kept chapter alive where there is 70 members but only 20-25 at each meeting. I feel like the ones that don't show but still keep membership must get some benefit.

02/13/2020 12:54 PM (EST) Diana Tucker How to have those difficult conversations?

02/13/2020 12:54 PM (EST) Diana Tucker Any suggestions on how to deal with the underperforming chapters?

02/13/2020 12:54 PM (EST) Brienne C. Martin I greatly appreciate you all sharing! We have an annual reporting process asking all metrics, how they function, etc - only about 50% of chapters actually submit. Trying to figure out a way to have "compliance" being expected from my senior leadership but also have realistic expectations of what we're asking out chapter leaders to report.

02/13/2020 12:54 PM (EST) Sarah Garrity Good to see you, Shelley!

02/13/2020 12:54 PM (EST) Arianna Rehak Bye Shelley!!

02/13/2020 12:55 PM (EST) Peggy Hoffman @Colleen yes! That is why I think we really need to shift our metrics and not focus so much on butts in seats.

02/13/2020 12:55 PM (EST) Gennith Johnson If you work with students and chapters ...would love to connect! Please email me at [gjohnson@asha.org](mailto:gjohnson@asha.org)

02/13/2020 12:55 PM (EST) Samantha @Cathi - can you tell us more about this program?

02/13/2020 12:55 PM (EST) Arianna Rehak Bye @Maryann! Session will be available :)

02/13/2020 12:55 PM (EST) Peggy Hoffman @Maryann - yes it will !

02/13/2020 12:56 PM (EST) Samantha Evans Our active chapters are amazing member engagement incubators. They identify resources/speakers that we might not otherwise have know about.

02/13/2020 12:56 PM (EST) Kari Zick @peggy are there other CRP communities other than ASAE that you know of?

02/13/2020 12:56 PM (EST) Peggy Hoffman Okay - throw in your answer too!

02/13/2020 12:56 PM (EST) Arianna Rehak @Peggy, if only I could show you how much I'm adamantly bouncing in my seat in response to shifting focus on metrics :)

02/13/2020 12:56 PM (EST) Kyle I'm curious what kind of research orgs do to figure out why chapters are failing?

02/13/2020 12:56 PM (EST) Cathi Horner Sure - natioinal pays for me to go do strategic planning with chapters (6 a year) - we try to focus on those chapters that need assistance - usually during hteir bboard retreat - i can tell you more if you wish - chorner@nace.net

02/13/2020 12:56 PM (EST) Matchbox Virtual Media We'd love your feedback on the event! Tell us what your thoughts here: <https://matchboxvirtual.typeform.com/to/ewcRxD>

02/13/2020 12:57 PM (EST) Peggy Hoffman @Nina, one better - ebook coming!!

02/13/2020 12:57 PM (EST) Elizabeth DeWolfe We had a dying component that resurrected itself. i received a call from the President who said he's secured speakers for a day-long seminar but had no idea what to do next. I worked with him on event registration and marketing. The component now holds the seminars quarterly and is self-sufficient. Looking to carry this success over to other components.

02/13/2020 12:57 PM (EST) Peggy Hoffman @Kari love that question!! We're trying to build #CEX to do that! Should we?

02/13/2020 12:57 PM (EST) Nina Holman @Sarah - Can we get a transcript of the chat box? There were so many good discussions and I couldn't keep up.

02/13/2020 12:57 PM (EST) Diana Tucker @Cathi we do the same, although we haven't gone right into the most challenged chapters...yet! Right now I'm only doing upon request.

02/13/2020 12:57 PM (EST) Colleen @Brionne we have a retention contest and the chapters get rebates based on their retention and they get two rebates--one for handing in their mid year report and one for their year-end reports.

02/13/2020 12:57 PM (EST) Peggy Hoffman @Kyle many look at engagement and satisfaction metrics. Or they hear from tired volunteers

02/13/2020 12:58 PM (EST) Sarah Garrity Perfect! Thank you ☺

02/13/2020 12:58 PM (EST) Arianna Rehak @Sarah, yup! We can leave it up after

02/13/2020 12:58 PM (EST) Sarah Garrity @Matchbox, they'll be able to see the chat later too, right?

02/13/2020 12:58 PM (EST) Sara Mischo @Nina yes! would also appreciate a way to contact folks in this chat to talk more offline about some of these awesome ideas

02/13/2020 12:58 PM (EST) Kari Zick @Peggy! Yes a CEX community!!!

02/13/2020 12:59 PM (EST) Angeles Cervantes Thank you, all!

02/13/2020 12:59 PM (EST) Gennith Johnson Thank you!!

02/13/2020 12:59 PM (EST) Chip Nelson Ohio Farm B This is my first ever CEX webinar, and I found it to be very helpful. Thanks.

02/13/2020 12:59 PM (EST) Peggy Hoffman @Nina you're welcome - Billhighway and Mariner love to bring this!

02/13/2020 12:59 PM (EST) Sarah Garrity Thank you again to our speakers :-)

02/13/2020 12:59 PM (EST) Franklin what did y'all think?

02/13/2020 12:59 PM (EST) Nina Holman STAY CEXy everyone!!

02/13/2020 12:59 PM (EST) Erin O'Sullivan Yes, thank you!!!

02/13/2020 12:59 PM (EST) Samantha This is great, thanks!

02/13/2020 12:59 PM (EST) Diana Tucker See everyone at CEX!

02/13/2020 12:59 PM (EST)	Arianna Rehak	FYI - there is a video that's coming on screen shortly :)
02/13/2020 12:59 PM (EST)	Nives McLarty	Thank you all for all the ideas and experiences that got us to think and how to apply in our own associations!
02/13/2020 12:59 PM (EST)	Matchbox Virtual Media	Stay tuned for a special message from Matchbox!
02/13/2020 12:59 PM (EST)	Samantha Evans	Thank you
02/13/2020 12:59 PM (EST)	Graham Harvey	wondering the biggest takeaway for everyone
02/13/2020 12:59 PM (EST)	Wesley Carr	Thank you!! I can't wait to see everyone at CEX!
02/13/2020 12:59 PM (EST)	Nancy B.	Thank you.
02/13/2020 12:59 PM (EST)	Sarah Garrity	eBook to come!
02/13/2020 12:59 PM (EST)	Saurabh	something is coming up ;)
02/13/2020 12:59 PM (EST)	Jennifer Watson	great webinar! Please host again!
02/13/2020 12:59 PM (EST)	Nina Holman	Thank you everyone! A Big Thank you to Billhighway for coordinating this.
02/13/2020 12:59 PM (EST)	Colleen	Thank you!
02/13/2020 12:59 PM (EST)	Saurabh	Please stay tuned
02/13/2020 12:59 PM (EST)	Franklin	This is awesome!!
02/13/2020 12:59 PM (EST)	Cynthia Simpson	Awesome meetings - thanks everyone!!
02/13/2020 12:59 PM (EST)	Sarah Garrity	We'd love your feedback on the event! Tell us what your thoughts here: <a href="https://matchboxvirtual.typeform.com/to/ewcRxD">https://matchboxvirtual.typeform.com/to/ewcRxD</a>
02/13/2020 12:59 PM (EST)	Tim McMullen	Great Job Everyone! GREAT Information!
02/13/2020 12:59 PM (EST)	Amanda Scharff	Thank you!
02/13/2020 12:59 PM (EST)	Emily Fest	Thank you!
02/13/2020 12:59 PM (EST)	Leanne	Thank you!
02/13/2020 12:59 PM (EST)	Saurabh	Woohoo! what a fantastic session!!
02/13/2020 12:59 PM (EST)	Jill Murphy	So many great ideas today!!
02/13/2020 12:59 PM (EST)	Matchbox Virtual Media	Thank you all for joining us at CEX Virtual! Special shout out to Billhighway and Mariner for helping put together this amazing event.
02/13/2020 01:00 PM (EST)	Sarah Garrity	Yes, enjoy your day everyone!
02/13/2020 01:00 PM (EST)	Saurabh	hahaha
02/13/2020 01:00 PM (EST)	Peggy Hoffman	Have an awesome day all!
02/13/2020 01:00 PM (EST)	Saurabh	No (but secretly yes)
02/13/2020 01:00 PM (EST)	Arianna Rehak	I not so secretly want to have a conversation with Kristov :)
02/13/2020 01:00 PM (EST)	Kristov Martens	Hit that yaaas button
02/13/2020 01:00 PM (EST)	Saurabh	Kristov!!!
02/13/2020 01:00 PM (EST)	Maria Thiry	thanks
02/13/2020 01:00 PM (EST)	Kristov Martens	Oh hi
02/13/2020 01:00 PM (EST)	Kari Zick	great webinar
02/13/2020 01:00 PM (EST)	Peggy Hoffman	CEX Oct 26 2020!
02/13/2020 01:00 PM (EST)	Arianna Rehak	Oh hey Kristov!
02/13/2020 01:01 PM (EST)	Kari Zick	☺
02/13/2020 01:01 PM (EST)	Kari Zick	awesome!!!

02/13/2020 01:01 PM (EST) Arianna Rehak  
02/13/2020 01:01 PM (EST) Colleen  
02/13/2020 01:01 PM (EST) Arianna Rehak  
  
02/13/2020 01:01 PM (EST) Peggy Hoffman  
  
02/13/2020 01:01 PM (EST) Kari Zick  
02/13/2020 01:01 PM (EST) Arianna Rehak  
02/13/2020 01:01 PM (EST) Nives McLarty  
02/13/2020 01:02 PM (EST) Samantha Evans

@Kari - we'll be putting together an eBook after the fact!  
📄  
@Nives hehe  
@Chip and we have more! Follow us at Mariner and Billhighway!  
will the chat be shared somehow? perhaps consolidated with the the work and ideas shared?  
Happy Thursday everyone!!  
@Arianna: Lol! Love the three options.  
Looking forward to the ebook