

Independent Scholars Association Australia Membership Growth Marketing Strategy

www.isaa.org.au

ISAA's membership growth Terms of Reference



- to identify and implement strategies for engaging with existing members
- to identify and implement strategies for recruiting new members
- to build mutually beneficial relationships with organisations sharing the values of ISAA

Who are Independent Scholars?



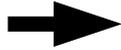
- A network of active scholars in many areas; book and journal publications; film and documentary script writing and production; journalism. In sum, these make a contribution to national understanding and debate:-
 - eg. research oriented graduates, retired academics, historians, novelists, social scientists, informal writers, public servants, scientists, NGOs, large organisations, scholars from diverse disciplines
- People who undertake independent scholarly work outside the nation's formal institutions of education and research

What are the benefits to members?

As an ISAA member you become part of a collective, scholarly community who:

- makes a vital contribution to the cultural and intellectual life of Australia through interests in humanities, arts, sciences; and exchanges ideas of significance
- encourages and promotes scholarship, stimulates public debate and provides links to other scholars
- promotes members' books, journal articles and other scholarly outputs in the website, newsletters and through social media
- creates a collective voice about interests of national concern in the public arena
- supports members by providing avenues for presentations, publications and opinion pieces through which members can progress their varied ideas and research, inspiring other members





Enhance current marketing channels



Expand marketing channels

2.

to individual members

to forums of members

- Revitalise *The ISAA Review* journal appointing a new editor and publishing articles on an engaging range of topics
- Enhance the current social media by methodical updates and interactions on public status Facebook, Instagram, Linked In, X; managing the blogs with discrete lead-commentary from members
- Regularly monitor the website for updates/additions to books, articles and other scholarly outputs
- Create a unique QR code linked to the ISAA website to share ISAA's benefits at community outreach events, conferences, seminars to promote ISAA
- Attract attention by ongoing publishing of research papers, submissions to government, and webinar commentary in the *ISAA Newsletter* and on social media
- Encourage more members to present ideas; increase attendance at video-link events and in-person presentations; create website links to independant scholars' video talks and presentations
- Utilise search engine optimization techniques to improve visibility in search engine results
- Strengthen the national focus while simultaneously recruiting local members from under-represented States and Territories
- Recognise members' achievements by publishing their efforts in the *ISAA Newsletter*, the *ISAA NSW Bulletin* and the website
- Establish a practice that scholars include a biographical notation, that they are a member of ISAA, at the end of their articles
- Conduct interviews with achieving independent scholars, compiling biographies/videos/podcasts to publish in *The ISAA Review* and post on the website
- Provide training to improve members' e-skills to optimise their access to social media commentary and website material
- Invite volunteering opportunities by creating meaningful contribution roles ie. editing, layout, social media posts, spreading key messages and benefits of ISAA; joining sub-committees and the ISAA Council
- Conduct qualitative research to target and activate membership
- Recognise and celebrate long-term members
- Strategically leverage new members by advertising and hosting networking events, conferences, workshops of like-minded and affiliated organisations on the website and social media, ie State Library
- Leverage new members from networks who may not know ISAA exists by holding joint events with like-minded organisations ie. UNESCO Learning Cities, Royal Australian Historical Society, Educators Australia, University of the 3rd Age; other peak organisations
- Expose ISAA to new audiences by seeking further partnerships with complementary organisations, encouraging them to join our community
- Actively promote that the eligibility for ISAA membership is open to a diverse range of scholars; that unique benefits are offered; and collegiate spirit created

➔ Seek feedback

- Better understand members by seeking feedback to tailor marketing efforts to meet requirements of members
- Adopt an 'Action Learning' type model to reflect, learn and adjust; shape messages and tailor marketing activities and benefits to resonate with members' needs and preferences



<http://www.russpetersonjr.com/leadership/failure-doesnt-teach-a-lesson-without-this/>

➔ Implement

- Prioritise marketing channels
- Develop a chart for achievable implementation timelines until June 2024

Evaluate

- Adopt a Formulative Evaluation approach by checking ongoing progress at regular points
- Engage online with members to invite comments, questions and offer prompt feedback, keeping a log for future improvement
- Implement tracking mechanisms to measure effectiveness and success of marketing efforts by using metrics such as membership increase, website traffic, social media engagement, event attendance
- Conduct focus groups to identify successes and ongoing improvements to the campaign for membership growth

