11:59:54 From Billhighway Marketing to Everyone : Welcome everyone!

12:00:14 From Carmen McCormick to All panelists : snickerdoodles!

12:00:18 From Peggy Hoffman to Everyone : Favorite holiday cookie?

12:00:26 From Billhighway Marketing to Everyone : Gingerbread

12:00:28 From Lisa Cook to Everyone : Sugar

12:00:29 From John Conn to All panelists : Anything I don't have to bake myself.

12:00:29 From Karen Certalic to Everyone : Anything with sugar

12:00:30 From Carmen McCormick to All panelists : yay!!

12:00:33 From Chelsea Ridenour to Everyone : Thumbprint cookies!

12:00:34 From Amy Crolius to Everyone : Iced sugar

12:00:46 From Mark Prevost to All panelists : macaroons

12:00:46 From Heather Lehman to All panelists : Peanut butter with chocolate kisses

12:01:01 From Casandra Merkel to All panelists : My mom makes these awesome triple chocolate cookies. So decadent and yummy.

12:01:02 From John Bellotti to All panelists : Chocolate Crinkle Cookies

12:01:15 From Billhighway Marketing to Everyone : Yum, Casandra!

12:03:17 From Chelsea Ridenour to Everyone : Can you drop a link to your blog in the chat?

12:03:49 From Billhighway Marketing to Everyone : Yes, one second Chelsea!

12:03:57 From Shelley Wales to Everyone : I live for these webinars, thank you for doing them!

12:04:05 From Billhighway Marketing to Everyone : Here you go! https://www.billhighway.co/associations/resources/

12:04:17 From Chelsea Ridenour to Everyone : Thank you!!

12:04:18 From Billhighway Marketing to Everyone : Thank you, Shelley!

12:05:55 From Charlotte Muylaert to Everyone : Chelsea - If you wanted the blog post that Peggy mentioned, you can find it directly here: https://eventgarde.com/blog/entry/will-chapters-be-relevant-in-2021/6/

12:06:24 From cindy urbaytis to All panelists : Technology limitations

12:06:31 From Andrea Holovach to All panelists : Who are they inviting to their events? Who is attending their events?

12:06:43 From Tim Drennan to All panelists : getting consistent and updated information from them.

12:06:55 From Chelsea Ridenour to Everyone : We don't seem to have access to key data points that would demonstrate the quantitative value of our components to the association …

12:07:02 From Kelly LaMarca to All panelists : Not clearly defined expectations

12:07:20 From John Bellotti to Everyone : Getting people to realize the data we have on chapters correlates to nationals success and vice versa.

12:07:23 From Brianne Martin to Everyone : Same, Chelsea!

12:07:37 From Chelsea Ridenour to Everyone : Yes @John!

12:07:48 From Brianne Martin to Everyone : Absolutely!

12:09:16 From Peggy Hoffman to Everyone : @Chelsea - amen!

12:09:36 From Peggy Hoffman to Everyone : @John yes making the connection

12:13:09 From Peggy Hoffman to Everyone : Retention is a lagging indicator - yes we need a leading indicator!

12:13:21 From John Bellotti to Everyone : I really like the aspect of plain old accounting assistance which also helps with potential fraud detection.

12:14:30 From Peggy Hoffman to Everyone : So it ties into our engagement scoring … bringing the local engagement into the mix

12:16:51 From Tracy Packingham to All panelists : Does Billhighway support registration? Or through accounting?

12:17:01 From Brianne Martin to Everyone : Yes! That sounds great

12:18:05 From Charlotte Muylaert to Everyone : Tracy - We do support registration and if it's a paid event we support all the accounting processes such as reconciliation, journal entries, etc. that go along with that

12:19:01 From Tracy Packingham to Everyone : Thank you

12:19:19 From Andrea Holovach to Everyone : Some super specific questions for Mark (I am inching closer to getting this system) - what if the chapters don't charge to attend events? And can the attendee information flow into the AMS in such a way that it could then flow over to Higher Logic to build email marketing lists for them (without them having downloadable reports of email addresses)

12:19:30 From Charlotte Muylaert to Everyone : You're welcome :)

12:19:51 From Shelley Wales to Everyone : Annual survey/report

12:19:57 From Tracy Packingham to Everyone : We currently have this information at the local and association level through a shared registration system

12:20:00 From Brianne Martin to Everyone : 2x/yr reports

12:20:04 From Andrea Holovach to Everyone : We ask our chapters about member/non-member attendance on average...but we don't have any way to verify. And my guess is that they are guessing

12:20:16 From Belinda Cottrell to All panelists : monthly report

12:20:28 From Chelsea Ridenour to Everyone : All technology is run through our systems at the national headquarters so all data flows right to us through our database

12:20:50 From Casandra Merkel to Everyone : We have an annual report that all chapters have, and our chapters have the choice (but aren't required) to do their registration through us. If they use us for registration, we have all this info. If not, we don't.

12:20:50 From Tracy Packingham to Everyone : We are in the same place as Chelsea

12:21:04 From Tip Kendall to All panelists : We share some member data but no events data at all. Our chapters are independent organizations.

12:21:36 From Sonja Wiggins to All panelists : Division Annual Report- but need new ideas for system or software used to collect this information

12:21:42 From Andrea Holovach to Everyone : ALL OF US!

12:21:44 From Chelsea Ridenour to Everyone : YES

12:22:08 From Barbara Bloch to All panelists : annual report but our issue is we don't also get these every year. It is a template response from our chapters. Yet those who answer complain they don't have members or they need members. Some don't even collect dues.

12:22:09 From Tracy Packingham to Everyone : Casandra, we went to mandatory 3 years ago. It has improved our member engagement substantially

12:22:15 From Andrea Holovach to Everyone : If you break down this system as a per chapter cost, it really doesn't break the bank for what your board will be able to understand. Sell to your board, not your c-suite.

12:22:51 From Billhighway Marketing to Everyone : How do you currently measure chapter performance?

12:23:03 From Billhighway Marketing to Everyone : How do you get chapter performance data?

12:23:29 From Andrea Holovach to Everyone : Performance data is in an annual report. Which then feeds into a relatively manual scorecard based on "health" metrics our leaders devised from reading Peggy's chapter in comp. relations handbook

12:23:31 From Casandra Merkel to Everyone : @Tracy, we're working to that and will hopefully have the option to do that by the beginning of 2022, but for now, we're still fighting to get some chapters reporting

12:23:31 From Tracy Packingham to Everyone : Unified Data Set and Shared Registration System

12:23:34 From Barbara Bloch to All panelists : fill out an annual report on a template.

12:23:50 From Charlotte Muylaert to Everyone : @Andrea - If the chapter doesn't charge for events, as long as they require registration for the event, the data still flows through. And yes, the data flows into the AMS and you're able to use it however you see fit. Whether it's pull it into data visualization tools, compile marketing lists, etc. Does that answer your question?

12:23:59 From Shelley Wales to Everyone : We just started doing an annual survey to gather some of this info so we can have a baseline to build metrics to help our chapters learn what to measure. It needs some work though, open to ideas, lol

12:24:30 From John Bellotti to Everyone : Tracking registrations and self reporting. To those that don't report we can make some assumptions based on those that report that we can extrapolate to other chapters. We've done this successfully and have seen a non reporter all of a sudden report and our data was nearly dead on.

12:24:41 From Tracy Packingham to Everyone : @Cassandra - if you would like to connect. I would be happy to share the opportunities and challenges

12:25:37 From Jami Prince to Everyone : BH would only track this information if the chapter charged a fee for participating, correct? Most of our chapters offer free programs.

12:25:51 From Peggy Hoffman to Andrea Holovach and all panelists : Glad to hear that is helpful - love to talk more post webinar!

12:26:17 From Casandra Merkel to Everyone : @Tracy, definitely! That would be great.

12:26:23 From Billhighway Marketing to Everyone : @Jami - We get the same data regardless of whether it's free or not as long as they require registration

12:26:45 From Shelley Wales to Everyone : I'm literally editing my survey and adding new questions for next year as you speak, haha!

12:27:08 From Nathanael Bell to All panelists : Can we get a copy of this PPT presentation slide deck?

12:27:19 From Peggy Hoffman to Nathanael Bell and all panelists : YES!

12:27:33 From Billhighway Marketing to Everyone : Yes, for sure Nate! We'll be sending the recording and slides out to everyone!

12:27:45 From Charlotte Muylaert to Everyone : I love that Shelley! Immediate action!

12:27:52 From Nathanael Bell to All panelists : Thank you! I would like to share this with some members on my team.

12:28:07 From Karen Certalic to Everyone : Will you be sending the chat to us too?

12:28:16 From Billhighway Marketing to Nathanael Bell and all panelists : Great! We're happy to answer any other questions you might have :-)

12:28:29 From Billhighway Marketing to Everyone : @Karen - Yes, we'll share the chat as well!

12:29:53 From Andrea Holovach to Everyone : It is super powerful - if I can get my groups using it. I swear...we keep giving them tools and they freak out!

12:30:02 From Nathanael Bell to Everyone : This would be AMAZING!!

12:30:06 From Brianne Martin to Everyone : Sooo much easier. Business intelligence. Could create focus groups for those low performing chapters, give more advanced training to high performing chapters... So much greatness could come from this!

12:30:33 From Charlotte Muylaert to Everyone : Yes Brianne! Omg love the focus group idea for low performing chapters

12:30:49 From Barbara Bloch to All panelists : It would definitely make our job easier especially integrating this into our current AMS. However if I understand correctly the tools are for the chapters to collect the data and that means getting them enthusiastic and trained in a new technology. We could provide this as a benefit so cost is a factor

12:31:03 From Brianne Martin to Everyone : I love that it STARTS w providing them foundational operational support. Exactly to Andrea's point!

12:31:28 From Andrea Holovach to Everyone : I still have the international chapter hurdle. It is my ONLY roadblock left.

12:32:50 From Andrea Holovach to Everyone : He isn't lying! The ones of mine Mark has spoken to think it sounds amazing. But they are convinced that my others won't like it. SO FRUSTRATING. They keep looking for the "catch."

12:33:16 From Brianne Martin to Everyone : We just have a toss up every year since our chapter leadership changes every year. We could have chapter A w SUPER advanced leaders then the following year they're hardcore struggling because they have an entire new board. So having the "live" data, especially for operational efforts would be a crystal ball into all our chapters! 😍

12:33:57 From Charlotte Muylaert to Everyone : Barbara - you're absolutely correct. The process includes pilot chapters who test the solution and are the early adopters who become advocates. We have adoption teams dedicated to supporting the efforts of adoption so the efforts don't solely rest one you at headquarters.

12:34:26 From Barbara Bloch to All panelists : I am curious do most chapters of associations have paid staff or are they dependent on volunteers as ours is.

12:35:16 From Charlotte Muylaert to Everyone : The turnover of chapter leaders is a common challenge and you're correct, if all the historical data and processes are all in one place, it makes it SO much simpler.

12:36:12 From Heather Lehman to Everyone : Yes

12:36:27 From Billhighway Marketing to Everyone : @Barbara, we've found that there's quite of mix of paid & volunteer staff at chapters. @Everyone, do you have paid or volunteer chapter staff?

12:36:54 From Karen Certalic to Everyone : Paid staff in the national office; all volunteers in the chapters

12:37:26 From Andrea Holovach to Everyone : Mostly volunteer at chapter level. Some have hired staff, but that is the exception, not the rule.

12:37:27 From Tracy Packingham to Everyone : We have both

12:37:50 From Barbara Bloch to All panelists : @Karen - that is our case. We also have a technology gap with older chapter leaders - learning curve

12:38:00 From Billhighway Marketing to Everyone : Thanks, Karen, Andrea & Tracy!

12:38:19 From Chelsea Ridenour to Everyone : all volunteer

12:38:42 From Chelsea Ridenour to Everyone : Sorry - all volunteer (chapters); paid (national HQ)

12:38:43 From Peggy Hoffman to Everyone : Interesting @Barbara we are too … but we're also seeing our older chapter leaders embrace some elements of technology like zoom :)

12:39:52 From Barbara Bloch to All panelists : maybe this will encourage them to collect dues on the local level. Some of our chapters don't and to renew membership in the association the president of the chapter pays out of pocket.

12:39:56 From Peggy Hoffman to Everyone : benchmarking based on success … and id'ing what are the success factors

12:41:07 From Brianne Martin to Everyone : Paid staff at HQ, all volunteers running chapters. I'm the only staff person dedicated to chapters - management, development, operations, training, support, etc.

12:42:14 From Brianne Martin to Everyone : That "us" vs "them" mentality is certainly an uphill battle.

12:43:42 From Brianne Martin to Everyone : The "we're not nosey, we just want to help" struck a chord! It seems incredibly hard to get through to volunteers to build trust but once they get we're here for support, simply have a conversation, it's such a great harmony.

12:50:05 From Tracy Packingham to Everyone : How long is a migration plan?

12:50:06 From Barbara Bloch to All panelists : can billhighway accept donations or dues

12:50:25 From Tracy Packingham to Everyone : High level of course

12:51:07 From Billhighway Marketing to Barbara Bloch and all panelists : @Barbara, we can accept both donations & dues!

12:53:48 From Billhighway Marketing to All panelists : Thanks for asking, Peggy!

12:54:29 From Tracy Packingham to Everyone : Project Plan and Execution Plan would be awesome

12:55:46 From Charlotte Muylaert to Everyone : Noted Tracy! We'll jot that down for future topics!

12:55:47 From Andrea Holovach to Everyone : None of us mind a Billhighway commercial - at least I don't!

12:55:59 From Billhighway Marketing to Everyone : Thank you, Andrea! :-)

12:56:38 From Brianne Martin to Everyone : 👏🏼 🎉 🙆🏻‍♀️ 🔥 That would be PHENOMENAL!

12:57:24 From Scott Wilson to All panelists : Amen!

12:57:57 From Andrea Holovach to Everyone : Hackathon was SO fun

12:58:29 From Barbara Bloch to All panelists : Next steps is how this is priced out - yearly contract

12:58:40 From Billhighway Marketing to Everyone : If you're interested in a Billhighway demo, you can reach out to Mark (mprevost@billhighway.com) or fill out this request form: https://www.billhighway.co/associations/request-a-demo/

12:59:51 From Billhighway Marketing to Everyone : Coffee Chat >> https://bit.ly/32MmvzF

12:59:57 From Billhighway Marketing to Everyone : Coaching Success >> https://bit.ly/3lvv2OM

13:00:48 From Billhighway Marketing to Everyone : Thank you again to everyone for attending! Happy holidays to you all :-)

13:00:52 From Scott Wilson to All panelists : Thank you!

13:00:53 From Tracy Packingham to Everyone : Thank you Peggy and Mark

13:00:58 From Karen Certalic to All panelists : Thank you!!

13:00:59 From Tim Drennan to All panelists : thank you all, great info

13:01:08 From Chelsea Ridenour to Everyone : Thank you!