

Member Engagement & the Member Information Center (MIC)

Engagement in the MIC

1. Welcome Message
2. Maintain & Update Member Directory Page
3. Group Participation & Mailing Lists
4. Job Postings, Hot Deals, Member-to-Member Deals, and News Releases
5. Underutilized Features of the MIC



Welcome Message

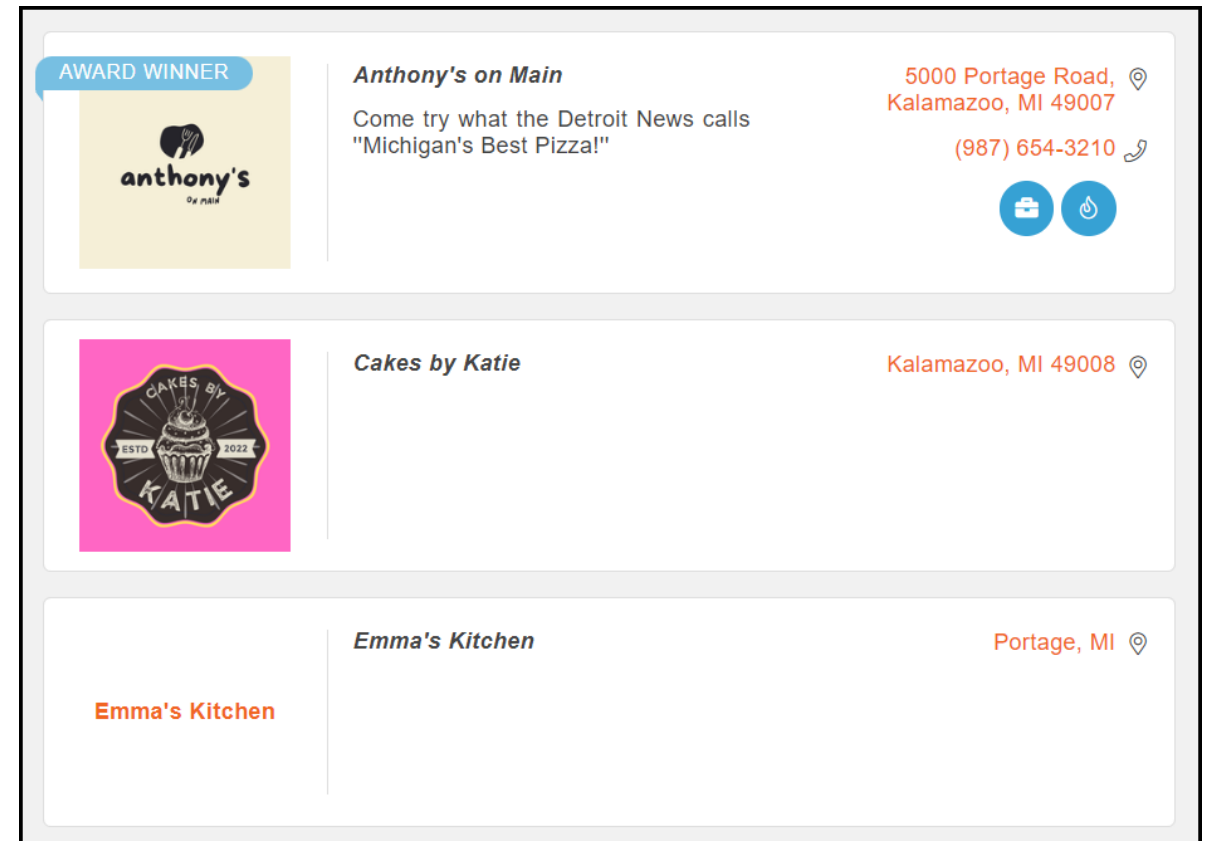
- Display warm greeting along with up-to-date information
 - Keep members informed
- Keep information current
 - Maintain member attention
 - Routinely update on consistent schedule
- Links to surveys
 - Use Form Builder
- How to use MIC effectively



The screenshot displays the ChamberMaster member portal. At the top left is the Kalamazoo Chamber logo. A search bar and user profile (Mary West, Diephouse Realty) are in the top right. A navigation menu includes Home, Directory, Events, Resources, Reports, News, and Settings. The main content area features a 'Welcome Message' with a 'Read Later' button, an account balance of \$1695.00, and an 'Upcoming Events' section for May 23rd featuring a 'Weekly Trivia Night'. A 'Members Only' badge is prominently displayed. Below the message is a 'Refer a Business for Membership' section and a 'MemberPlus' section advertising a free app. A 'SHOP LOCAL' graphic is at the bottom.

Update Directory Page

- Outdated pages
 - Are they still in business?
- Search Results Description
- Logos and images make your directory page pop
- Social Media links
 - Only link accounts where you regularly post new content
- Get your members to update their information



Update Directory Page

- Members keep directory page updated via MIC
 - Add logos, images, videos
- View Profile Summary in MIC
 - How complete is your directory page?
- Saves your staff time and effort
- Email Template available to routinely send members

Search

Logged in as Mary West
Diephouse Realty
Account Settings

Home Directory Events Resources Reports News Settings

Account Settings

Personal

Company

Profile Summary

Organization Information

Employees

Website Information

Categories

Additional Information

Logos

Photos

Video

Map Pin Information

Membership Badge

Billing

Profile

As a member of the Kalamazoo Area Chamber you have the opportunity to market your organization to consumers by enhancing your member page - ensuring that your profile is complete will result in better visibility for fellow members and customers!

Overall Profile Completion: 100%

Organization Information

100% Complete [view]

- Primary Phone
- Email
- Website
- Physical Address
- Mailing Address
- At Least One Category

Website Information

100% Complete [view]

- At Least One Social Network
- Description
- Results Summary
- Hours Of Operation
- Driving Directions
- Additional Bulleted Description
- Keywords

MapPin Information

100% Complete [view]

- Map Link

Photos & Logos

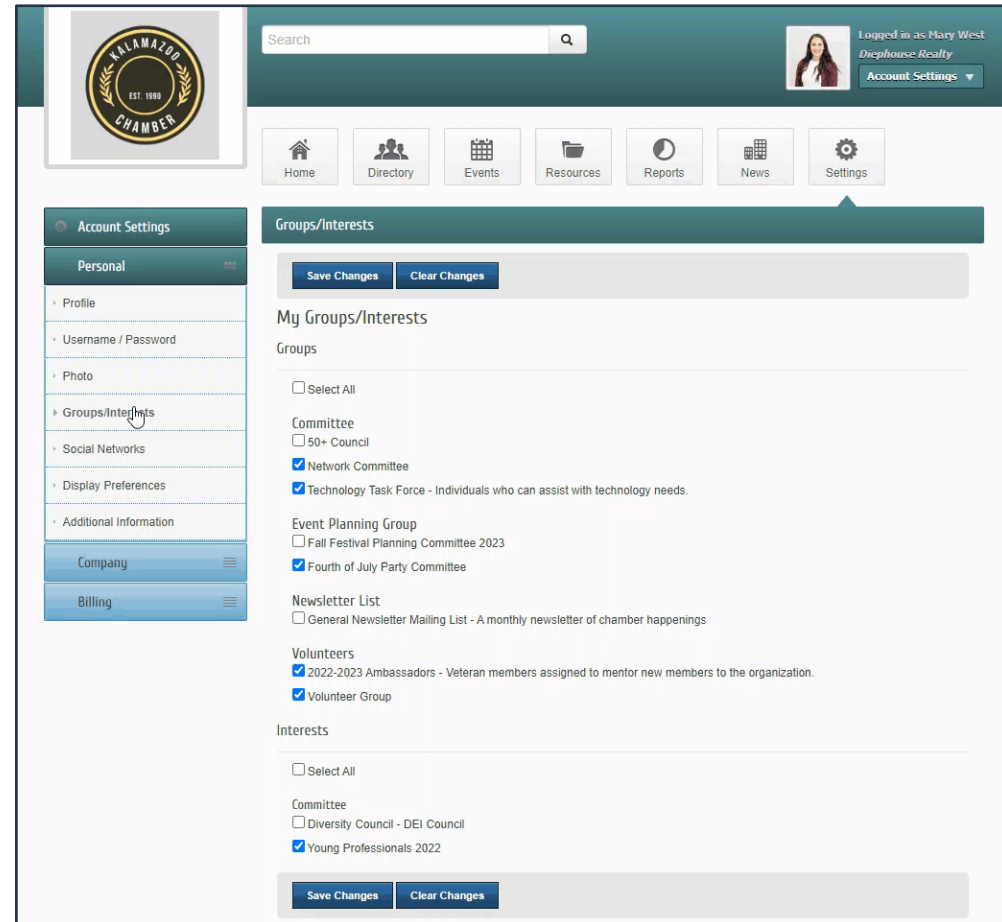
100% Complete [view]

- Logo
- Photos
- Search Logo

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Groups & Mailing Lists

- Members manage group participation and mailing list subscriptions via MIC
 - Keeps your email lists clean
- Easily send communication to group
- Variety of groups and committees demonstrates value
 - Boost interest in the chamber



The screenshot shows the 'Groups/Interests' management page in the Chambermaster Memberzone. The user is logged in as Mary West, Diephouse Realty. The page features a search bar, navigation icons (Home, Directory, Events, Resources, Reports, News, Settings), and a sidebar with 'Account Settings' and 'Personal' sections. The 'Personal' section includes Profile, Username/Password, Photo, Groups/Interests (highlighted), Social Networks, Display Preferences, and Additional Information. The main content area is titled 'My Groups/Interests' and contains two sections: 'Groups' and 'Interests'. The 'Groups' section has a 'Select All' checkbox and lists several groups with checkboxes: 'Committee' (50+ Council, Network Committee, Technology Task Force - Individuals who can assist with technology needs), 'Event Planning Group' (Fall Festival Planning Committee 2023, Fourth of July Party Committee), and 'Newsletter List' (General Newsletter Mailing List - A monthly newsletter of chamber happenings). The 'Interests' section also has a 'Select All' checkbox and lists 'Committee' (Diversity Council - DEI Council, Young Professionals 2022) and 'Volunteers' (2022-2023 Ambassadors - Veteran members assigned to mentor new members to the organization, Volunteer Group). 'Save Changes' and 'Clear Changes' buttons are present at the bottom of each section.

Groups & Mailing Lists

- Form groups/committees your members want to be involved in that support your chamber mission
 - Diversity, equity, and inclusion (DEI)
 - Industry coalitions
 - Minority coalitions
 - Legislative advocacy
 - Women's groups
 - Young Professionals
 - Nonprofit councils



Submit Job Postings, Deals, News Releases



- Members can submit Job Postings, Deals, and News Releases via MIC
 - Manage submissions via MIC
- Enable automatic posting to Twitter and Facebook
 - Allow members to reach a broader audience
- Put chamber website traffic to work for your members

↩ **Large 2 Topping Pizza & 2 Pops \$19.99** ↪

📅 Offer Valid: 12/01/2022 - 10/21/2023

Try your new favorite pizza place today!

Enjoy a large 2-topping pizza and 2 pops for just \$19.99 with free delivery.



Anthony's on Main
📍 5000 Portage Road, Kalamazoo, MI 49007
📞 867-5309
🌐 Visit Website

This Hot Deal is promoted by Kalamazoos Area Chamber.

Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Marketspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber

Job Postings, Deals, News Releases Templates

- Templates to encourage Hot Deals, Job Postings, News Releases
 - Send out routinely
 - Database fields mean each email personalized
- Email includes link to MIC
 - Simple click to get started

Dear Johnson Insurance,

Do you want to move slow-moving **merchandise**?

Do you have a **special** to advertise?

Do you want to grab the eye of visitors on the **Kalamazoo Area Chamber** web site?

Submit your deals now in the Member Information Center by logging in at <http://kalamazoo/login>.

Also, check out some additional opportunities:

- **Deals** - offer coupons and special deals; fellow members may well be your best customers.
- **Job postings** - submit your own job openings.
- **Advertise events** - add your events to our online event calendar displayed with quick links; use these links to share in your social media, text to mobile devices, add to your calendar, or email to others.
- **Network with other members** - check out other member listings, jobs, deals.

Login today at <http://kalamazoo/login> to gain access to all of these features, update your information and more.

Don't know your login? Enter your email address to be sent a reminder at <http://kalamazoo/login/forgotpwd>

Please contact us with questions or for more information.

Sincerely,

Kalamazoo Area Chamber

1903 W Michigan Ave

(800) 867-5309

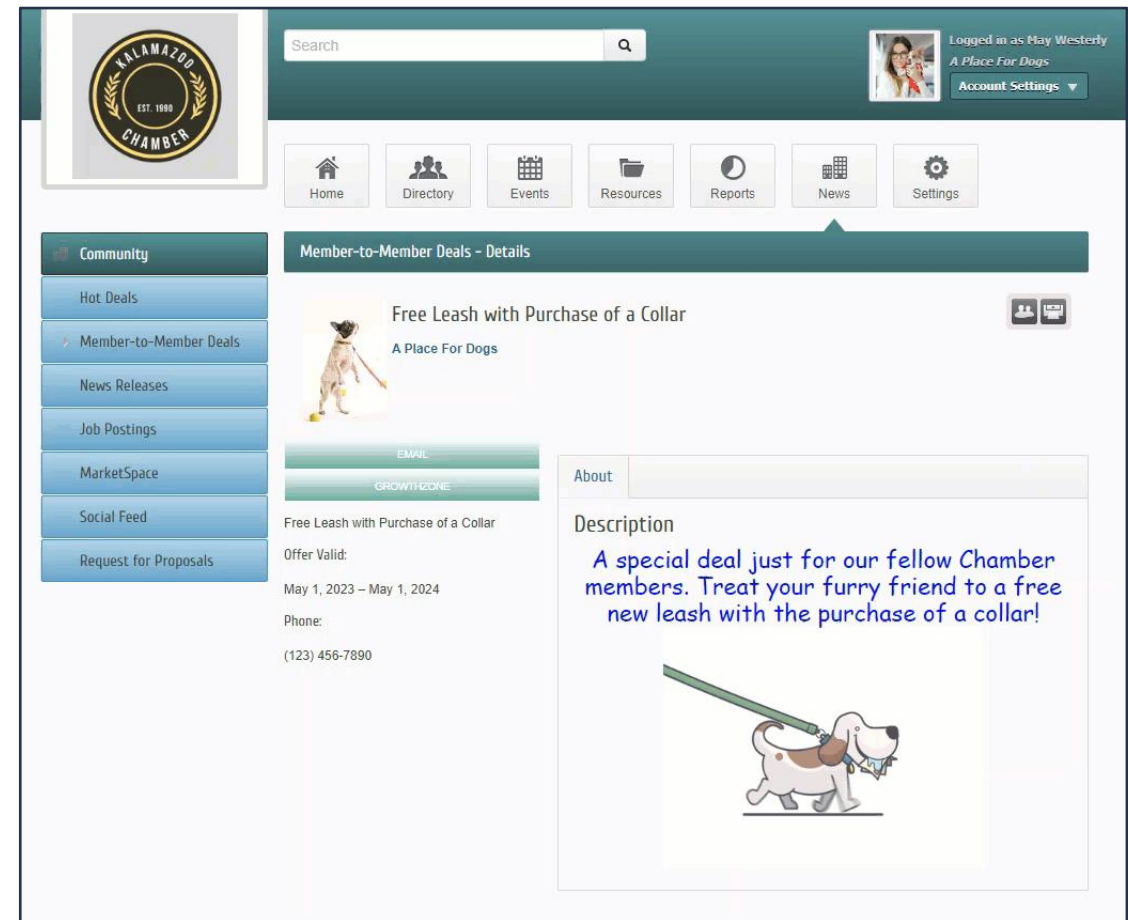
kzooinfo@mailinator.com

[Check out our website!](#)



Submit Member-to-Member Deals

- Member-to-Member Deals benefit everyone
 - Member saves money while another increases revenue
- Update frequently
 - Be proactive – reach out to members
 - Keep content fresh



The screenshot displays the Kalamazoo Chamber website interface. At the top left is the Kalamazoo Chamber logo, featuring a circular emblem with 'KALAMAZOO CHAMBER' and 'EST. 1900'. To the right is a search bar and a user profile section showing 'Logged in as May Westerly' with a profile picture and an 'Account Settings' dropdown. Below the search bar is a navigation menu with icons for Home, Directory, Events, Resources, Reports, News, and Settings. A left sidebar menu lists 'Community' options: Hot Deals, Member-to-Member Deals (highlighted), News Releases, Job Postings, MarketSpace, Social Feed, and Request for Proposals. The main content area is titled 'Member-to-Member Deals - Details' and features a deal for 'Free Leash with Purchase of a Collar' from 'A Place For Dogs'. The deal includes an 'EMAIL' button, a 'GROWTHZONE' badge, and details: 'Offer Valid: May 1, 2023 – May 1, 2024' and 'Phone: (123) 456-7890'. A 'Description' box contains the text: 'A special deal just for our fellow Chamber members. Treat your furry friend to a free new leash with the purchase of a collar!' and an illustration of a dog on a leash.

Submit News Releases

- Reviews and award announcements
- Positive news about local community
- [How to write a press release](#)



The screenshot shows a news article with the following content:

KALAMAZOO COUNTY VISITOR SPENDING HITS ALL-TIME HIGH OF \$585 MILLION

May 10, 2023 | General News Article, Economic

Spending by visitors to Kalamazoo County reached an all-time high of \$585 million in 2021, and the Southwest region had the fastest growth in visitor spending of all regions in the state, according to visitor spending figures from Travel Michigan.

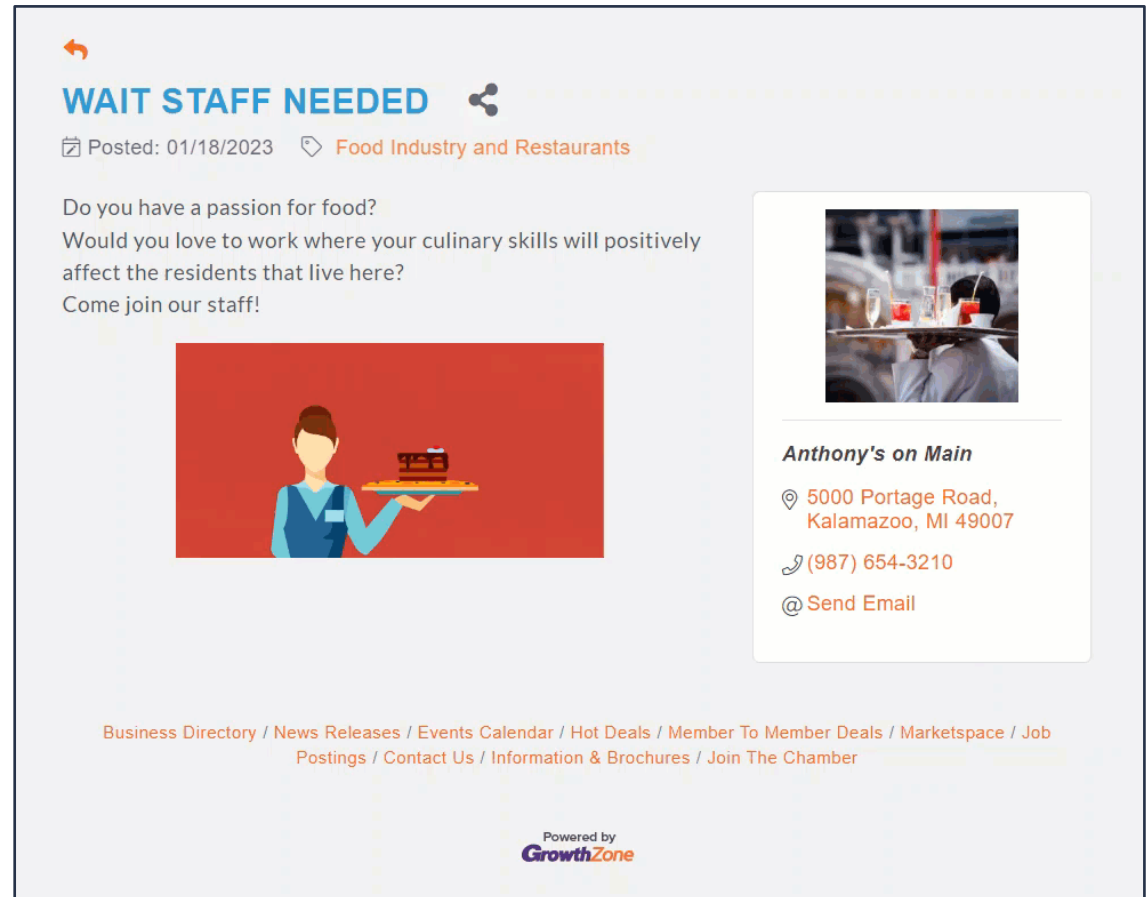
Visitor spending is a measure of the economic impact of tourism on local economies. It includes all purchases made by travelers during their visits including hotels, restaurants, retail shops, attractions, and other businesses that support the visitor experience.

Visitor spending creates job and entrepreneurship opportunities and helps sustain the businesses that residents enjoy, Discover Kalamazoo said.

Anthony's on Main
Tony Mane Kalamazoo Tourism
May 10, 2023
(123) 456-77890
Send Email

Submit Job Postings

- Maintain an active Job Board
 - [Monetize](#) your Job Board
- Easy to submit via MIC
- Content automatically formatted to fit webpage
 - No web designer required
 - Page automatically adjusted to be mobile-friendly



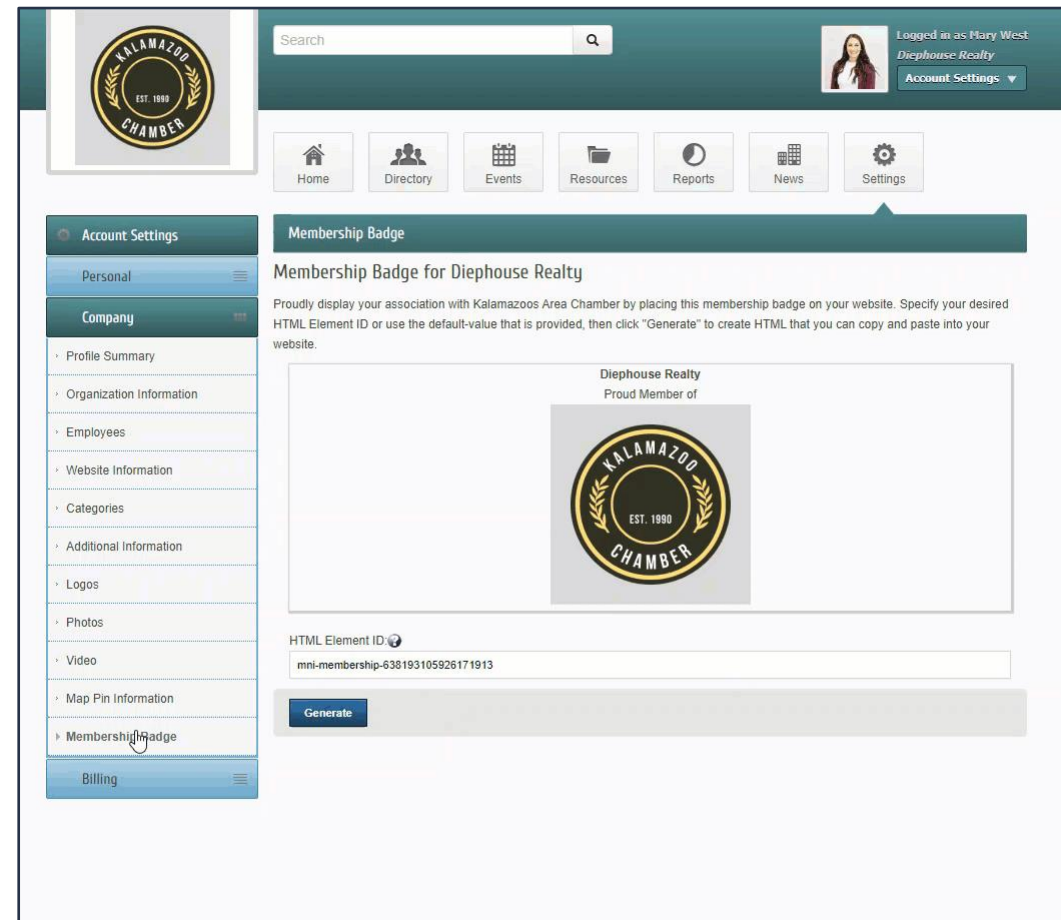
The screenshot shows a job posting interface. At the top, there is a back arrow icon, the title "WAIT STAFF NEEDED" in blue, and a share icon. Below the title, it says "Posted: 01/18/2023" and "Food Industry and Restaurants". The main text of the post asks if the applicant has a passion for food and would love to work where their culinary skills will positively affect the residents that live here, and invites them to join the staff. There is a red illustration of a server holding a tray with a burger. To the right, there is a photo of a server and contact information for "Anthony's on Main": "5000 Portage Road, Kalamazoo, MI 49007", "(987) 654-3210", and a "Send Email" button. At the bottom, there is a navigation menu with links: "Business Directory / News Releases / Events Calendar / Hot Deals / Member To Member Deals / Marketspace / Job Postings / Contact Us / Information & Brochures / Join The Chamber". The footer says "Powered by GrowthZone".

Job Postings, Deals, News Releases Stats

The screenshot displays the Chambermaster web application interface. At the top left is the Kalamazoo Chamber logo. A search bar and user profile (Anthony Mane) are at the top right. A navigation menu includes Home, Directory, Events, Resources, Reports, News, and Settings. The 'Reports' section is active, with a sidebar menu listing various report types, including 'Member Page Views'. The main content area shows a report titled 'Member Page Views May 2022 to May 2023'. It features two bar charts: a primary 'Views' chart and a secondary 'Mobile Views' chart. A legend identifies eight categories of views: Member Page, Links to Website, Map Clicks, Emailed by User, Mobile Member Page, Mobile Links to Website, Listed in Mobile Category, and Listed in Mobile Search. Below the charts are filter options for 'From Date' (5/10/2022) and 'Thru Date' (5/10/2023), along with an 'Apply Filter' button. A footer note states: '*Tracking of Mobile Member Page views began on 1/16/2010. Tracking of all other Mobile Page views began on 1/16/2013.'

Underutilized Features

- Membership Badge
 - Similar to a [member plaque](#) for windows
 - Displayed on member's website
 - Easily [generate HTML](#) to be embedded
 - Links to your organization's website
 - Encourages traffic to your website



The screenshot displays the 'Membership Badge' section of a user's account settings in the Memberzone system. The user is logged in as Mary West, Diephouse Realty. The page shows a preview of the membership badge, which includes the text 'Diephouse Realty Proud Member of' and the Kalamazoo Chamber logo. Below the preview, there is a field for the 'HTML Element ID' with the value 'mni-membership-638193105926171913' and a 'Generate' button.

Underutilized Features

- Resources
 - Staff members can share information with members via the MIC
 - Document
 - Video
 - URL
 - Restrict access by group
 - Added security
 - Organized by category

The screenshot displays the ChamberMaster interface. At the top, there is a search bar and a user profile for 'System Administrator'. A navigation bar contains icons for Home, Directory, Events, Resources (highlighted with a red box), Reports, News, and Settings. Below the navigation bar, the 'Resources' section is active, showing a list of resources. The left sidebar includes a 'Resources' menu with a 'View All' button and filters for Category (Education & Information (1), National Chamber News) and File Type (Video (2)).

File Name	Category	File Type	Date Added	Action
Top Takeaways from the U.S. Chamber's 2023 State of American Business Address In this year's State of American Business keynote address, U.S. Chamber of Commerce President and CEO Suzanne P. full description →	National Chamber News	Document	1/13/2023	Edit Delete
"2022 Chamber Survey Results" with Frank Kenny GrowthZone surveyed 500 chamber professionals across the US and Canada in 2021.	National Chamber News Education & Information	Document	1/13/2023	Edit Delete

Showing 1 to 2 of 2 entries

Underutilized Features

- Custom Fields
 - Allow members to update responses or simply view responses in MIC
 - Run reports on custom field information
 - Variety of custom field types

The screenshot shows the Chambermaster MemberZone interface. At the top left is the Kalamazoo Chamber logo. A search bar is in the top right. The user is logged in as Mary West, Diephouse Realty, with an Account Settings dropdown. A navigation bar includes Home, Directory, Events, Resources, Reports, News, and Settings. The left sidebar shows Account Settings with sub-sections: Personal, Profile, Username / Password, Photo, Groups/Interests, Social Networks, Display Preferences, Additional Information, Company, and Billing. The main content area is titled 'Custom Fields' and contains 'My Custom Fields' with five questions:

- 1 Would you like a Chamber Mentor? (Dropdown: No)
- 2 Interested in Continuing Education courses? (Dropdown: No)
- 3 Would you be interested in hosting a Board of Directors Meeting? (Dropdown: No)
- 4 Meal Choice for Events (Dropdown: Vegetarian)
- 5 Do you have any food allergies we should be aware of for events? (Text input: Limited to 50 characters)

At the bottom of the Custom Fields section are 'Save Changes' and 'Clear Changes' buttons.

Underutilized Features

- Custom Fields
 - Image permissions
 - Reason for joining
 - Member's challenges
 - Demographic information
 - Continuing education interests
- Create groups based on responses
 - Create target audiences



Questions?