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Establishing and Managing to Performance Metrics; Succession Planning to Ensure Continuance of Progress to Goals; Volunteers; CSEs and Senior Staff; Systems to Promote Innovation, Management to Goals, and Adaptability; Human Capital Management; Notes; The Author; Chapter 4 Managing the Complex Association Enterprise; Mergers; The Manager; Making Sense of Complexity; The Enterprise; The Tools; Integrated Dashboard; The Lenses; The Enterprise Coordinating Body Engaging, Sensing, and Responding Notes; The Author; Chapter 5 Business Models and Economic Drivers; Business Model Defined; The Association Business Model; Reimagining the Association Business Model; Examples of Emerging Business Models; Freemium; Moving from Membership to Cause-Based; Leveraging Certification; Quality as a Business Driver; The Association as Market Creator; The Business of Big Data; Converting Your Network and Knowledge into Consultative Resources; Knowledge Management and Content Strategy; The Power of Globalization

Considerations in Business Model Assessment and Development Conclusion; Notes; The Author; Chapter 6 Identity and Branding; The CSE's Role in Branding; Branding Is Dead; Long Live Branding; Seize the Opportunities; Technology Changes the Playing Field; Communication Defines the Relationship; Speaking of Engagement . . . ; Assessing Brand Effectiveness and Equity; Predictors of Behavior; Branding Is Everyone's Responsibility; The Rules; Consistency Still Matters; Embrace the Mission; Be Authentic and Deliver Real Value; Ask Five Key Questions; The Care and Feeding of the Brand Is Everyone's Job

Utility, Utility, Utility

Sommario/riassunto

A new edition of one of the flagship books for CAE preparation The ASAE Handbook of Professional Practices in Association Management covers the core functions of association management at a high but practical level, making it a go-to resource for professionals who are leading and managing membership organizations and those preparing for the Certified Association Executive (CAE) credential. Now in its third edition, this core text in the ASAE association literature offers practical, experience-based insights, strategies, and techniques for managing every aspect of an association or membership organization
