



Membership Engagement Task Force Charges May 2025

Purpose: The AAOE Member Engagement Task Force is being established to guide the development and completion of the 2025 Member Engagement Plan. The 2025 AAOE Member Engagement Plan outlines a long-term strategy for increasing and sustaining member engagement through targeted touchpoints, meaningful programming, and data-driven insights.

With a focus on supporting members throughout their journey—from joining AAOE to potential departure from the musculoskeletal industry—the plan emphasizes three pillars of strategic success: tracking the overall engagement health of the association, assessing the vitality of specific programs (e.g., education, volunteerism, community), and identifying individuals at risk of disengagement to support retention efforts. Key performance indicators include Net Promoter Scores, renewal rates, event participation, online community interaction, and usage of AAOE resources like Peer Review, the Career Center, and benchmarking tools.

To execute the plan, AAOE will align staff and volunteers to collect, analyze, and act on these engagement metrics. With clearly defined onboarding and engagement tactics, such as segmented email series, council involvement, and automated communications, the plan lays out a roadmap for high-touch, high-value member experiences. This proactive approach ensures the organization can continually improve offerings, personalize outreach, and deepen the value proposition for every member, leading to improved satisfaction, retention, and long-term impact.

The task force will help:

- Finalize the member engagement framework and metrics
- Establish a weighted scoring rubric across association, program, and individual engagement levels
- Provide strategic input to ensure the plan is member-centric, inclusive, and actionable
- Recommend data-driven solutions for real-time engagement measurement

Charges:

1. Review & Refine Strategic Goals

Align on the definitions of engagement success across the organization:

- Association-wide health
- Program-level engagement
- Individual member engagement and risk

2. Categorize & Weight Engagement Metrics

Using the provided worksheet, evaluate and assign importance to key engagement metrics based on:

- Relevance to member value
- Data reliability
- Impact on satisfaction and renewal

3. Evaluate Draft Plan Elements

Review and provide feedback on the current engagement plan (Draft 1) and contribute to the development of new sections where needed (e.g., dashboards, segmentation strategies, KPIs for under-engaged groups).

4. Validate Engagement Dashboard Strategy

Provide input on how engagement should be visualized and reported—internally and externally—across programs and at the individual member level.

5. Contribute to a Member-Centric Strategy

Ensure the engagement strategy reflects the diversity and needs of all member segments, including new, renewing, and high-risk members.

Time Commitment

- **Kickoff Meeting (May 2025):** One 75-minute virtual session to align on goals and expectations.
- **Biweekly Virtual Meetings:** 1-hour meetings every other week from May through October 2025.
- **Interim Work:** Approx. 1 hour between meetings to review materials, rate metrics, or contribute feedback.

Total estimated commitment: ~4 hours per month, May–October 2025.

Term Length

- **Start:** Early May 2025
- **End:** October 31, 2025

Composition

- **Volunteer Leadership:**
 - Chairs (or designees) from all 7 AAOE Councils
 - Up to 11 interested Board members (self-nominated)
 - One to two active Collaborate posters
 - One to two active webinar attendees
 - One to two members who do not use Collaborate
- **Staff Support:**
 - Addy Kujawa – CEO, Oversight
 - Cathy Lada – Strategy, Execution, Supervision
 - Vicki Sprague – Data & Analytics
 - Nicole La Vigne – Volunteer Management, Member Data
 - Jessica Thornburg – Education Metrics
 - Carol Klippel – Assistance with the Novi membership database
 - Additional project support as needed

This diverse composition ensures that decisions are informed by a broad cross-section of member and program perspectives.

Requirements

- Be a current AAOE member in good standing
- Have a demonstrated interest in advancing AAOE's mission and member experience
- Commit to active participation in meetings and discussions
- Not miss more than three meetings during the May–October term
- Complete tasks and feedback assignments between meetings as requested
- Respect the confidentiality of in-progress planning materials
- Work collaboratively and with transparency alongside staff and fellow volunteers



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**Benefits to You as a Volunteer:**

- Contribute to the development of AAOE
- Support your organization's growth
- Connect with peers

Volunteer Recognition:

- Listed in AAOE publications when volunteers are listed (i.e. Annual Conference Final Program, Annual Report, etc.)
- May be featured in social media spotlights on current volunteers