



NASN2012 Leadership Academy

Strategies to Make the Most of Your Affiliate's Membership Experience

At the completion of this presentation,
you will be able to:



Identify web-based resources and services that provide affiliate leaders tools and resources to develop and inform school nurse members.

Why web-based?



A decade ago, only about 10% of a members' contact with their association was online. Today, it is more like 50% of the contact is web-based. In a decade it might be 90%.

Roy Snell, CEO Health Care Compliance Association and the Society of Corporate Compliance and Ethics.

3 Web-based, member-focused ideas



1. Build relationships
2. Go where your members go
3. Provide engagement opportunities

Personalize your association website



- Consider a content management system (CMS)
 - Enables you to update from anywhere
 - Allows all audiences to registration
 - Facilitates a member only area
 - Ask about e-commerce
- Incorporate the NASN ID and utilize the association portal
- Make sure you have access to web stats or analytics

Diversify your content



- Add surveys and polls
<http://www.surveymonkey.com/>
- Embed a YouTube video
<http://www.youtube.com/Natlassocschoolnurse>
- Broadcast NASN Radio with an iFrame
<http://www.nasn.org/Home/NASNRadio>
- Display Twitter updates
<https://twitter.com/goodies/widgets>

Don't reinvent the wheel



- Embed RSS feeds using RSS Include <https://www.rssinclude.com/>
- Share the current Weekly Digest <http://www.nasn.org/Home/NASNWeeklyDigest/WeeklyDigestCurrentEdition>
- Link to NASN's Online Learning Center <http://www.nasn.org/ContinuingEducation/OnlineContinuingEducation>
- Offer access to NASN's discussion lists <http://www.nasn.org/MemberCenter/DiscussionLists>

Create an e-newsletter



- Test drive a free product
- Know its features
 - How many subscribers?
 - How many emails per month?
 - Can you customize the sign-up form?
 - Do subscribers have control of their delivery?
 - Can you import your member list?
 - Can you export the subscriber list?

Collaborate online



- Google Docs
Share documents for viewing and/or viewing and editing
<https://docs.google.com>
- AnyMeeting
Up to 200 attendees
<http://www.anymeeting.com/>

Just for fun



- Wayback Machine
<http://archive.org/web/web.php>
- QR Code Maker
http://www.waspbarcode.com/barcode_maker/QRCodeMaker.aspx

Resources



- The Non Profit Technology Network
<http://www.nten.org/>
- Societies of Association Executives
<http://www.asaecenter.org/Community/content.cfm?ItemNumber=35145>
- Techsoup
home.techsoup.org/
- Web Style Guide
<http://www.webstyleguide.com/index.html>

NASN website index



Association content management systems website: <http://www.nasn.org>
Customer Relationship Manager: integrated into NASN.org
Learning Center:
<http://www.nasn.org/ContinuingEducation/OnlineContinuingEducation>
Journals Online:
<http://www.nasn.org/home/journalofschoolnursingandnasnschoolnurse>
Conference Site: <http://nasn-2012.conferencespot.org>
Discussion List Archive: <http://www.nasn.org/MemberCenter/DiscussionLists>
Evaluation and CNE Certificate site:
https://portal.nasn.org/members_online/members/evaluations.asp
Oral Health Connections: <http://www.oralhealthconnections.org>
Smart Moves, Smart Choices: <http://www.smartmovessmartchoices.org>
Facebook: <http://www.facebook.com/schoolnurses>
Twitter: <http://twitter.com/schoolnurses>
YouTube: <http://www.youtube.com/natlassocschoolnurse>
DIGG: <http://digg.com/Schoolnurses>
NASN Radio podcast:
<http://itunes.apple.com/podcast/nasn-radio-national-association/id328566995>

Stay member-focused



- Identify your goal
- Connect your goal with other goals
- Know how your goals create value for your members
- Establish timelines and measure
- Accept functionality and improve on successes

See you online!



Sharon Conley
Director of Information Technology
National Association of School Nurses
sconley@nasn.org
240-338-0688