



Data Driven Decision Making

Identifying and collecting
information to identify trends
and make informed decisions.

How can you
leverage data to
support the success
of your Affiliate?



Intentional Approach

Mission/Vision/Purpose

Strategic Direction

Objectives/Tactics

Budget & Resource Allocation

Execute & Evaluation

Use information that you collect to inform each of these steps.



Where to Use Data

- **Member Benefits & Content**
- **Website**
- **Themes and Styles**
- **Communication**
- **Delivery Methods**
- **Technology**



**Let's Take a
Closer Look....**

**Where to Use
Data**

Member Benefits

- Webinar Topics
- Events (Virtual and In-Person)
 - Social Events vs. Educational Events
- Resource/Handouts
- Article Topics
- Eblast Information
- Website Content
- Discussion Topics
- Speakers and authors
- Policy/legislation

Communicating Benefits

- Timing, length, frequency, channel (eblasts, website, social)

How Do You Find the Data?

Environmental Scan

- Understand what is going on in the wider world
- Research other organizations with similar missions/visions
 - Other dietetics related organizations
 - Local/geographically based organizations
- Identify trends in healthcare
- Identify policy/legislation issues
- Association resources

Internal Scan

- Financials
 - Review budgets to actuals
 - Compare multiple years
 - Identify financial goals
- Goals
- Successes/ Challenges

Member Information

Academy Resources

Why does this matter?

Create Value

- Member Satisfaction
- Retention
- Engagement

Inform Priorities

- Volunteer Commitment
- Staff Time and Resources
- Technology/Platforms
- Money



Scenario
Example

Examples

Plan time to review and strategize.

Prioritize this despite the fluster of things to do.

- Utilize meetings to promote your next one(s).
- Consider events as mini-series (initial one free and following ones paid)
- Use free events as a kickoff/precursor to paid events - market the paid events during your free events
- Free events should be broad topic/appeal and then paid content be higher quality
- Utilize a conference or webinar topic to continue conversation on social media, discussion boards, eblasts. Repurpose and extend.
- Add more ways for people to interact – book/journal clubs, casual meet-ups, 30 -minutes vs 60-minute events

Types of Data Assessment:

Member

Financial

Website

Communication



Affiliate Membership

What You Should Review



- Year-over-year membership comparison (long range)
- Annual membership comparison



Leverage DMIS

Pre-recorded 10-minute training is available



Interpreting the numbers.

What does it mean?

If changes, do you know why?

Collect member input:

Survey (current and lapsed)

Focus groups

Polls

Website and email activity

Individual feedback

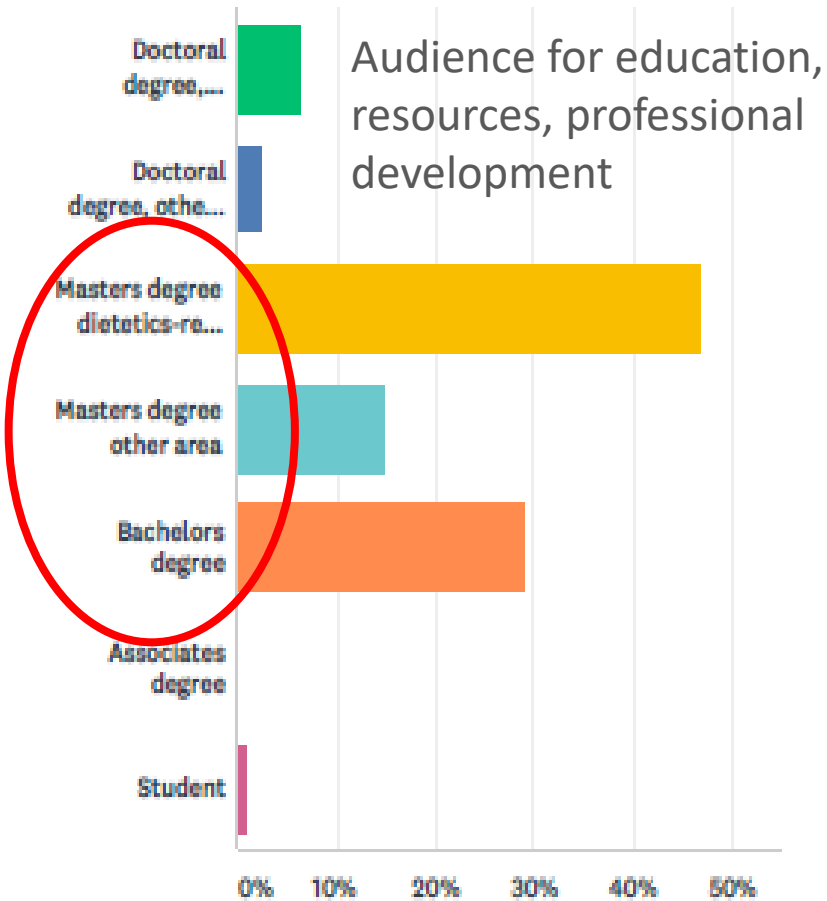
Pre and post events

- *TIP: Only ask questions you are going to actually do something with (not just things you may be curious about).*
- *TIP: Track what people DO not just what they say they want.*

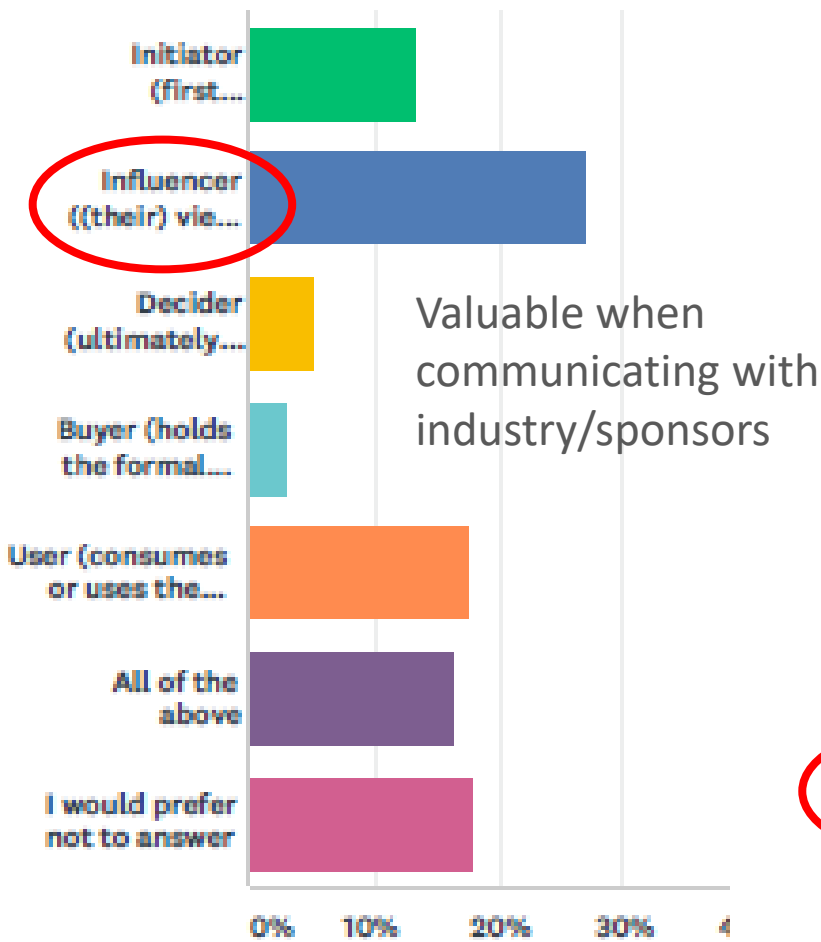


Membership Assessment

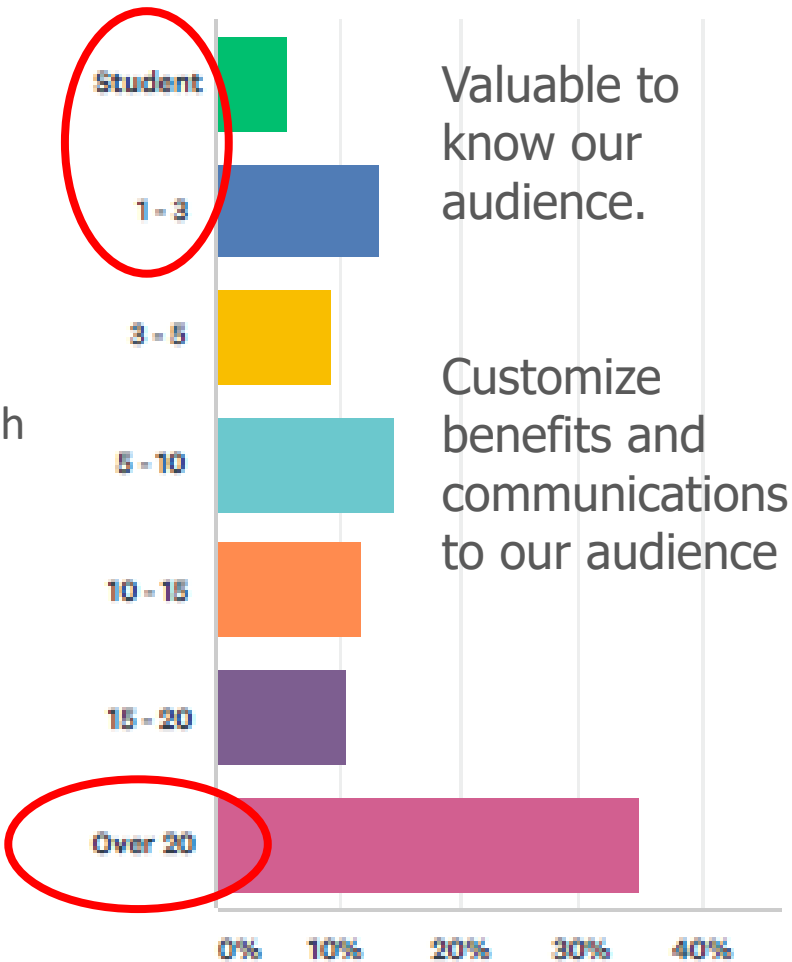
Highest level of education attained.



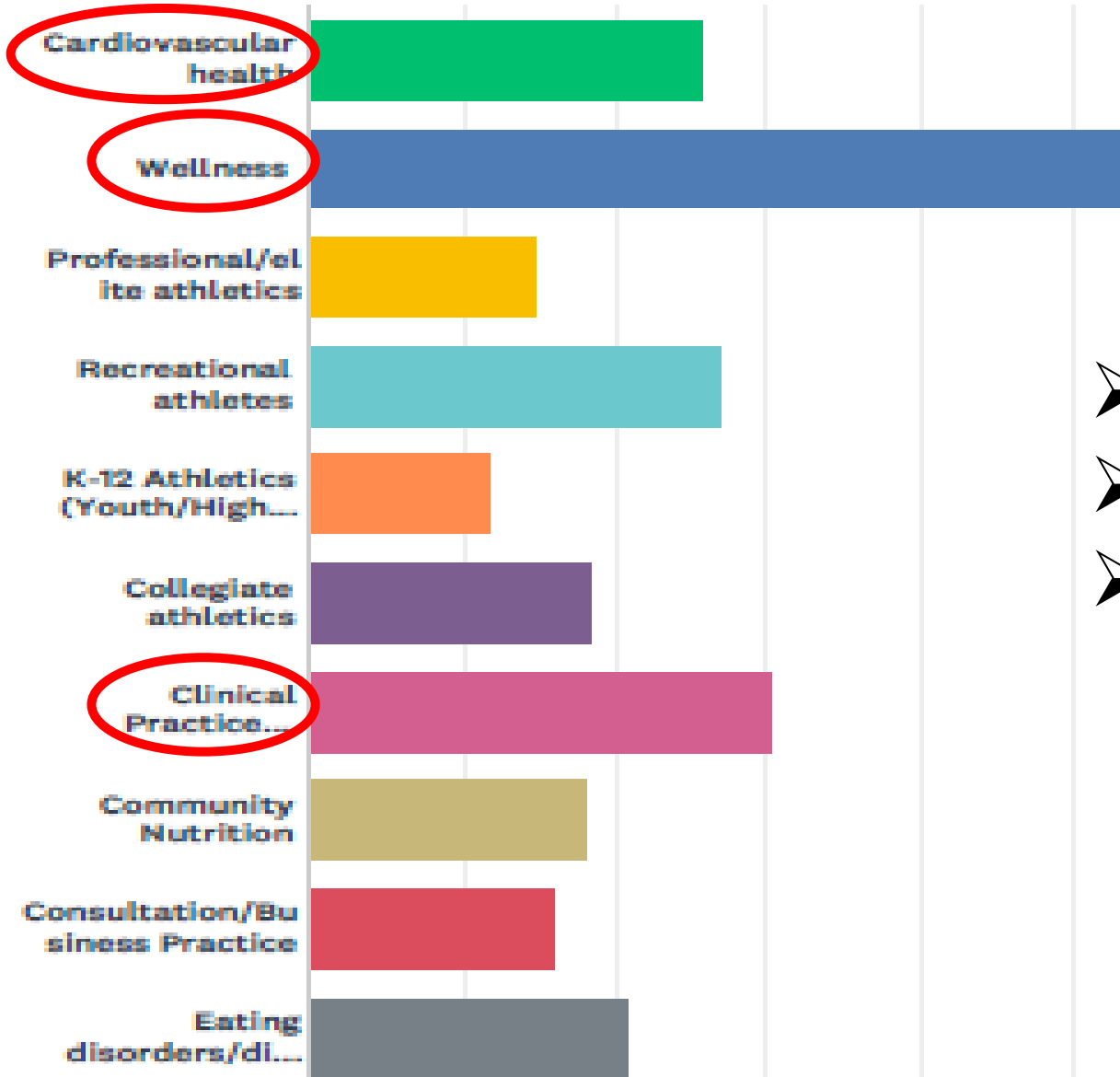
Role in Purchasing Process



Number of Years in Practice



What is Your Area(s) of Practice?

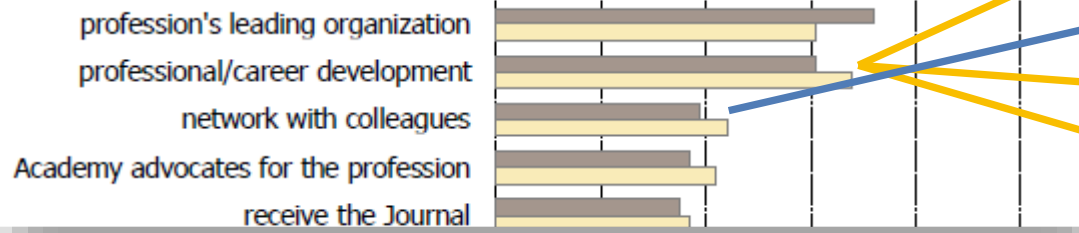


- Align with topics areas
- Compare the CPE opportunities
- Compare to CDR data

Rate the Reasons You Belong?

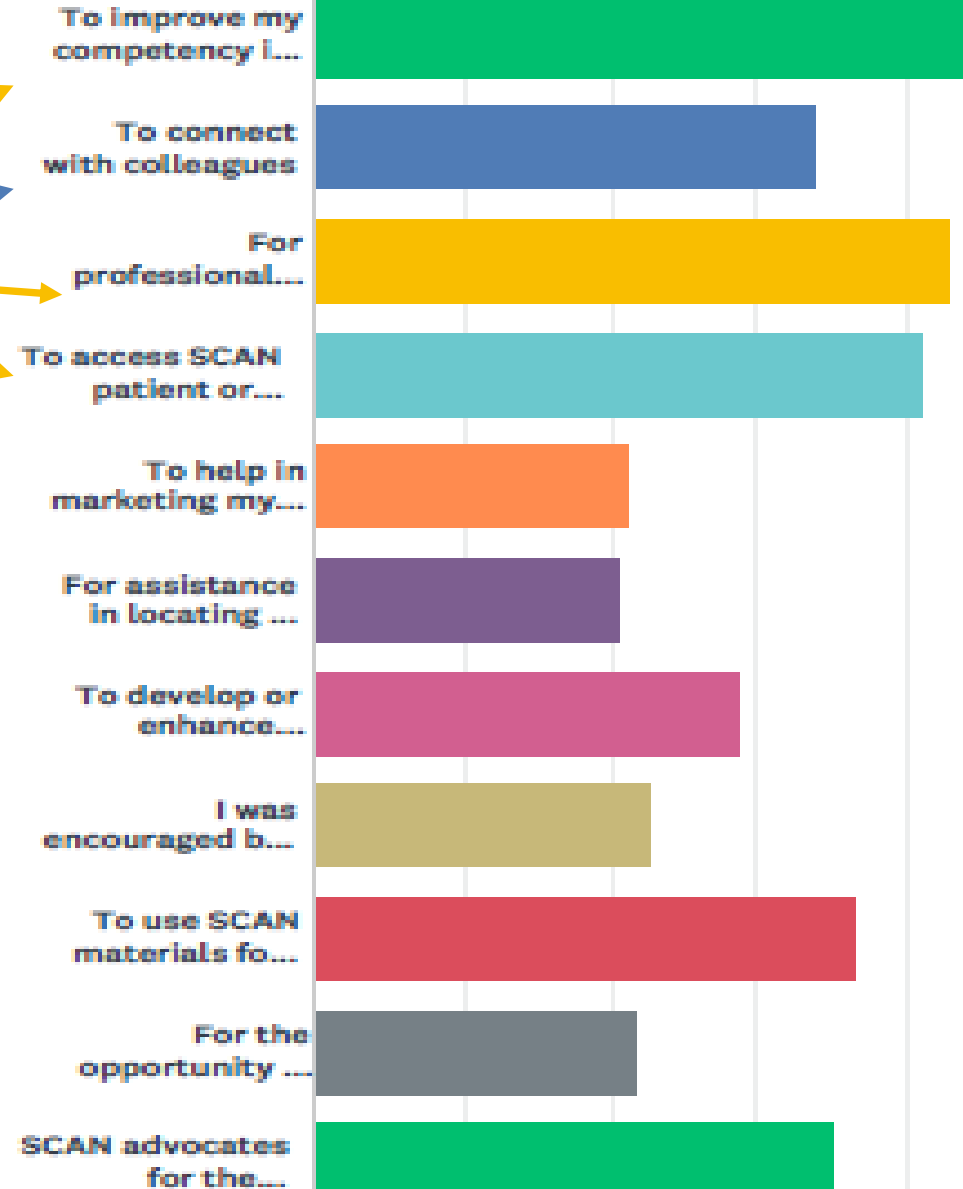
OVERAL ACADEMY DATA

RDNs: Reasons for Joining/Renewing



Highest Rated From Example Survey:

- To improve my competency in sports, cardiovascular and wellness. 4.4 average
- For professional and career development. 4.29 average
- To access patient or client education / information materials. Average 4.12



EXAMPLE: Benefits Utilized in the Last Year

<i>Pulse</i> newsletter	77%
Fact Sheets	69%
Webinar/Virtual Education	58%
Website	50%
Continuing Education credits	44%
<i>Connections</i> newsletter	37%
Natural Medicine Database	34%
E-blasts/member updates	27%
Discussion Board/Electronic mailing list (EML)	14%
Networking events at FNCE®	13%
Opportunity to volunteer	8%
<i>Beat</i> student newsletters	7%
Member directory	6%
Virtual networking with my peers	4%
Awards, grants and scholarships	3%
Student scholarships	3%

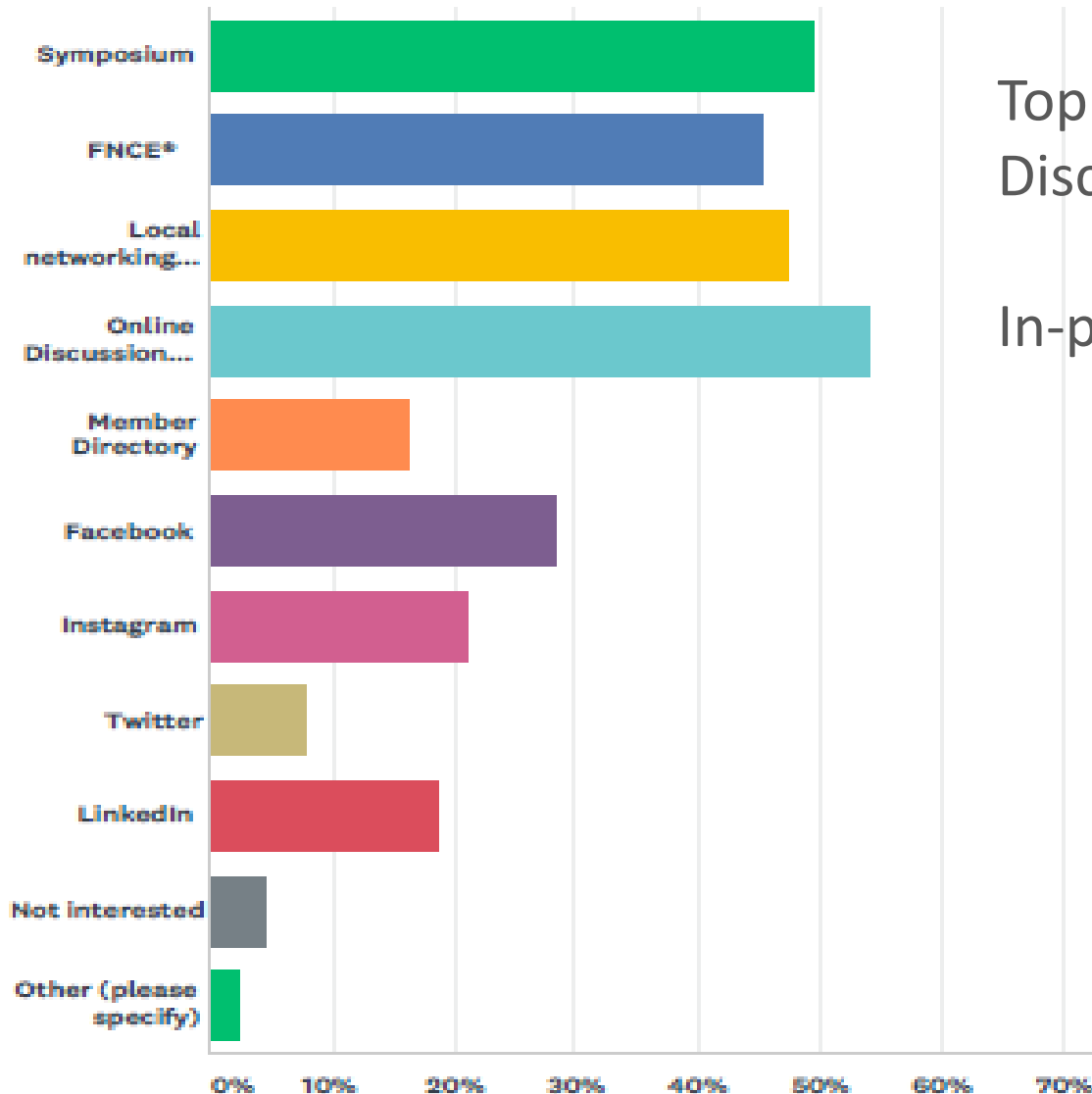
PULSE Newsletter, Fact Sheets, Webinars/Virtual Education, Website are top rated.

Note, the survey asks what was utilized not necessarily what members want/need.

- Low rated benefits could mean:
 - It's a well produced resources, but its not needed.
 - Occurrence of benefit is not often enough.
 - Quality of benefit is low.
 - Members don't know about it.

Opportunities for Networking

What is your preferred method?



Top Rated: virtual networking options - Online Discussion/EML rates the highest.

In-person networking

- Symposium, FNCE®, Local Networking.

It is common for in-person events to rank high for networking. It is important to ask more questions if people CAN travel versus WANT to travel.

Survey Non-Renewed Members

- Area of Practice
- Select the reasons you did not renew:
 - I thought I had renewed
 - I did not know how to renew
 - It is too expensive (I cannot pay out-of-pocket)
 - It is too expensive (my institution will not support)
 - I'm no longer employed in this specialty/practice area
 - I'm retired
 - I disagree with the Academy or Affiliate vision
 - I did not find membership to be valuable
 - I have no time to participate/utilize member benefits
 - I did not renew with the Academy, so I could not renew with the Affiliate
 - I joined to try it out and found the offerings are not applicable to me.
 - Other (please specify)



Survey Non-Renewed Members

What was the primary reason you participated with the Affiliate this past year?

- Discount to symposium/conference
- Professional education
- Online resources
- Networking opportunities
- Affiliate partnerships with other organizations

Do you hold membership in any other professional organizations?

What could the Affiliate have done better to serve you as a member?

I do want to remain a member! Please contact me to reactivate my Affiliate membership.

Survey Your Board of Directors

Rate the Board Performance related to achieving

- Mission/vision
- Strategic performance
- Setting fellow leaders up to success
- Managing programming
- Hosting leadership/board meetings

Survey Your Board of Directors - Examples

Examples

- Rate the importance of the benefits and services offered by the Affiliate.
(list the group's resources)
- Compare/contrast to how members answer this question
- If you are a member of other professional organizations, what are other benefits the group provides that you find value with?
- What are 2-3 areas where the leadership team could improve its performance?
- Do you find serving on the Affiliate Board rewarding? Valuable?
- In your time as a member leader, how much time was spent per week on your role?

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Financial

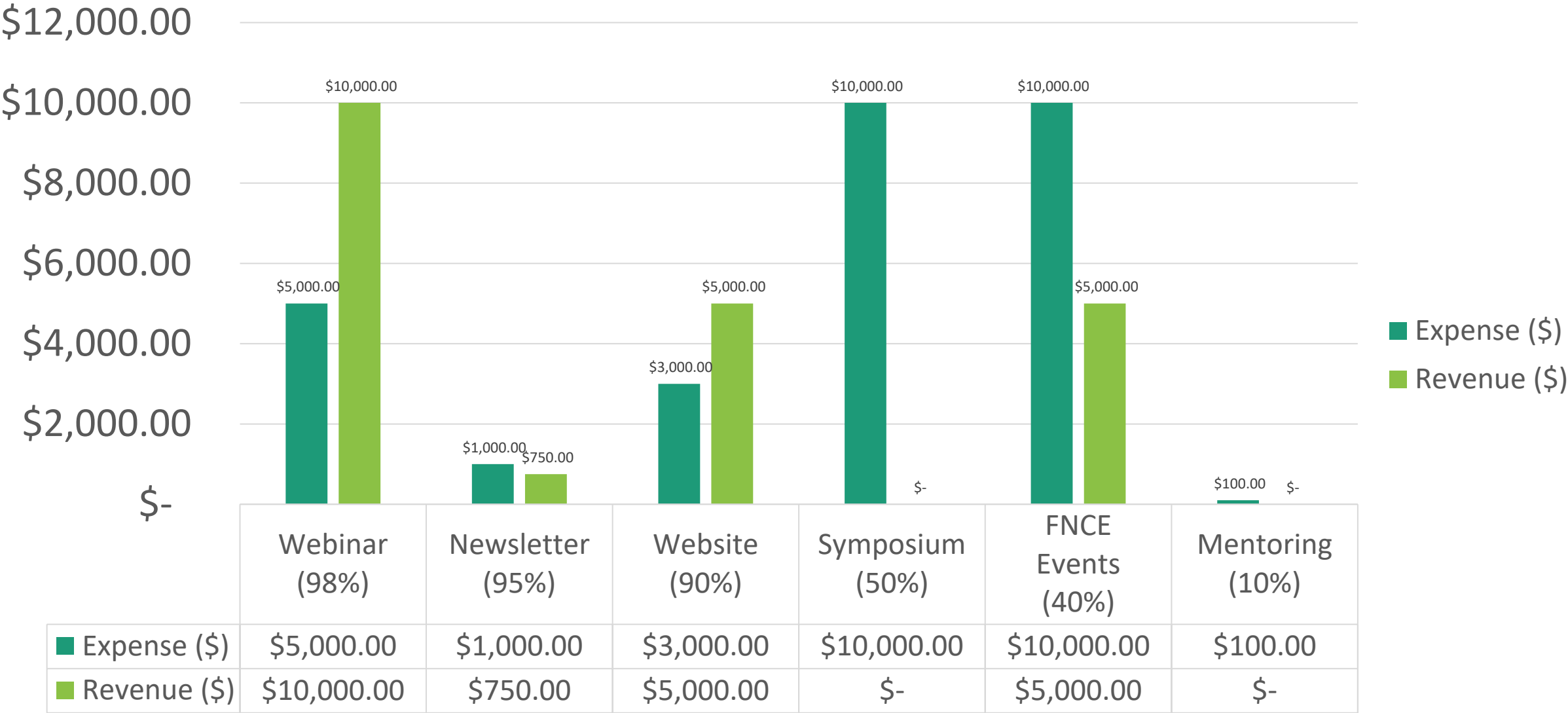
Comparison of Excess/Deficit Year Over Year



	FY20	FY19	FY18	FY17
Budget	\$(30,000.00)	\$(25,000.00)	\$10,000.00	\$(20,000.00)
Actuals	\$20,000.00	\$18,000.00	\$2,000.00	\$1,500.00

Financial

Comparison of Revenue Actuals to Expense Actuals by Program

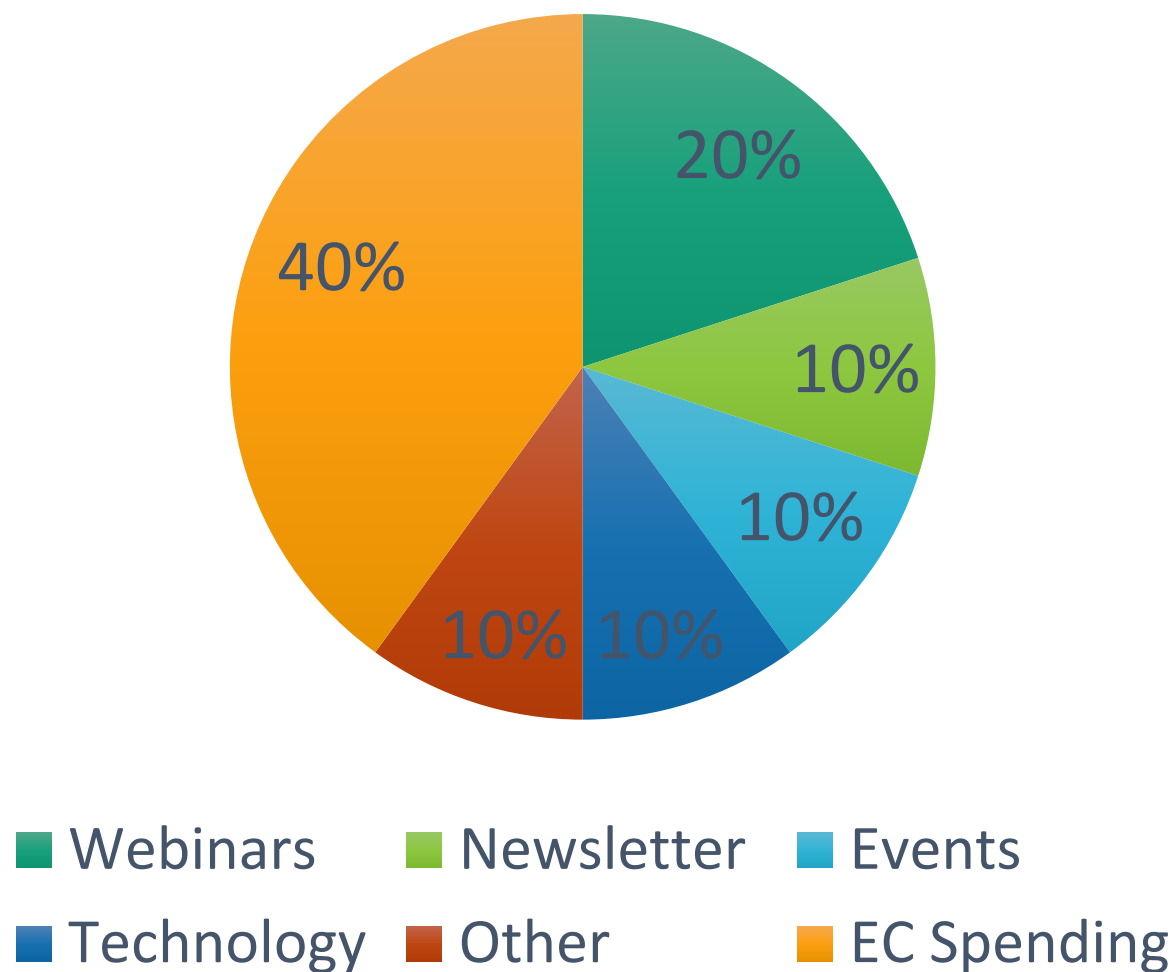


Financial

Helpful Perspective:

- Percentage breakdown by program

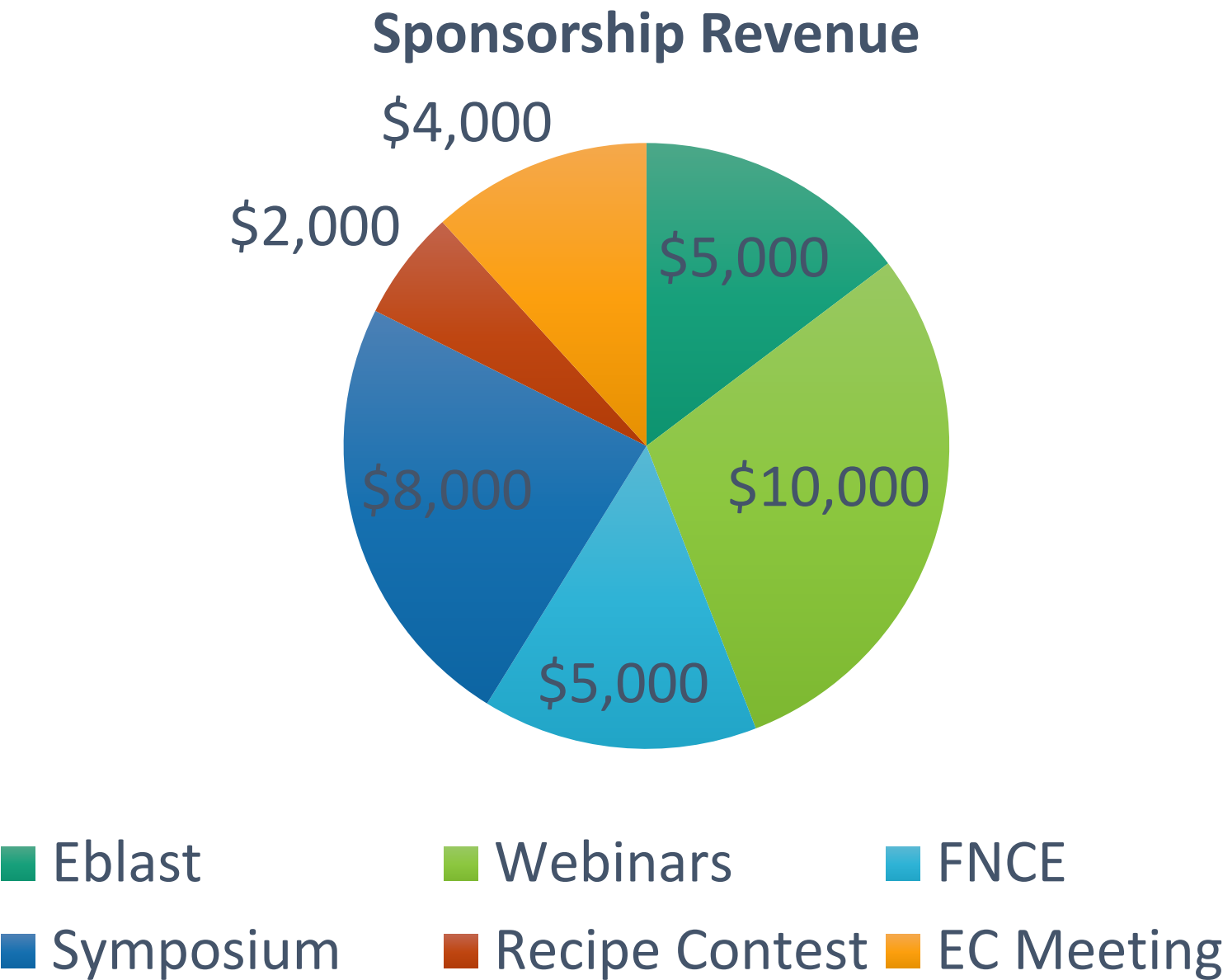
Expense Actuals



Financial

Helpful Perspective:

- Breakdown of sponsorship revenue by program.



Types of Data Assessment:
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Website Data

Google Analytics Home

Users	Sessions	Bounce Rate	Session Duration
19K	27K	56.5%	2m 24s
↑20.6%	↑14.3%	↓3.6%	↑12.5%

Top visited pages and # of views.

Identify the # of users visiting the website.

What pages do your users visit?

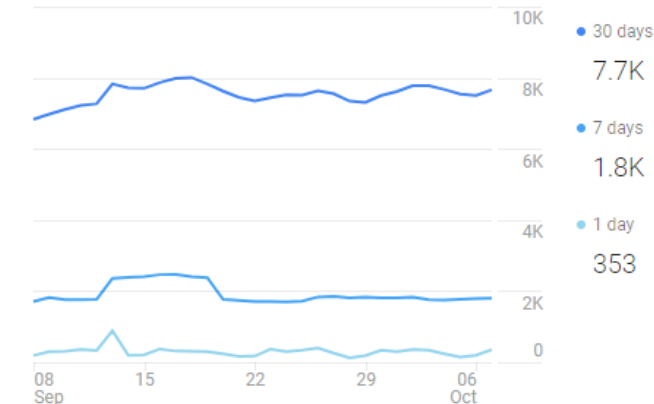
Page	Pageviews	Page Value
/home	10,757	\$0.00
/scan/scan-career-pa...n-education-programs	5,542	\$0.00
/scan/subgroups/sport...itian-job-description	2,746	\$0.00
/educational-resources/fact-sheets	2,611	\$0.00
/scan/educational-res...sheets/sn-fact-sheets	2,392	\$0.00
/scan/subgroups/sport...sports-dietitian-cssd	2,183	\$0.00
/scan/scan-career-pat...rofessional-resources	1,832	\$0.00
/events/event-descri...nts/scan-symposiums	1,690	\$0.00
/scan/educational-resources/fact-sheets	1,570	\$0.00
/educational-resources/webinars	1,540	\$0.00

Last 90 days ▾

[PAGES REPORT](#) ➤

How are your active users trending over time?

Active Users

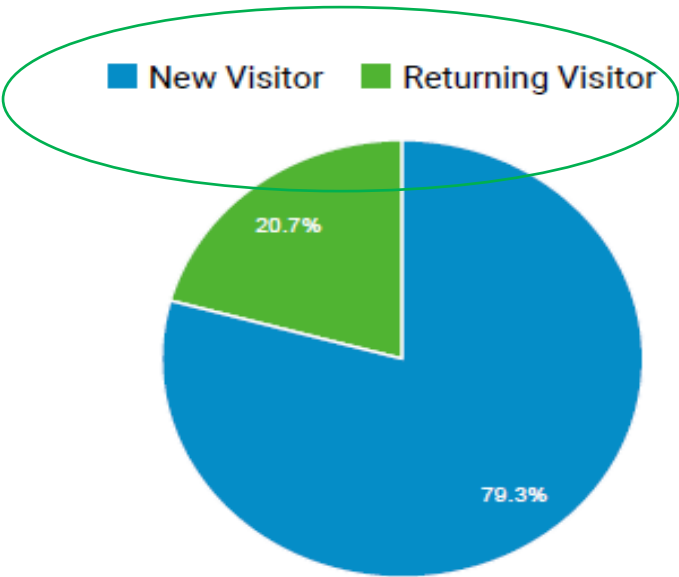
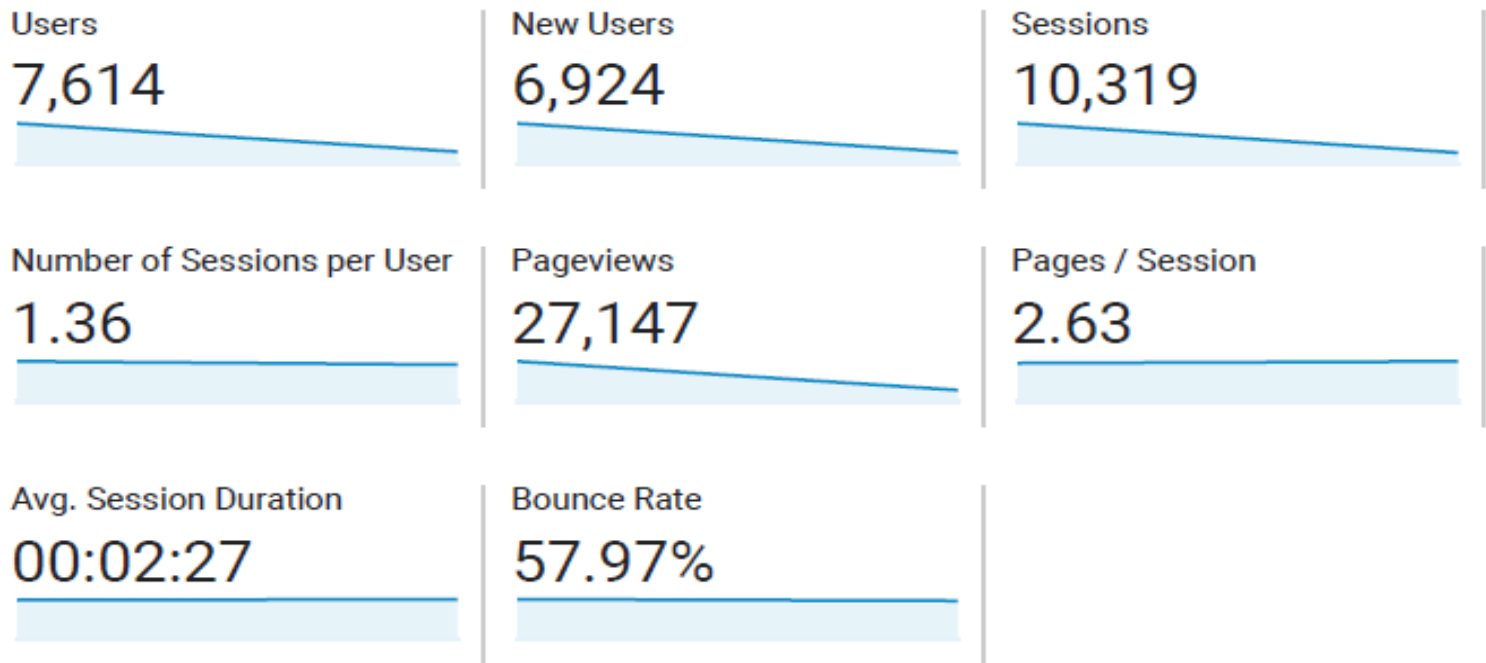
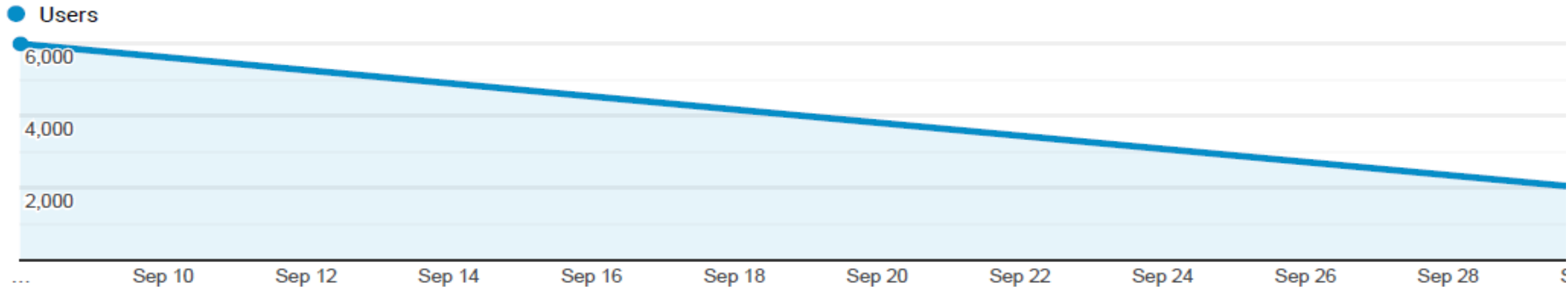


Last 30 days ▾

[ACTIVE USERS REPORT](#) ➤

Trend of activity over a particular period of time.

Website Data - Audience



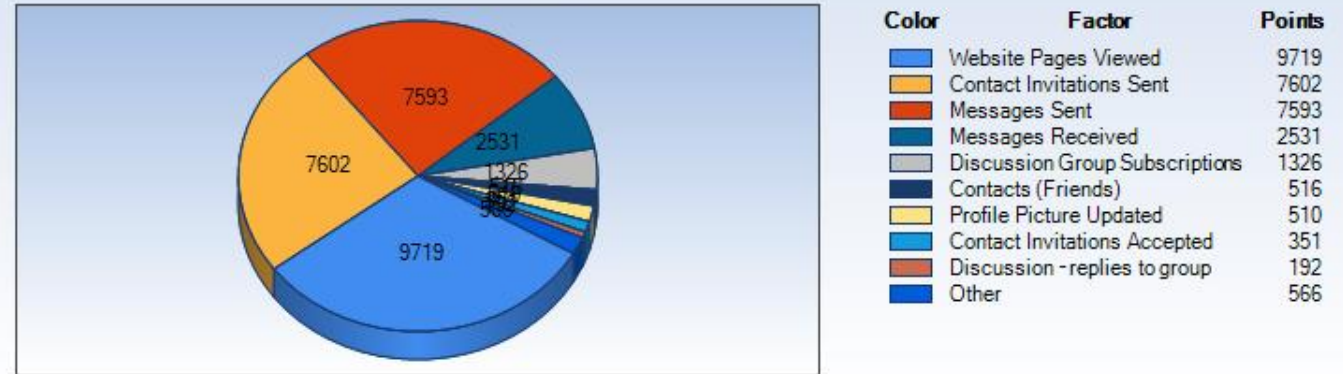
Website Data

Track Activity

- Discussion Posts
- New User/Return User
- Member Profile
- Connecting with other members
- Downloads/ Clicks

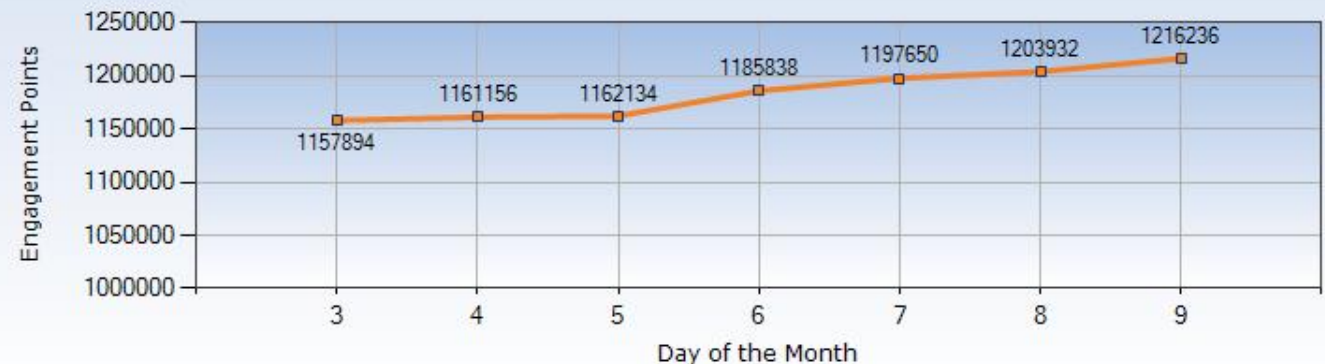
Top Engagement Factors

Oct 3, 2019 - Oct 10, 2019



Total Engagement

Oct 3, 2019 - Oct 10, 2019



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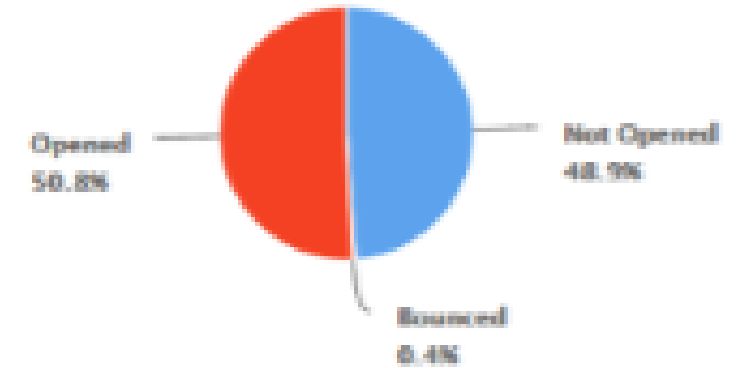


Communication Data

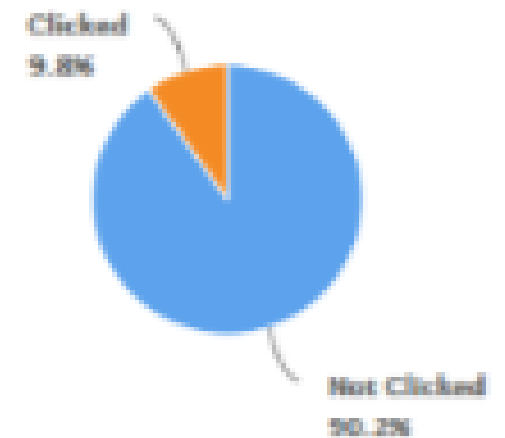
- Eblasts – opens, clicks
- Social Media
- EML/Discussion Board usage



Opens & Bounces

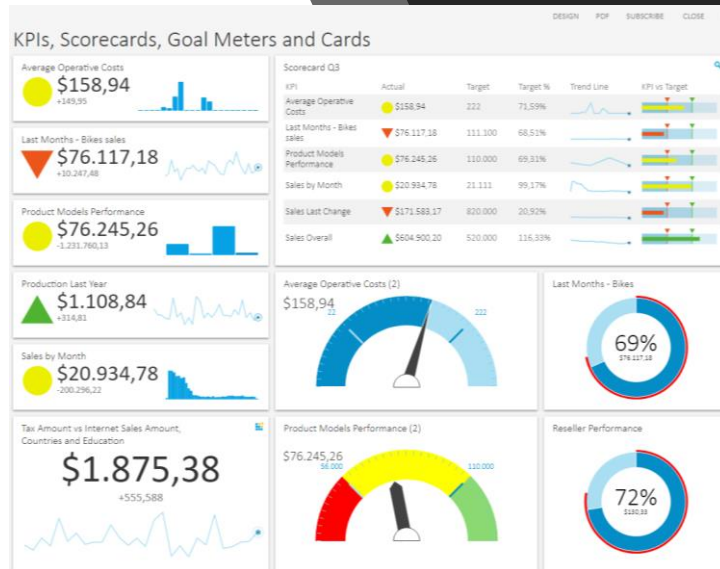


Clicks



Decipher The Noise

Leverage Scorecards



- Keep the board informed
- Transparency
- Snapshot of data
- Track progress
- Adapt where needed
- Guide decisions and actions
- Easy to read, doable and usable

