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# **Working with Medical Societies**

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# Wiley



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# What is a Society?

- By 'Societies' we usually mean a membership-based organisational body with a thematic focus
- The memberships of our Societies are usually academics, researchers and/or practitioners
- Membership can represent a small or a large proportion of the community
- They may be Societies, Associations, Colleges, Foundations, Departments, Institutes



# What do Societies look like?

- They may be professionally run by a combination of salaried employees and volunteers
- They may have numerous sub-groups within the main Society
- They may publish more than one journal
- They may have other educational activities
- They may be wealthy and have impressive offices



# What do Societies do?

- 1 Represent the interests of members
- 2 Provide training and educational programs
- 3 Publish content : Journals, newsletters, websites
- 4 Award prizes
- 5 Provide advice to and help educate the community about the profession/field
- 6 Fund projects



# What do Societies do?

- Regulate professional accreditation
- Provide 'expert' consultation to government or industry panels
- Lobby the Government on matters of import to the Society
- Work with professional standards boards
- Advocate for the profession/field in wider Society
- Advise universities and teaching institutions in provision of training to students

Common goal of all Societies: Support the development of the field





# What are Societies Interested In?

Publication quality

Content	Production	Service
<ul style="list-style-type: none"><li>••Academically rigorous</li><li>••Novel</li><li>••Ethically sound</li></ul>	<ul style="list-style-type: none"><li>••High quality production values in print and online</li></ul>	<ul style="list-style-type: none"><li>••For editors, authors, reviewers, readers</li></ul>

# What do Members Want?

## Top five activities for Silents

- Reading association publication(s).
- Voting in association elections.
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.

## Top five activities for Boomers

- Reading association's publication(s).
- Attending annual meeting/trade show.
- Visiting members-only section of website.
- Voting in association elections.
- Attended regional or sectional event(s).

## Top five activities for Generation X

- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Voting in association elections.

## Top five activities for Millennials

- Reading association publication(s).
- Attending annual meeting/trade show.
- Attending regional or sectional event(s).
- Visiting members-only section of website.
- Participating in association's public social media network(s).



Source: Society membership: the generation gap, Wiley



# Content Quality is Vital

Top 5 reasons for joining*	 Silent Generation	 Baby Boomers	 Generation X	 Millennials
Quality of research-based content	1.77	1.86	2	2.05
Prestige of organization in your field	1.98	2.11	2.33	2.57
Required certification for career	2.04	1.97	2.36	—**
Required to attend conference/annual meeting	—	2.23	2.37	2.55
Networking opportunities	2.09	2.28	2.39	2.6
Value of membership benefits to me	—	—	—	2.83
Other	2.17	—	—	—

\* Based on mean ranking (lower number represents higher rank)

\*\* Where "—" appears, this reason was not included in their top 5 rankings

Source: Society membership: the generation gap, Wiley

# Society membership: the generation gap

A comparison of the opinions and attitudes across four generations

June 2015

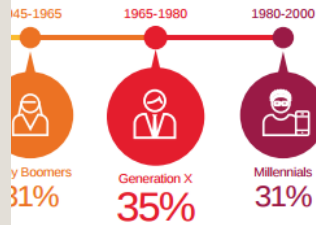


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## Generations

The Membership Survey 2014 is segmented by generation. The survey is both comparative and individual. Respondents are divided into four groups: the Silent Generation, Baby Boomers, Generation X, and Millennials. A breakdown of respondents by generation is:



## About the Generations

The Silent Generation and Baby Boomers rank highest in their membership of societies and associations.

More than 50% of the Silent Generation—who are not members—indicated that they have let their membership lapse or are not members because they have retired. (*Wiley Membership Survey, 2014*)

**The Baby Boomers**  
The 'boom' describes this generation's sheer numbers. In the US alone, nearly 80 million were born in the Boomer years (1945-1965). This generation was shaped politically by the Cold War. In the US, many older Boomers were involved in the Civil Rights Movement. The gender equality movement was also hugely influential. Culturally, television was a big influence. Boomers were the first generation to experience TV as children. By virtue of its size and average age, this generation exerts considerable influence politically, economically, and culturally. This generation enjoyed the benefits of the freedoms that the Silent Generation fought for, both in terms of economic wealth and education opportunities.

ment to a better future  
ennial generation by  
nity that the organization  
ducation, communications,  
es.

summary is drawn—  
allenges facing societies

with an aging membership  
that society membership  
Silent and Baby Boomer  
and Millennials.

to drive individuals to join  
research-based content,  
nt, and the prestige of  
of Generation X and  
members of the Silent

s society or association  
members across all  
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bers of Generation X and  
ve less value in what the

suggests that societies  
eady experts, like designing  
and continuing education  
es, and facilitating expert  
ct on attracting new  
ations.

th Center  
Value", Shannon Neeser  
an Schwalbel  
Millennial", Ryan Donegan

Outreach and awareness building will be key, particularly among Millennial non-members, for whom awareness is an issue. Social media channels may be a useful component of a marketing program targeting these member prospects, and creating brand ambassadors from among the ranks of current Millennial members could serve a dual purpose of creating leadership opportunities for those members and building effective word-of-mouth campaigns to help recruit non-members.

Once new members are on-boarded, and on an ongoing basis for existing members, societies and associations may be able to effectively increase engagement by focusing on community building initiatives, by emphasizing the benefits to society that they are advancing, by continuing to evolve their suite of offerings to increase the value of those products and services to their members, and by fostering professional development of their members through initiatives like formal leadership programs.

Below are four areas societies can consider in order to engage not only Millennials, but also members and potential members from across the generations:

- Create commitment**
  - Keep the organization's mission central in all activities and communications.
  - Demonstrate how the society is creating a better future.
  - Make the value of membership personal to each member and prospective member.
- Create leaders**
  - Give members across all generations the opportunity to shape the future of the association.
  - Create or continue to develop formal leadership programs for members at various career stages.
  - Challenge and, where helpful, reimagine long-standing decision-making structures.
- Create communities**
  - Create a forum for members to share ideas, solve problems, and build relationships.
  - Effectively integrate technology to enable networking that spans geographic boundaries.
  - Consider mentorship programs built around shared interests to broaden individuals' personal professional networks.
- Create connections**
  - Adopt a digital-first mindset and connect with members and prospects across an array of different digital and offline channels.
  - Gain personal insights into the attitudes and behaviors of members, and use this information to connect the right audiences with the right products and services.
  - Create opportunities for leaders from within the membership to act as advocates for the society's brand.

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# What are Societies Interested In?

Impact



## Scholarly impact

- 
- 
- 
- 
- Contributing to the development of knowledge and the discipline

## 'Real-world' impact

- Changing behaviour



# What are Societies Interested In?

Relevance

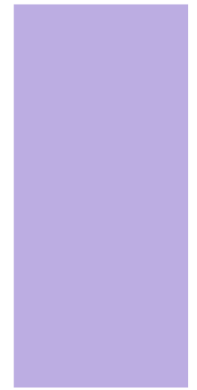
To Society members

To the broader  
readership

# When Engaging with Societies

Focus on...

- Stewardship of their brands
- Content quality
- Membership engagement
- Educational value
- (Revenue)



# When Engaging with Societies

Remember...

- Work through the publisher (if there is one), they generally provide all the publishing services
  - Peer Review System
  - Copyediting
  - Composition
  - Production
  - Paper, printing and binding
  - Online Platform
  - Postage
  - Fulfilment
  - Storage & Handling
  - Distribution
  - Marketing
  - Global Sales
  - Journal Management

# When Engaging with Societies

Remember...

- Work through the publisher (if there is one), they are on your side
  - Royalty on revenue
  - Grants to underwrite expenses of editorial operations
  - Editorial Board and strategy meetings
  - Grants to underwrite technical innovations
  - Content creation and/or editing



# When Engaging with Societies

Remember...

- Editors aren't Societies, Societies aren't Editors
- Focus on the Society's aims and objectives





# Thank you

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