

Welcome to the CIO Hour!

May 2022

Fueling Engagement With Mobile App Platforms

Today's Panel



ALEXA KADE

CEO, Clowder
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Alexa Kade has had over seven years of experience working with associations. In her role as Clowder's CEO, Alexa has seen it all when it comes to engagement challenges and roadblocks associations often face. Alexa strives to be an educator in the space, pushing clients to think beyond what has traditionally been expected of membership organizations. Lover of all things wine.



JAMES C. MARQUIS

Chief Information Officer, 501Works
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James C. Marquis is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



MICHAEL JONES

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Michael Jones leads the mobile practice at Results Direct | RD Mobile and is a frequent speaker on mobile technologies and best practices. Michael graduated Summa Cum Laude from Georgetown University with a Bachelors of Science in Physics and a minor in Mathematics. Outside of his professional experience he is an avid musician and amateur photographer.



SAMEER MULLA

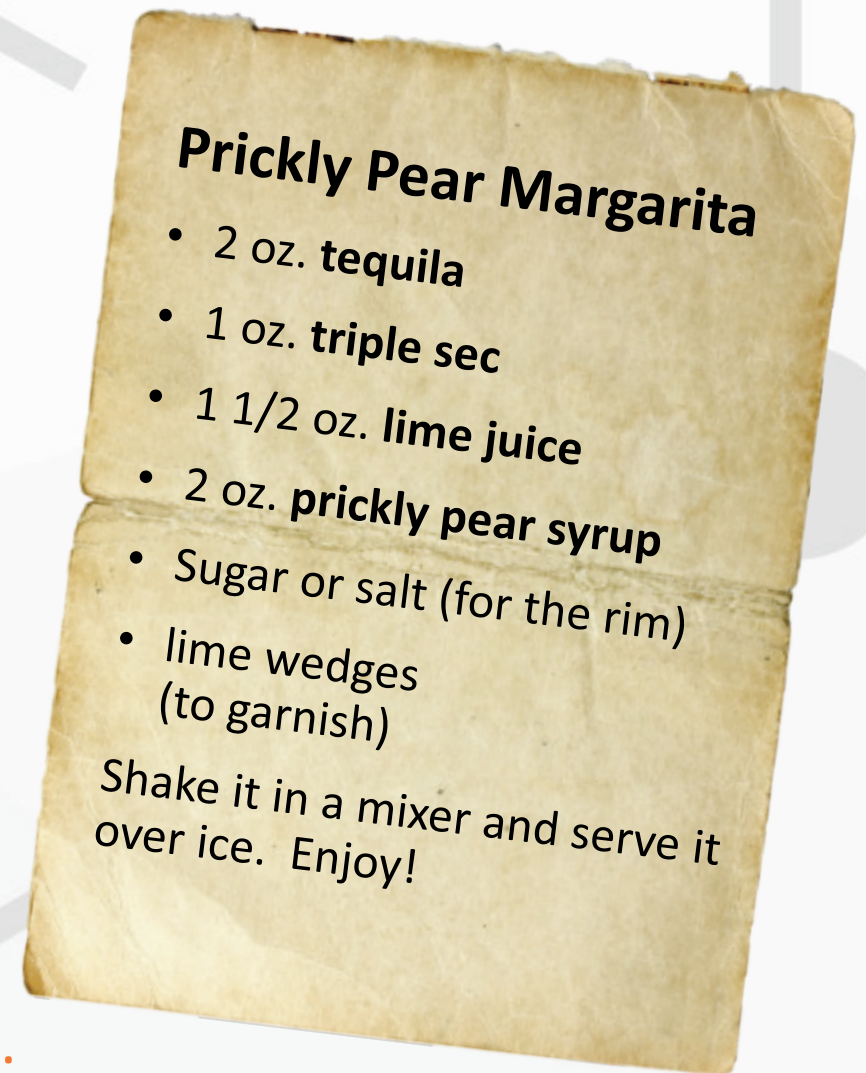
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Sameer Mulla brings 20+ years of experience in implementing software solutions for non-profits with a proven track record in aligning teams and creating sustainable strategies and solutions. Sameer has a Bachelor's in Computer Science and Engineering and an MBA from the University of Maryland, College Park. In his free time, Sameer enjoys playing cricket and spending time with his wife and three daughters.

The CIO Hour: Cinco De Mayo Edition

- A new type of Webinar
- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit www.theCIOHour.com for upcoming topics and events.



Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow 

Agenda

- In the News – A few highlights that might interest you
- Fast 5 – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions

In the News

1. Don't Join Them – Just Buy Them – Musk Buys Twitter

<https://www.cnet.com/news/social-media/elon-musk-to-buy-twitter-in-44b-deal-heres-what-you-need-to-know/>

2. The Dangerous Trap of Toxic Productivity

<https://www.realsimple.com/health/mind-mood/stress/toxic-productivity>

3. Hackers are exploiting 0-days more than ever

<https://arstechnica.com/information-technology/2022/04/hackers-are-exploiting-0-days-more-than-ever/>

4. New Research Confirms Young Employees Hate Remote Work

<https://www.inc.com/jessica-stillman/remote-work-young-employees-glassdoor-data.html>



Today's Topic:

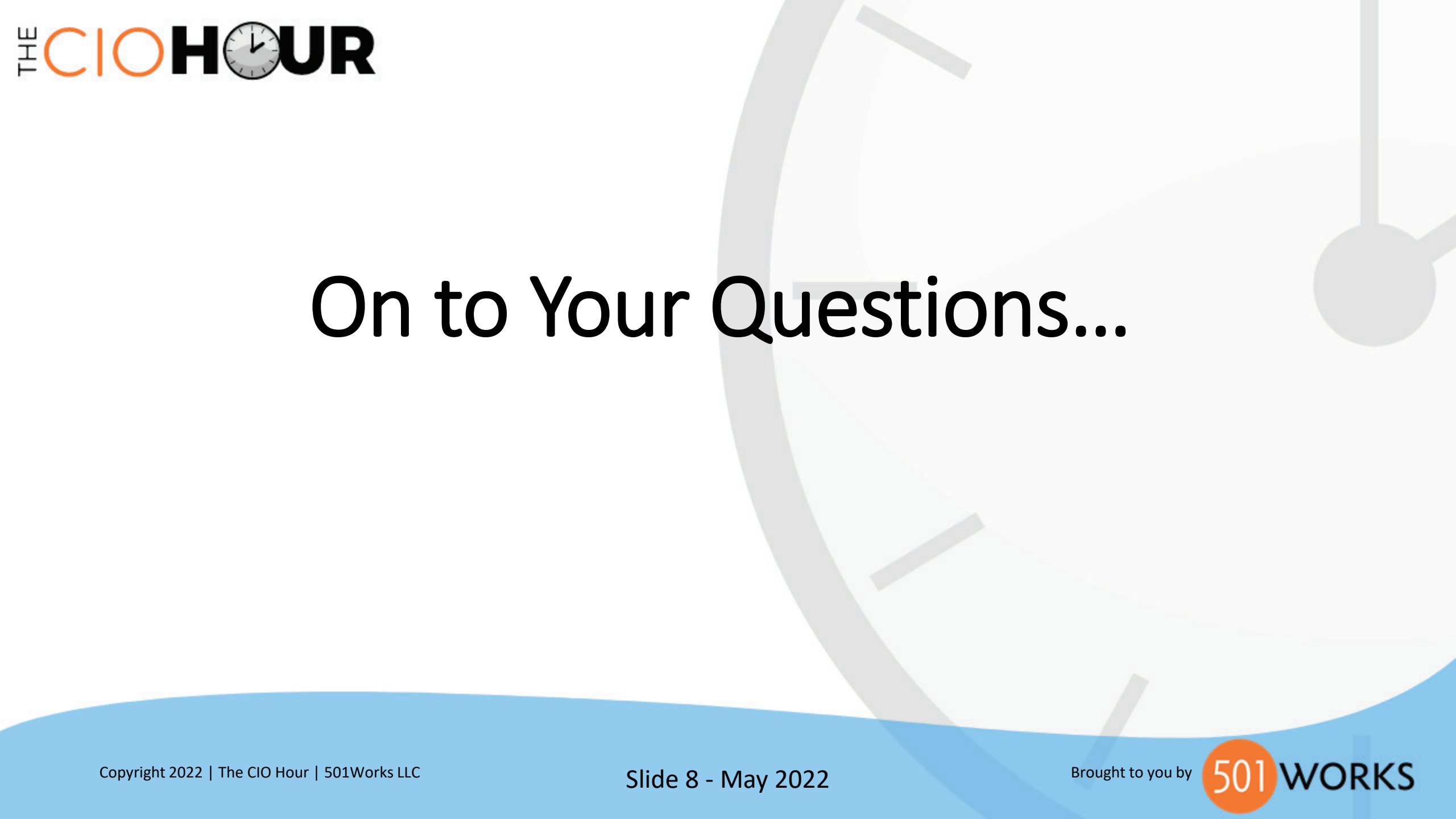
Fueling Engagement

With Mobile App Platforms

Fast Facts – Why Mobile Matters

1. Daily Time Spent – 4.8 Hours per Day!
2. 435,000 Apps Downloaded per Minute
3. \$295B Mobile Ad Spend in 2021
4. Total Hours Spent Watching Video Grew 32%
5. 233 Apps Surpassed \$100M Annually in 2021

Sources: [dataai__state_of_mobile_2022__en.pdf](#)



On to Your Questions...



What are the top 3 engagement features you see people using?

Top Engagement Features

- Short answer – it depends on *YOUR* organization!
- Top Features Include:
 - Communication (Including Notifications)
 - Events
 - Forums & Communities
 - Microlearning & Education
 - News & Content

To Notify or Not to Notify...

- Notifications are one of your most powerful tools available.
- Judiciously use them.
- The danger in too many notifications is that platforms allow users to easily silence them.
- Keep to the big stuff and they will get noticed.

Microlearning

- Microlearning is becoming more popular as education is delivered in bite-sized chunks.
- Mobile is a great opportunity to facilitate learning.
- May require integration with other systems like your LMS or certification system.
- Great opportunity to engage users.

What are your best clients doing to fuel engagement?

Engagement done right...

- Technology is just part of the equation. Strategy is the other part (and perhaps the most important!)
- Discipline is important. Execution over time will fuel engagement.
- Knowing your members wants and needs is a good place to start – your “value proposition.”



How does a mobile app contribute to meeting our strategic objectives?

Numbers don't always tell the story.

- The big objectives we see:
 - Increase revenue
 - Grow membership / Decrease Attrition
 - Attract Younger Members
- Mobile needs to be a piece of the strategy.
- Daily engagement may be unrealistic.

We always struggle with content.
How do you produce “mobile
worthy” content?

Mobile content...

- Remember that mobile is a channel. Content can play across channels – mobile, Web, community, social.
- Quality content – regularly produced is more meaningful.
- Be mindful of the channel – (example – no need to send a notification that you just sent a news digest).
- Look at the content you are already producing – see what will have value in the mobile context.



What challenges do you see with implementing a mobile app and growing it over time?

Strength in (Internal) Numbers

- The mobile app should ideally be an organization wide initiative – not just department based.
- Executive buy-in is key to wider adoption, try to avoid silos.
- You still need a day-to-day owner.
- Have a road-map or a plan of your journey so you see how to execute over time.

Other Questions?



Thank you to our team of experts!



If you have additional questions,
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WORKS for your association.

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Final Thoughts

- Join us June 2nd for **Member First Design with Reggie Henry and Tracy Betts**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

