Membership Dashboards – Tracking and Reporting Engagement

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Membership Dashboard

- **Internal Spreadsheet** - Excel-based report (data is pulled from iMIS, web, LMS & other databases and systems)
- Tracks member engagement activities through $$ spent and # activity counts.
- Model inspired from distributors’ customer stratification models
- Total of columns show total spend/activity on each of the member programs/products and services
- Total aggregate scores – weighted 50%/50% dollars spent and engagement counts
- Members are stratified A through D from their aggregate scores (bell curve)

Membership Report Card

- **External Report** – communication tool delivered to members annually
- Communicates how members are using IAPD benefits/services in:
  - Training Your Employees
  - Promoting Your Brand
  - Making the Right Connections
  - Engaging in Solutions
- Compares individual companies to their peers (within their membership category)
- Used by staff and volunteers in outreach for member engagement and retention
- Does not provide a score