

# JCSMS 2024 – ROUNDTABLES

## EXECUTIVE DIRECTORS / SENIOR STAFF LEADERSHIP

Friday, February 16, 2024 | 1:15 pm – 2:00 pm

### Roundtable Topics – Executive Directors / Senior Staff Leadership

#### **Meetings - what do our meetings look like in a post-pandemic world where expectations for content, delivery and attendee ROI have changed**

- Fixed costs (AV, F & B) have increased 35-50% on average – have groups increased their registration fees to keep up? If you haven't at least started to incrementally increase your prices, you are "falling behind" the curve
- Groups are charging the same cost for live and virtual meeting attendance – don't necessarily need to discount virtual offerings
- AV costs have gone up dramatically in a short time – consider contracting AV outside the hotel instead of automatically using the in-house provider
- Consider using university campuses or alternate event venues instead of hotels/convention centers (easier for smaller meetings)  
Consensus that live meetings still serve an important purpose – attendees still want spaces to collaborate and network
- Consider incorporating in person incentives to help promote live attendance, such as career connections and resume reviews – things that you can't get virtually

#### **BONUS ITEM (post roundtable)**

- **Dave Saddler from NATA shared that for a recent multi-year contract that their association signed for their 2027 and 2031 Annual Meetings in New Orleans, they were able to negotiate a no-attribution clause with all the hotels in their room block. Who else wants to hear more about that?**

#### **Membership engagement strategies - defining, providing, and communicating compelling value for members**

- More member profiles / highlights, more regular reminder of benefits provided to members
- Monthly webinar / podcast / message from leadership – what's going on?
- NCAA has a Spotlight Series webinar – leadership identifies current topical items and focuses programming there
- Some groups used COVID period to update their AMS platform to better track membership engagement / analytics
- Learn where your learners are at – don't just assume you know

### **Strategies to address staff burnout**

- “Dog Days” – assn allows staff to bring in pets one day per month
- Outsource new projects or initiatives that staff can’t handle (or couldn’t handle without severely taxing their bandwidth). Make sure organizational board understands this approach and are behind the extra funding that goes with it
- Utilize student / trainee volunteers to help expand bandwidth for projects
- Work week – SHAPE is currently beta testing a 4.5 day work week with the intention to get to a 4 day workweek.
- Pay for gym membership, staff spa days to improve morale
- Message to Board members to respect the “mental health” of staff and not expect them to be available 24 / 7 (often a difficult message for assn leaders to hear and understand)

### **DEI best practices and initiatives - what are others doing to promote diversity and inclusion within their association?**

- Groups working on more specific DEI advocacy statements
- Inclusivity of speakers and panel discussions at conferences – not all one way or another
- EDI Training for all leadership and committee chairs – a handful of groups are currently doing this
- Consider grants (i.e. CDC) that would be available to help fund DEI training
- Land acknowledgements at conferences – important to consider

### **The role of staff in generating revenue**

- Consider dedicated person to fundraising – often difficult to pair with other staff responsibilities
- Consider the grant route – identifying and applying for outside grants
- Contract outside development person to help improve focus

Membership:

Social media to increase membership.

Tic/Tok and Instagram

Who is managing?

Need students for content

Full staff member vs. committee

Need budget to support

Volunteer vs. staffing – trying to get students engaged

Buy one get one and try to get creative to get people exposed to the symposium

Membership Driving

Collaboration with another organization to give discount for secondary if join primary

Young professionals marathon virtual content – over the world

Try to target early career

Monetary barriers

Discounts for students, residents, members

Tiered approach including early career

Mostly in person or hybrid meetings

Some highest with the 2 onsite and virtual

Hard to raise prices with increased costs at the meeting

Eliminate certain cities as its too expensive

Raise annually or at certain types

What is break-even point?

Money from cities to offset some of the cost. And if partner with another city, it will be even less cost.

Cost required to get CEUs

Locations:

Food and beverage costs biggest issues

Can do more with smaller city venue due to costs

Do you leave politics out of it or consider politics? – look at it fiscally. That should be mandate.

What states are acceptable or not?

Trying to balance politics with not dealing with politics

Legislative environment not meet position statement – with or without financial penalties

Diversity and Inclusion

Added committee on D and I trying to increase D and I

Highlight on social media diversity

Try to diversity the Boards/committees

Adding D and I lectures and adding pronoun stickers – calendar for differing D and I months and use for social media.

D and I forum at annual conference – well attended sessions

Look at decreasing bias on publications by an organization

Review of position statement

Look at slides for bias

Look at diversity in research

Diversity Award for a publication that highlights diversity in research

Web based training modules for the officers

Add sensitive things in meeting – lactation rooms, prayers room

Stickers with diversity symbols

Add LGBTQ+ member in addition to other minority presence

Census of who the members are in an organization – sexual orientation, etc.

Indigenous people recognition on those who lived here before the USA/Canada

Trying not to be negative tone and make it a positive tone

Speak on how to communicate with cultural competence

Connect with family members to include them on trying to make a treatment plan.

DEI academia to try to do research in this area.

Not look at race only – look at socioeconomic groups as well and barrier to getting into the field

Pushback with DEI:

In person or online – why involved and not stay in our lane.

Establish parameters, respectful discourse

Needing to deal with all the history of what a member had to go through – not necessary heckling but at least have a discussion.

Not write in capital letters with problem members

System to communicate with person who was negative and what amount of suspension for a forum or kick off. Mitigation is tough with monitoring and go back to Executive Committee.

Do you shut forum down.