

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 dashboard. At the top left is the Kalamazoo Chamber logo. A search bar is located at the top right, next to a user profile for 'Mary West' from 'Diephouse Realty'. Below the search bar is a navigation menu with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The main content area is titled 'Home' and features a 'Welcome Message' section with a 'Read Later' button. The message text reads: 'ChamberMaster is your direct connection to the Kalamazoo Area Chamber. As a member of the Kalamazoo Area Chamber, you have the opportunity to market your business to consumers visiting your website by enhancing your informational home page with pictures and text. You can also post hot deals, job openings, and events, and add keywords to help consumers find you when they run searches and reports to see hit statistics for your home page and other advertised items.' Below the text is a circular 'MEMBERS ONLY' badge and an illustration of a storefront with 'SHOP' and 'LOCAL' signs. To the right of the welcome message is an 'Account Balance' section showing '\$1695.00' and a 'Pay' button. Below that is an 'Upcoming Events' section for '10 MAY 2023' featuring 'Weekly Trivia Night' at Bell's Brewery with a 'REGISTER NOW' button. Further down is a 'Member Profile' section showing 'Your Company Profile is 100%' and an 'UPDATE' button. At the bottom right is a 'Refer a Business for Membership' section and a 'MemberPlus' section with a 'Free app' advertisement.

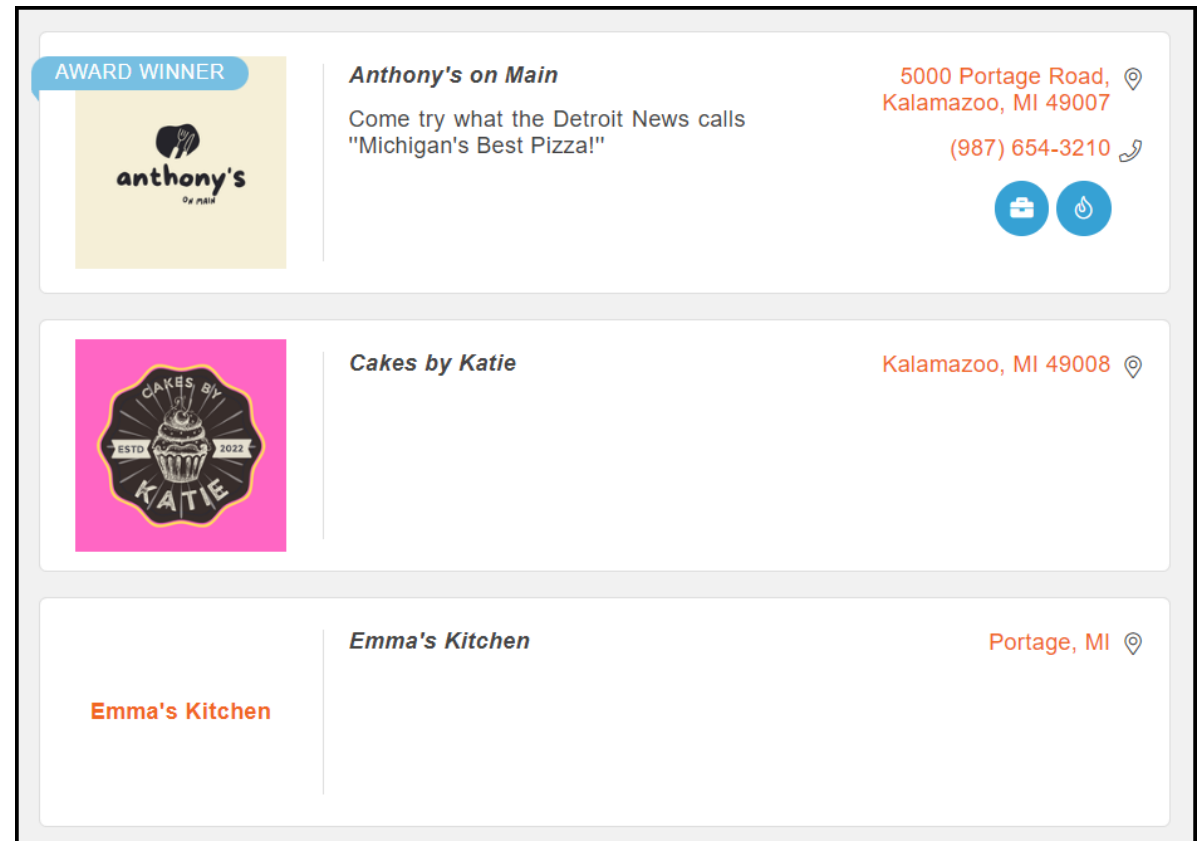
Welcome Message Ideas

- Spotlight featured members
- Introduce new members
 - Brief intro, link to directory listing or website, photo
- Highlight member celebrating anniversary
- Member of the Month
- Member testimonials and success stories

The screenshot displays a member dashboard for the Kalamazoo Chamber. The user is logged in as Elizabeth Diephouse. The dashboard includes a search bar, navigation icons for Home, Directory, Events, Resources, Reports, News, and Settings. A left sidebar contains shortcuts for Personal Information, Company Information, Hot Deals, Member-to-Member Deals, News Releases, Job Postings, MarketSpace, Message Center, and Request for Proposals. A central 'Welcome Message' section, highlighted with a red border, features a 'featured member' spotlight for Diephouse Realty. This section includes a photo of a woman, a house image, and placeholder text. To the right, there are sections for Account Balance (\$379.96), Upcoming Events (14 AUGUST 2024, Weekly Trivia Night), Member Profile (86% complete), and a Refer a Business for Membership section.

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

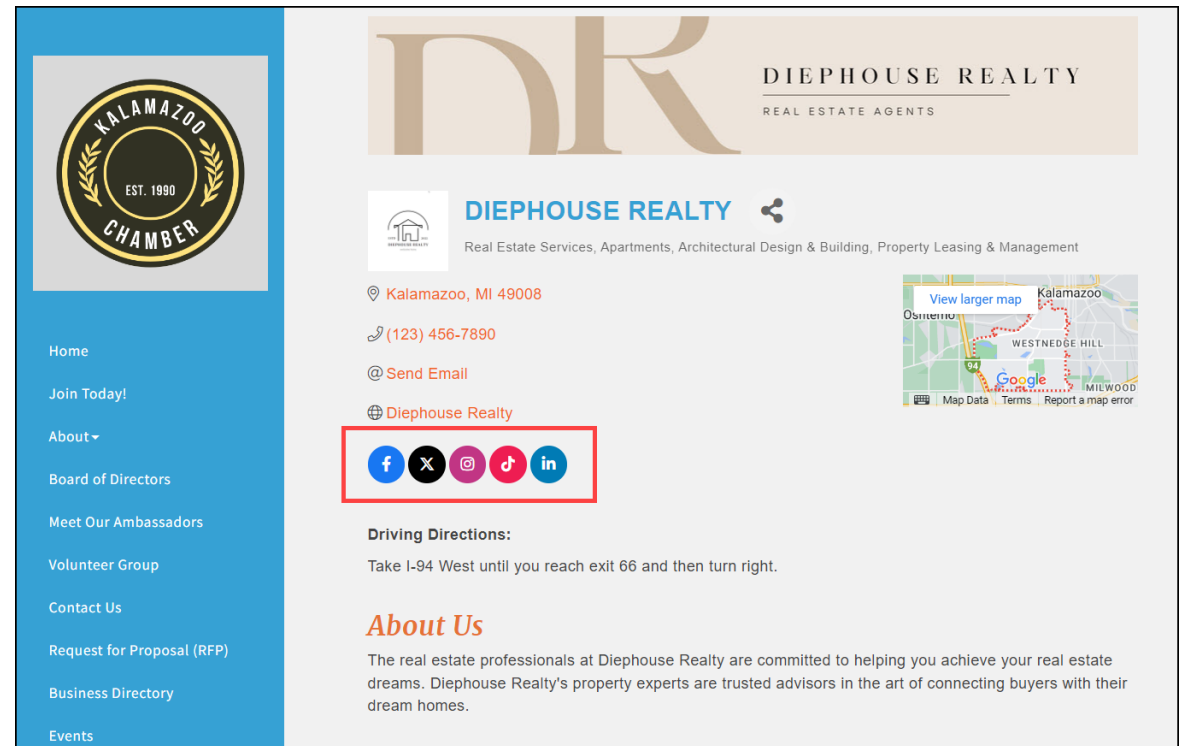


The screenshot displays three business listings in a directory. Each listing includes a logo, a name, a description, a location, and contact information.

- Anthony's on Main:** Features a logo with a hand holding a pizza. The text includes "AWARD WINNER", "Anthony's on Main", "Come try what the Detroit News calls 'Michigan's Best Pizza!'", "5000 Portage Road, Kalamazoo, MI 49007", and the phone number "(987) 654-3210". There are icons for a storefront and a flame.
- Cakes by Katie:** Features a logo with a cupcake and the text "CAKES BY KATIE ESTD 2022". The text includes "Cakes by Katie" and "Kalamazoo, MI 49008".
- Emma's Kitchen:** Features a logo with the text "Emma's Kitchen". The text includes "Emma's Kitchen" and "Portage, MI".

Social Media Links

- Members add links to social media accounts
 - Regularly post
- Cross-promotion
 - Encourage users to follow social media accounts via directory listing
- SEO benefits
- Reach new demographics



The screenshot shows a directory listing for Diephouse Realty. On the left is a blue sidebar with navigation links: Home, Join Today!, About, Board of Directors, Meet Our Ambassadors, Volunteer Group, Contact Us, Request for Proposal (RFP), Business Directory, and Events. The main content area features the Diephouse Realty logo (DK) and name, along with their address (Kalamazoo, MI 49008), phone number ((123) 456-7890), and a 'Send Email' button. A map shows the location in Kalamazoo, MI. Below the map are social media icons for Facebook, X, Instagram, TikTok, and LinkedIn, which are highlighted with a red box. The 'About Us' section states that Diephouse Realty professionals are committed to helping clients achieve their real estate dreams.

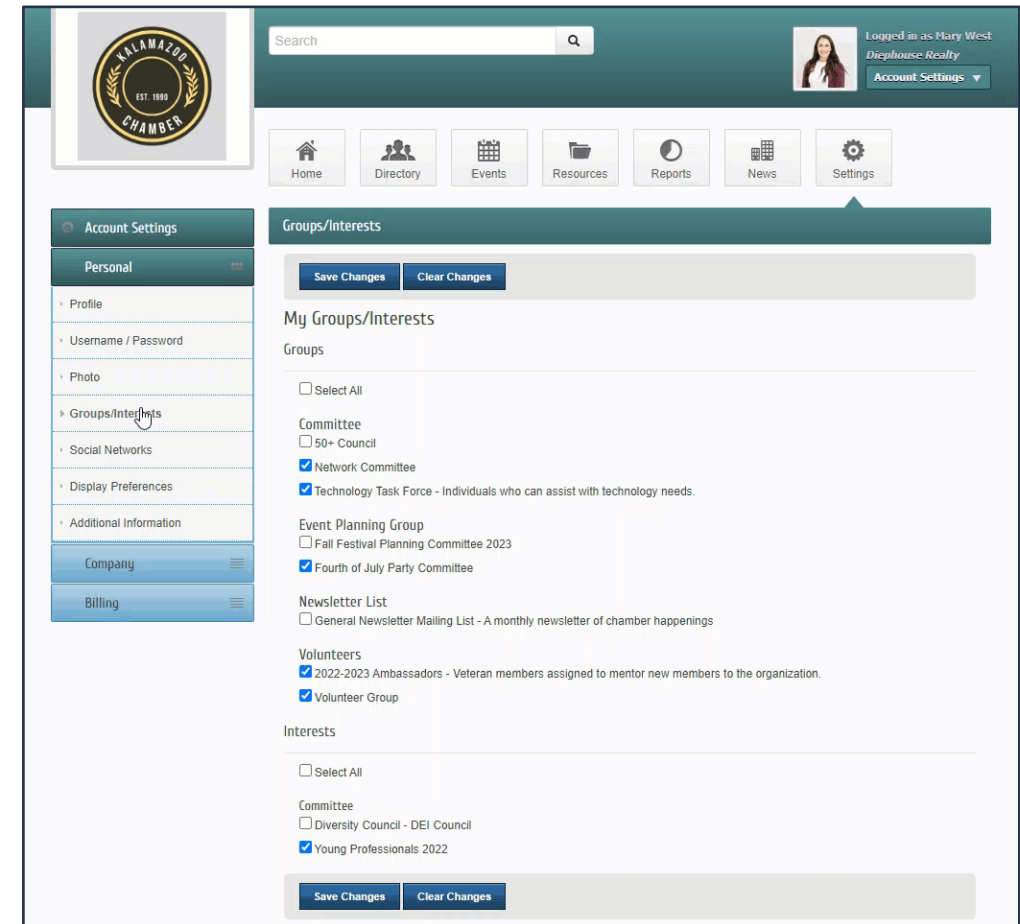
Update Directory Page

- 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

The screenshot displays the ChamberMaster Member Zone (MIC) interface. At the top left is the Kalamazoo Area Chamber logo. A search bar is located at the top right, next to a user profile for 'Mary West' from 'Deephouse Realty', with an 'Account Settings' dropdown. Below the search bar is a navigation menu with icons for Home, Directory, Events, Resources, Reports, News, and Settings. The main content area is titled 'Profile' and includes a welcome message: '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!'. A progress bar indicates 'Overall Profile Completion: 100%'. The profile is divided into four sections, each with a '100% Complete' status and a 'view' link: 'Organization Information' (listing Primary Phone, Email, Website, Physical Address, Mailing Address, and At Least One Category); 'Website Information' (listing At Least One Social Network, Description, Results Summary, Hours Of Operation, Driving Directions, Additional Bulleted Description, and Keywords); 'MapPin Information' (listing Map Link); and 'Photos & Logos' (listing Logo, Photos, and Search Logo). A left-hand sidebar contains 'Account Settings' with sub-sections for Personal, Company, and Billing. The footer contains the copyright notice: '© Copyright 2023. All rights reserved. MIC 4.0 - Kalamazoo Area Chamber'.

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 navigation bar with icons for Home, Directory, Events, Resources, Reports, News, and Settings. A left sidebar contains account settings categories: Personal, Profile, Username / Password, Photo, Groups/Interests (selected), Social Networks, Display Preferences, Additional Information, Company, and Billing. The main content area is titled 'Groups/Interests' and includes 'Save Changes' and 'Clear Changes' buttons. Under 'My Groups/Interests', there are sections for 'Groups' and 'Interests'. The 'Groups' section includes a 'Select All' checkbox and several groups with checkboxes: 'Committee' (50+ Council, Network Committee, Technology Task Force), 'Event Planning Group' (Fall Festival Planning Committee 2023, Fourth of July Party Committee), and 'Newsletter List' (General Newsletter Mailing List). The 'Interests' section includes a 'Select All' checkbox and 'Committee' options (Diversity Council - DEI Council, Young Professionals 2022). Another 'Save Changes' and 'Clear Changes' button is at the bottom.

Groups & Mailing Lists

- Form groups/committees your members want to be involved in that support your chamber mission
 - Diversity, equity, and inclusion (DEI)
 - Networking groups
 - Minority coalitions
 - Legislative updates mailing list
 - Women's groups
 - Young Professionals
 - Green business groups



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

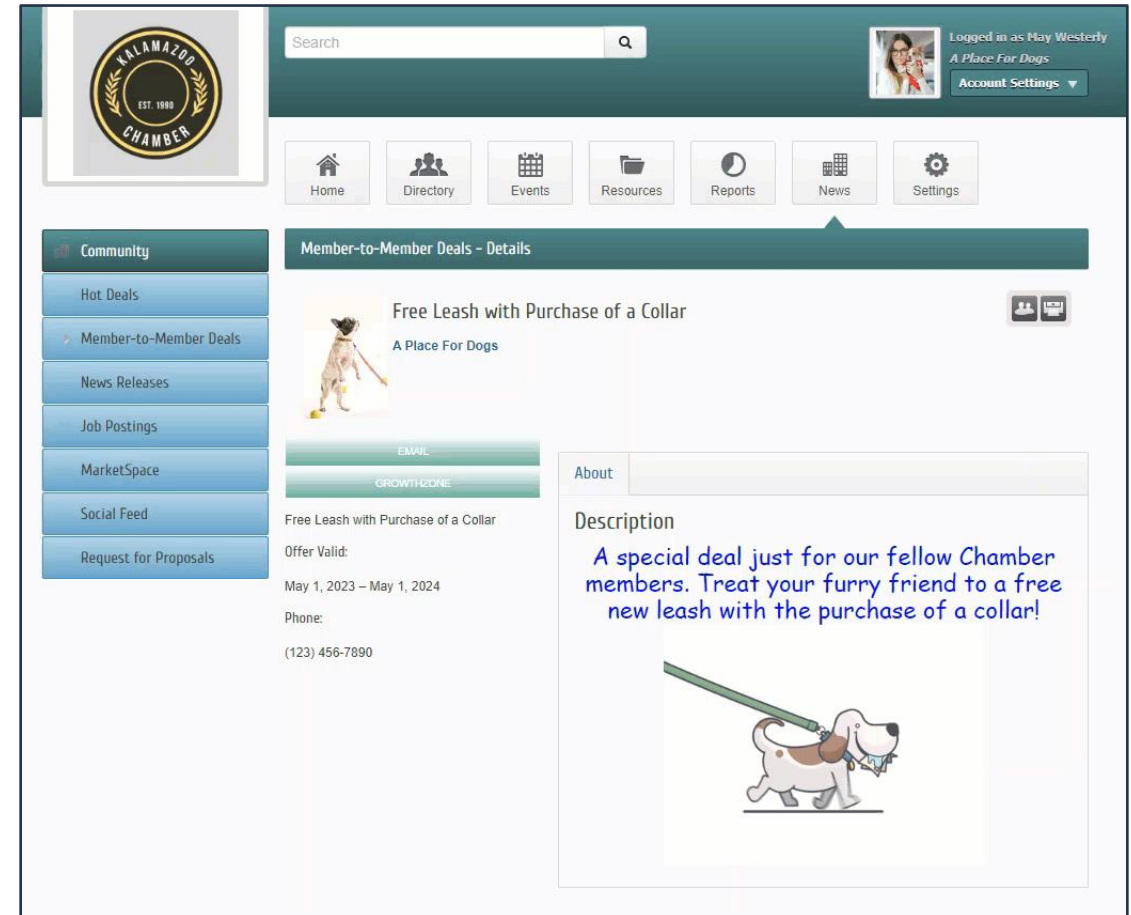
kzooinfo@mailinator.com

[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 (EST. 1980). A search bar is located at the top right, along with a user profile for 'May Westery' 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 contains a 'Community' menu with options: Hot Deals, Member-to-Member Deals (selected), 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 and a 'GROWTHZONE' badge. Below the deal title, it specifies '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
 - Highlight successes
- Positive news about local community
- Added credibility to member's release
- Targeted promotion
 - Social media interactions
- How to write a press release



The screenshot shows a news article with the following details:

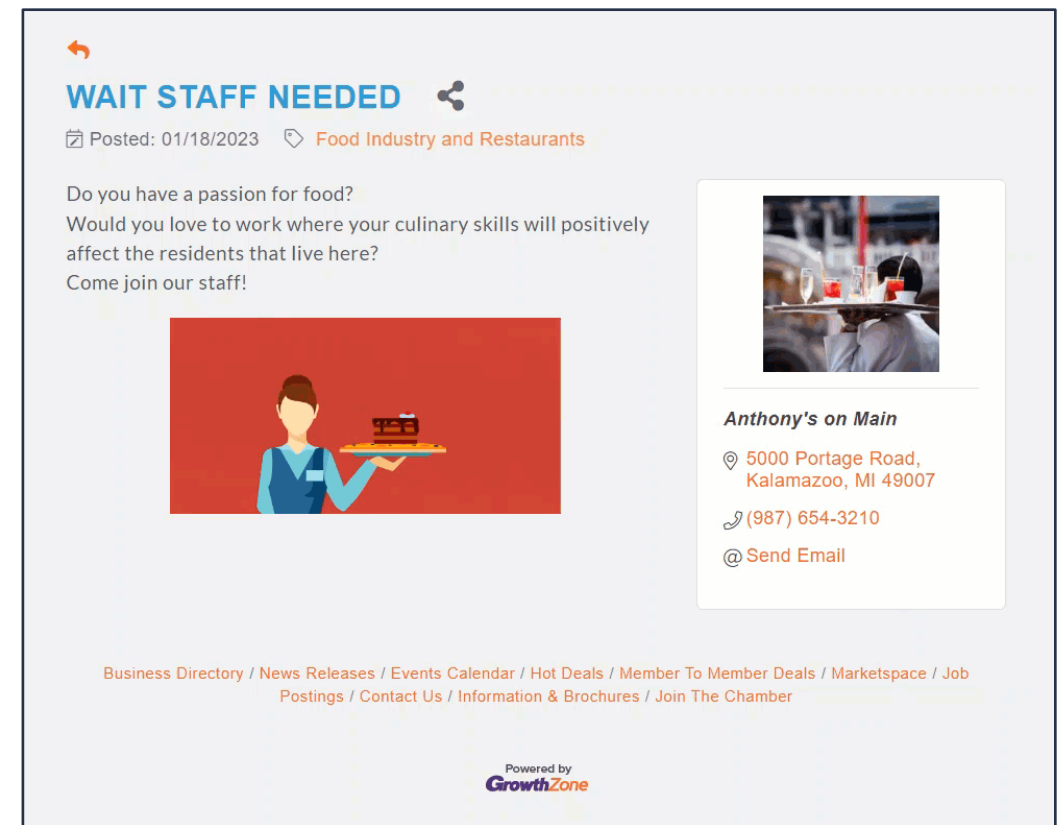
- Title:** KALAMAZOO COUNTY VISITOR SPENDING HITS ALL-TIME HIGH OF \$585 MILLION
- Date:** May 10, 2023
- Category:** General News Article, Economic
- Text:** Spending by visitors to Kalamazoo County reached an all-time high of \$585 million in 2021, and the Southwest region had the fastest growth in visitor spending of all regions in the state, according to visitor spending figures from Travel Michigan.
- Image:** A photograph of a group of people standing in front of a building.
- Caption:** Anthony's on Main, Tony Mane Kalamazoo Tourism
- Date:** May 10, 2023
- Contact:** (123) 456-77890
- Action:** Send Email

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.

Submit Job Postings

- Maintain an active Job Board
 - Monetize your Job Board
 - Cost-effective for members
- Easy to submit via MIC
- Content automatically formatted to fit webpage
 - No web designer required
 - Page automatically adjusted to be mobile-friendly



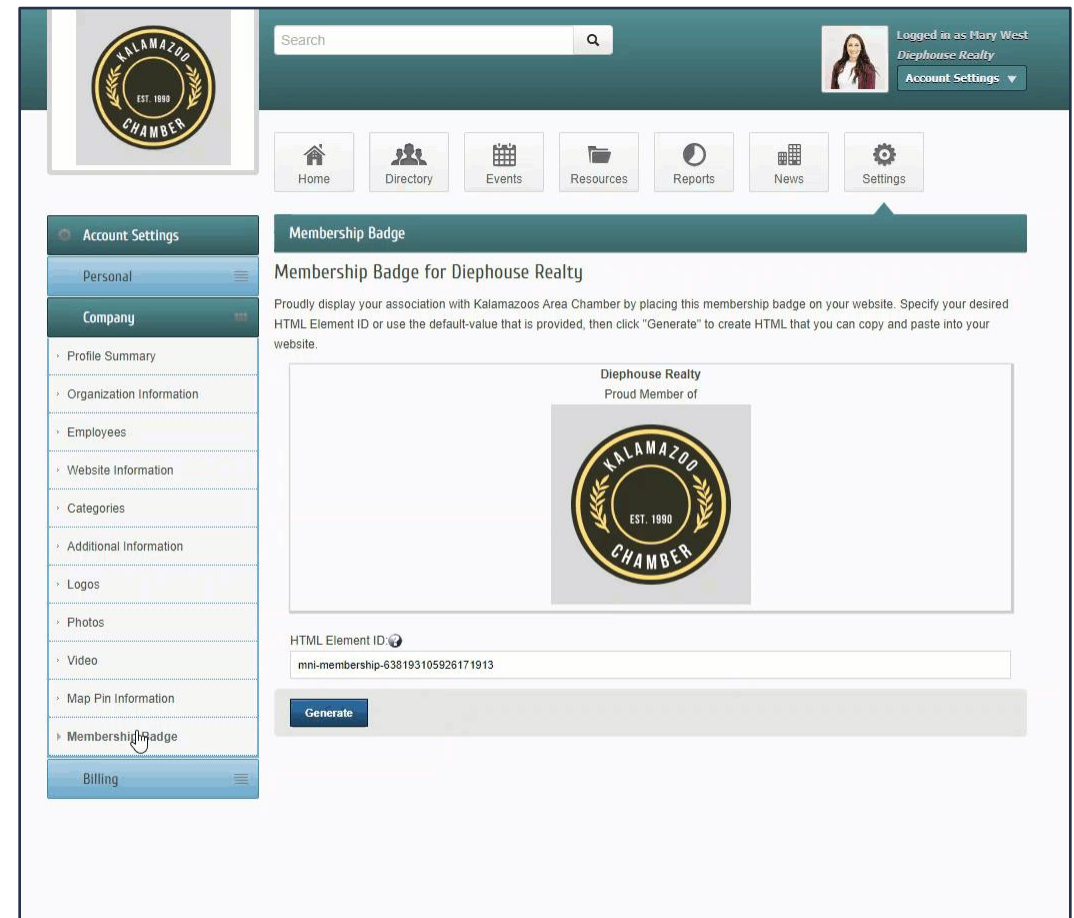
The screenshot shows a job posting interface. At the top left, there is a back arrow icon. The main heading is "WAIT STAFF NEEDED" in blue, followed by a share icon. Below this, it says "Posted: 01/18/2023" and "Food Industry and Restaurants". The text of the posting asks if the applicant has a passion 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 drink. To the right, there is a photo of a server in a white uniform holding a tray. Below the photo, the restaurant name "Anthony's on Main" is listed, along with the address "5000 Portage Road, Kalamazoo, MI 49007", the phone number "(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 MemberZone 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 left sidebar lists various report categories, with 'Member Page Views' selected. The main content area shows a bar chart titled 'Member Page Views May 2022 to May 2023'. The chart has two y-axes: 'Views' (0 to 2.5) and 'Mobile Views' (0 to 2.5). The x-axis shows dates from 7/1/2022 to 4/1/2023. A legend identifies eight view sources: 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 chart are filter options for 'From Date' (5/10/2022) and 'Thru Date' (5/10/2023), 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

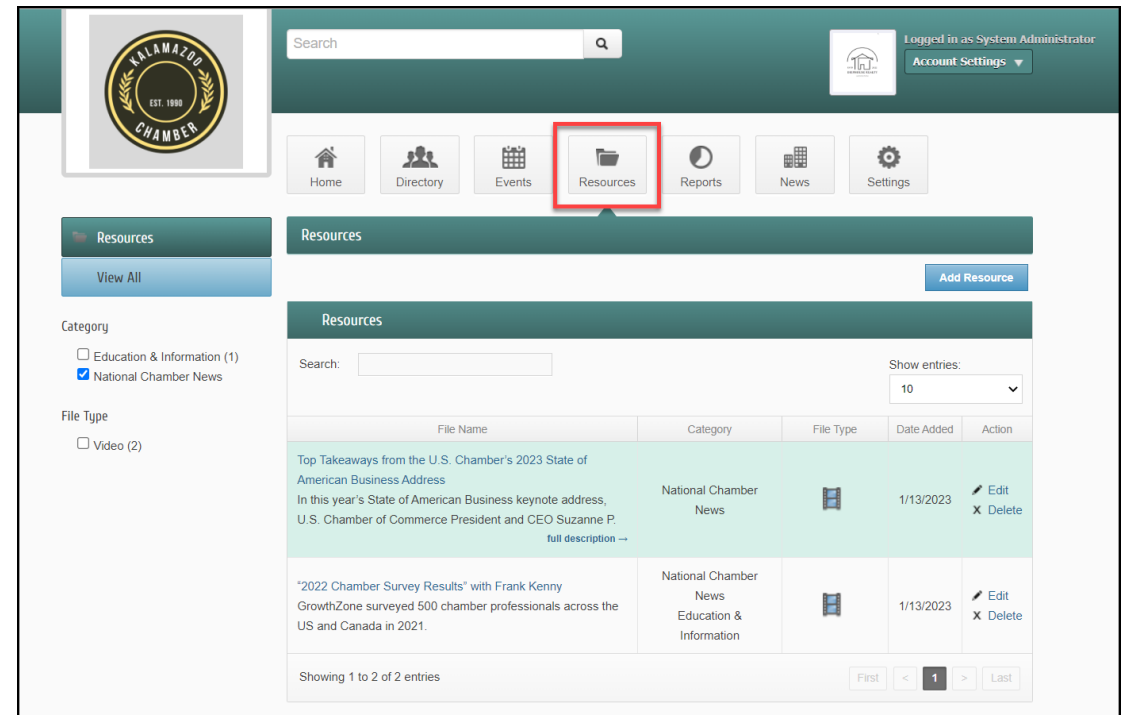
- Membership Badge
 - Similar to a member plaque for windows
 - Displayed on member's website
 - Easily generate HTML to be embedded
 - Links to your organization's website
 - Encourages traffic to your website



The screenshot displays the Chambermaster Memberzone user interface. 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 left sidebar shows account settings categories: Personal, Company, and Billing. The main content area is titled "Membership Badge" and provides instructions for generating a badge for Diephouse Realty. It shows a preview of the badge with the Kalamazoo Chamber logo and the text "Diephouse Realty Proud Member of". Below the preview is a text input field for the HTML Element ID (mni-membership-638193105926171913) and a "Generate" button.

Underutilized Features

- Resources
 - Staff members can share information with members via MIC
 - Document
 - Video
 - URL
 - Restrict access by group
 - Added security
 - Reduce email fatigue



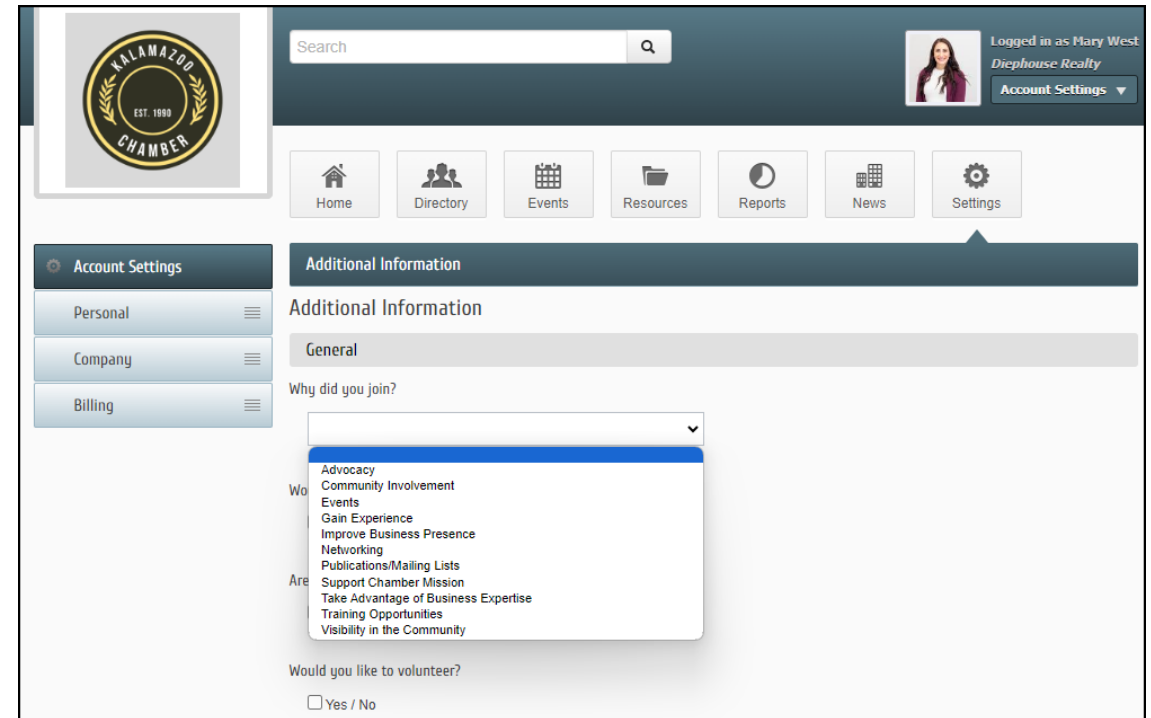
The screenshot displays the ChamberMaster interface. At the top, there is a search bar and a user profile section indicating the user is logged in as 'System Administrator'. Below this is a navigation menu with icons for Home, Directory, Events, Resources (highlighted with a red box), Reports, News, and Settings. The main content area is titled 'Resources' and includes a search bar, a 'View All' button, and a list of resources. The resources are categorized by 'National Chamber News' and 'Education & Information'. The table below shows two resource entries:

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

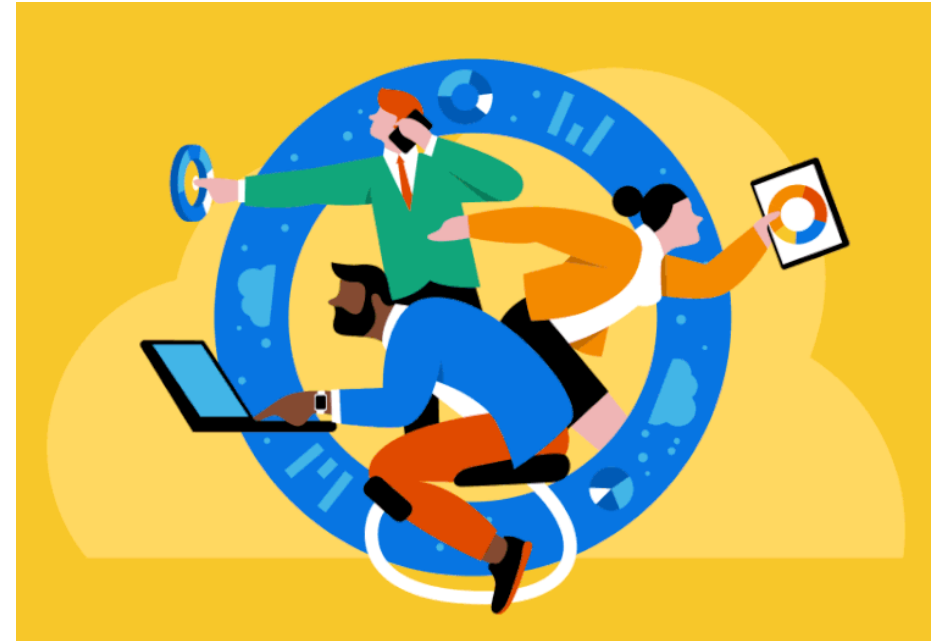
Underutilized Features

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



Underutilized Features

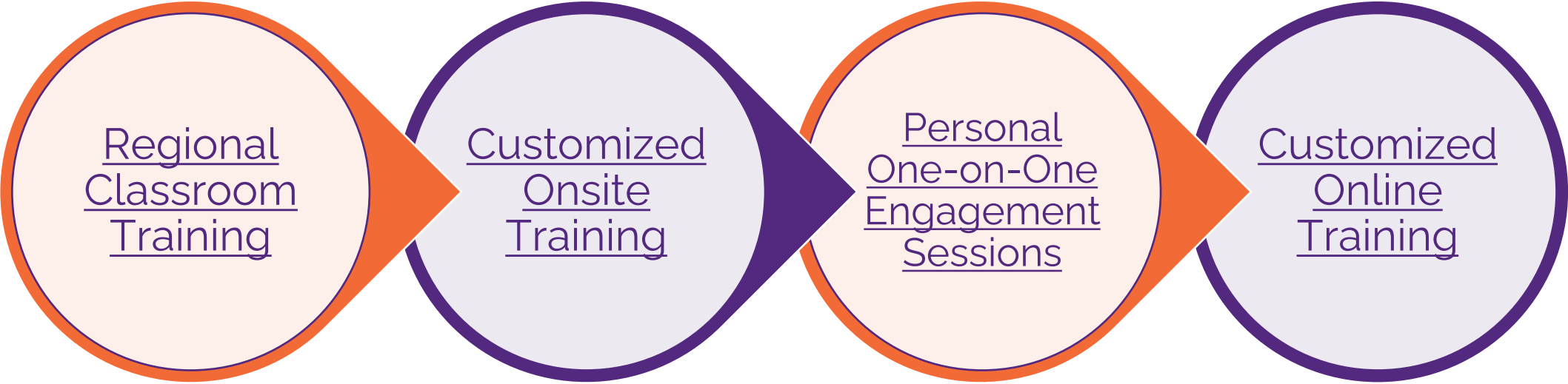
- Custom Fields
 - Image permissions
 - Reason for joining
 - Demographic information
 - How did you hear about us?
 - Continuing education interests
 - Feedback and suggestions
- Create groups based on responses
 - Create target audiences



Training Resources



Expanded Training Offerings



Questions?