



ACCE's Stats and Benchmarking Webinar - Series #2

Tuesday, April 17, 2018

2 – 2:30 pm ET

Presenter

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About this Session...

Welcome to this 30 minute informative webinar on FY 2017 chamber statistics and benchmarking best practices that ACCE members can obtain 24/7 from [Dynamic Chamber Benchmarking](#) (DCB).



**HELP EXPERTISE
RESOURCES ONLINE**

ACCE's Resources & Research

24/7

www.acce.org → Information = HERO portal

Chamber Membership Statistics

Here's where we start:

Annual Operations Survey participation

Dynamic Chamber Benchmarking

Customized benchmarking reports in DCB for ACCE members
from 2017 back to 2012.

Membership Statistics Report*

Compiled annual report for breakdown by organization revenue.

*Note: 2016 publication available now; 2017 publication out in early May.

Login Needed

Your individual [ACCE Login](#) is needed to login to [Dynamic Chamber Benchmarking](#).

Need yours?

Request it by emailing HERO@acce.org or [recall it here](#).

Working with DCB

[Visit this page](#) for information on getting started with DCB.

ACCE members do need to participate in the annual survey questions in order to download the free benchmarking reports in DCB.

Operations Survey section is open to all ACCE members.

Salary Survey section is open to CEOs or their staff delegates (email permission to HERO@acce.org).

Why Benchmark?

- ✓ Establish baselines
- ✓ Define best practices
- ✓ Identify improvement opportunities
- ✓ Create healthy competition within an organization
- ✓ Monitor organization performance
- ✓ Manage change
- ✓ Plan for the future

Why Benchmark?

Benchmarking helps give you foundational data on your current performance and helps you make informed decisions on what you want to become and what it will take to get you there.

See presentation handout, “Benchmarking for Improvement” from panel discussion facilitated by Cathi Hight at ACCE’s 2017 Convention on the [Working with DCB page](#).

Reasons ACCE Members Benchmark:

- Measure and improve retention rates
- Measure and improve dues dollars
- Measure and improve non-dues dollars
- Measure your Minimum Dues (Base) Investment compared to peers (raise your dues?)
- Change or measure Tiered Dues Performance

More Reasons ACCE Members Benchmark:

- Compare staffing and HR structure - are you a competitive chamber?
- How's your staff tenure?
- What about benefits?
- Salaries and compensation? (Salary Survey open to CEOs or staff designees; email permission to HERO@acce.org)

Even More Reasons to Benchmark:

- **Awards!** Measure performance year over year to help prepare to apply for [Chamber of the Year!](#)
- **Accreditation!** Measure performance with other accredited chambers ([U.S. Chamber Accreditation Status](#)).
- **Peers!** Make comparisons with [chamber peer groups](#) (i.e. Emerging Cities, Hometown Council, Destination Cities, Major Cities, and Metro Cities)

Dive into the Operations Reports!

- ✓ Chamber Operations Report
- ✓ Membership Statistics Report
- ✓ Chamber Operations Trend Report for 2012 – 2017
- ✓ Chamber Report Card

Access the customized reports for your chamber in [Dynamic Chamber Benchmarking \(DCB\)](#).

Apply comparison filters for nearest peer benchmarks!

See guides for [Filter Help](#) and [Peer Clusters](#).

You have the data... now what?

Go tell it on the mountain!



Data helps you tell a story, state a point, make a case, set goals and measure progress, steer the ship through the curves and trends, adjust, plan, and be strategic... Achieve new heights!

Data for Storytelling

The changes you make now can be measured in the future!

Measure the past and present to learn and plan for the future.

Use this data for Staff and Board annual planning and longer range strategic planning.

See presentation handout, “Benchmarking for Improvement” from panel discussion facilitated by Cathi Hight at ACCE's 2017 Convention on the [Working with DCB page](#).

4 More Reasons to Benchmark!

- 1) Build a foundation for success and identify opportunities for improvement**
- 2) Use trend reports for board presentations and strategic planning**
- 3) Apply custom filters to focus on near-to-peer chambers**
- 4) Download graphic data reports and KPI's to visually gauge performance**

Save the Date!

ACCE's Stats and Benchmarking Webinar - Series #3

Date: May 29, 2018

Time: 12:30 pm - 1:15 pm ET

[Details and registration info here](#)

This webinar will focus on chamber membership stats for FY 2017 and how to use the trend reports to measure retention.

This webinar and all other [HERO-specific webinars are recorded and linked here.](#)

Need Help? Ask ACCE!

Ask ACCE! Need DCB help? Need a model, guide, example, resource or stat? Ask us!

Your...

Virtual Reference Desk

Need contact information for someone you just heard about? How about ideas for fundraising? Want to know which chambers have developed apps for mobile devices? Let ACCE answer the who, what, when, why and how questions you have on the job. Expect a reply within 24–48 hours. This is a free service for members.

- Call 703-998-3524 or email HERO@acce.org
- Use the **chat inside Dynamic Chamber Benchmarking** for survey & reports help
- To learn more about resources, **sign up for a HERO eTour**
- Learn more about **HERO Custom Research and Services**

Use our **contact form** and make sure your question goes directly to who needs to see it.

More Resources

- [HERO portal](#) *with* [Samples Library](#), [Chamberpedia](#), [Dynamic Chamber Benchmarking](#) *and* [Ask ACCE!](#)
- Download [ACCE's Fast Facts Guide](#).
- Download the [HERO Tip Guide](#).
- Access the in-depth [HERO Resource Guide](#).
- [Use this form](#) to schedule a live online eTour for your chamber staff.

Examples, Samples, and Guides

Chamberpedia – [Membership Management](#) section

- [Retention](#)

- [Recruitment](#)

- [Dues Models](#)

[Samples Library](#) – See search results under Dues, Retention, Recruitment, Membership Application, Membership Orientation, Welcome Letter, Ambassador Program

More ACCE Resources – Divisions for Special Interest Groups

Divisions, such as:

- Membership Development Division
- Communications & Marketing
- Education Attainment
- Diversity, Equity & Inclusion

• And others! Available as part of your ACCE membership. Sign up info on each Division page.

Your ACCE membership

- All your chamber staff should have their own ACCE login. Need one?

Contact HERO@acce.org.

- Go to MYACCOUNT (aka Menu) upper right corner and view under My Membership
 - Update Personal Information, including contact info and Professional Interest Areas to sign up for ACCE's Divisions and topical news.
 - Change your username and password.

Thank you!

ACCE thanks you for your service and commitment to your chamber and to your community!

Thank you for being an ACCE member and strengthening the industry!

**For ACCE membership information, contact Dana Ketterling,
Resource Development Officer at dketterling@acce.org or
703-861-9382.**