



ENGINEERS
AUSTRALIA

2017 Association Forum Membership Summit

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Young Engineers Australia

- YEA is currently the single largest sub group within Engineers Australia (EA), with a membership base comprising of over 40,000 young engineers nationally.
- The group has now been established for over 20 years, with a local volunteer committee in each of EA's 9 division including a national committee

Young Members – Who are they, and what do they want from us??

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The Who:

- Generally considered to be under 25 (under 35 at Engineers Australia)
- Undergraduates/Students
- Graduates between 1 to 5 years experience

How I got involved:

- Signed up as a student in 2010
- What I liked:
 - Physical call to arms
 - Endorsed by lecturer
 - Easy to join then and there
 - Free!



Photo | Via IntelligentFalling

How I got involved:

- Next interaction was “Meet the Committee” in 2013
 - Advertised on Facebook
 - Promoted by a friend
- Opportunity to:
 - Meet reps
 - Ask who, what, why
 - No expectations
 - No long speeches



Meet the Committee 2013 | Via YEAS
Facebook



Meet the Committee 2017 | Via YEAS
Facebook

What happened in between?

- Communication of membership benefits, events, and development opportunities had got lost along the way
- Clear disconnect between association methods and younger members requirements

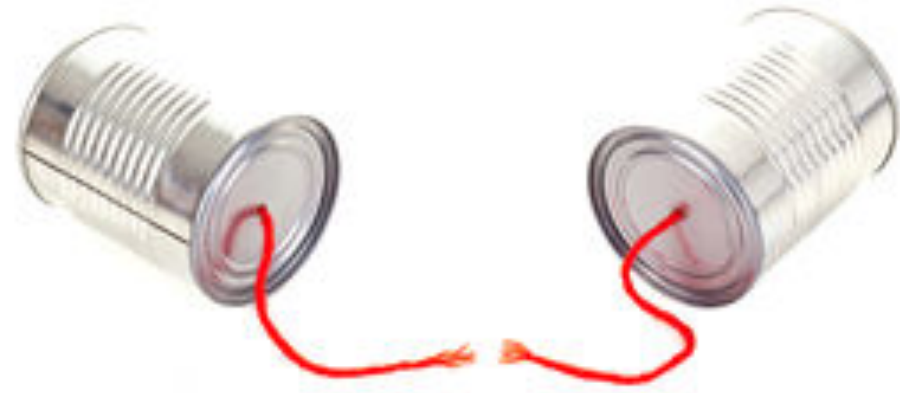


Image | Via Dreamstime

What's in it for me?

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- Top three reasons why organisations think members join:
 - Conferences
 - Networking
 - Advocacy

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- Top three reasons why organisations think members join:
 - Conferences
 - Networking
 - Advocacy
- Top three reasons why new members join (within 1-5 years into their career)
 - Job opportunities
 - Socialising
 - Certifications

What's in it for me?



Image | Via Abila Inc: Member Engagement Study

Understanding your audience

- Talk to them!
 - Go to them – Universities, work places, physical opportunities for feedback
 - Direct communication channel
 - Ask for critical feedback
- Surveys
 - Tell them why
 - You want to make it better for them
 - Identify different membership levels within your organisation

Understanding your audience

- Volunteer committees
 - Make up from members from the demographic
 - Use the industry
 - Refresh regularly
- Provide ad hoc volunteering opportunities
 - No pressure for ongoing commitment
 - Test the waters
 - Use of wider marketing through personal contacts

Communication is key

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- Ask your members how they want information and at what frequency
- Have targeted communication plans for different member bases
- Use platforms your users are already on
 - Social media platforms
 - Electronic and digital
 - Apps

Communication is key

- Advertise where they are: Facebook, LinkedIn, Instagram, Twitter, Snapchat etc.
- Young Engineers use Facebook:
 - Advertise events
 - Set up event invites
 - Share with committee networks
 - Post photos!

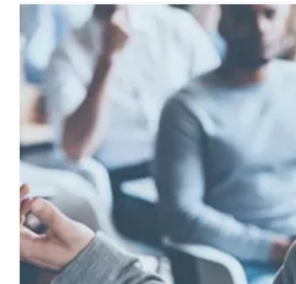
YEAS Facebook experience

- Approximately 3300 likes on YEAS page
- Normal post with a link: 600-1000 views

EVENT ALERT // THURS 15th JUNE 6PM

You wanna be the very best, like no one ever was?
To get hired is your real test, to consult them is your cause.
You could travel across the land, searching far and wide -

Or you could just come to this presentation by Ryan Hahn and Michael Lewis from Norman Disney & Young to learn exactly what you need to beco... [Continue Reading](#)



Mechanical Consulting for Young Professional Engineers | www.engineersaustralia.org.au

Ryan Hahn and Michael Lewis from Norman Disney & Young (NDY) Sydney will provide an informative presentation on their experience fro...

engineersaustralia.org.au

 MiSocial and 3 others

4 Comments



Like



Comment



Share

723 people saw this post >

Boost Post

YEAS Facebook experience

- Post with photos: 3000 views – people like to interact with photos and it increases the reach



 You, Lily Parchizadeh and 10 others

 Like

 Comment

 Share

3,159 people saw this post >

Boost Post

YEAS Facebook experience

- Tag a group of people in a photo and it can increase dramatically



 You, Rahul Ravi and 7 others

2 Comments



Like



Comment



Share

11,968 people saw this post >

Boost Post

YEAS Facebook experience

- Share something that is currently trending (like the eclipse): 5000 views



 You, William Deng and 5 others

1 Share • 120 Views



Like



Comment



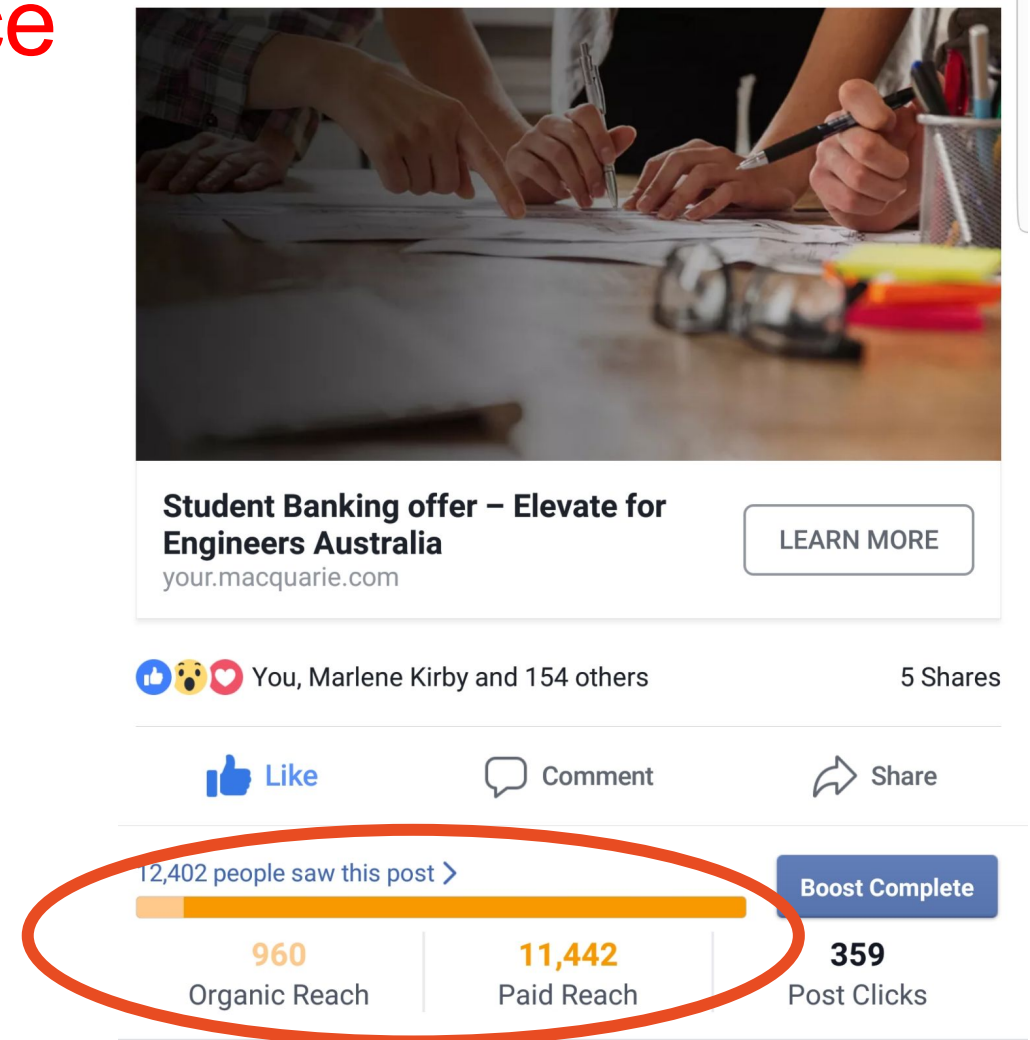
Share

4,869 people saw this post >

Boost Post

YEAS Facebook experience

- Add \$250 on a linked post:
12,500 views and 160 likes
 - Organic reach: ~1000
(normal)
 - Paid reach: ~ additional
11,500



Facebook top tips

- Facebook algorithm rewards sharing, trending stories and interaction with posts.
- Devalues original content to encourage boosting – big rewards from boosts
- Be active in the “conversation” around trending topics – share and engage with other stories
 - This will build on your day to day views and your original posts for events and benefits
- If you aren’t building traction, use the boost. Small amounts can make a big difference

Delivering the benefits

Delivering the benefits

- Use different methods to provide the benefits:
 - Host events
 - Write articles
 - Share member stories
 - Provide opportunities for their involvement
 - Offer training and development
 - Develop mentoring programs
 - Publish papers and advocacy pieces

Delivering the benefits – young members focus

- Hot topics and contributing to the bigger picture
- Across industry engagement
- Interactive sessions with variety of perspectives
- Controversial views
- Social responsibility and giving back (probono etc.)
- Debates
- Personal involvement and project or personal showcases

Delivering the benefits – event tips

- General tips:
 - Charge for events (not too much!)
 - Make it clear the value and what the member will get
 - Live stream all events and save for later viewing
 - Vet speakers and explain the target audience
 - Get feedback
 - Always have representatives attend and be available to answer questions

Delivering the benefits – collaboration

- Cross discipline events have great reach
- Opportunity for members to learn from other industries
- Debates are great forum
- Use more experienced groups to provide mentoring forums and technical discussions
- $1 + 1 > 2$ scenario

The wrap-up

Create a program specific for your younger members:

- Understand who they are and what they want
 - Talk to them and get them involved where possible
- Communicate through the channels they are already using
- Deliver directly to their wants and on hot topics
- Use other industries and your members to maximise your reach, play on their social side
- Answer the question: “What’s in it for me?”

Thanks for listening! Any questions...?



Workshop Step 1

Put yourself in the mind of a young member...

What do you think is different in the mindset and attitude of the younger generation when engaging with their industry?

Workshop Step 2

Put yourself in the mind of a young member...

What do you think is different in the mindset and attitude of the younger generation when engaging with their industry?

What are the opportunities that this different mindset presents for you as an organisation or association?

Workshop Step 3

Put yourself in the mind of a young member...

What do you think is different in the mindset and attitude of the younger generation when engaging with their industry?

What are the opportunities that this different mindset presents for you as an organisation or association?

What are the ways that you can capture those opportunities?

Thank you all for attending and please provide feedback!



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