

Independent Scholars Association Australia Membership Growth Marketing Strategy

www.isaa.org.au

ISAA's membership growth Terms of Reference



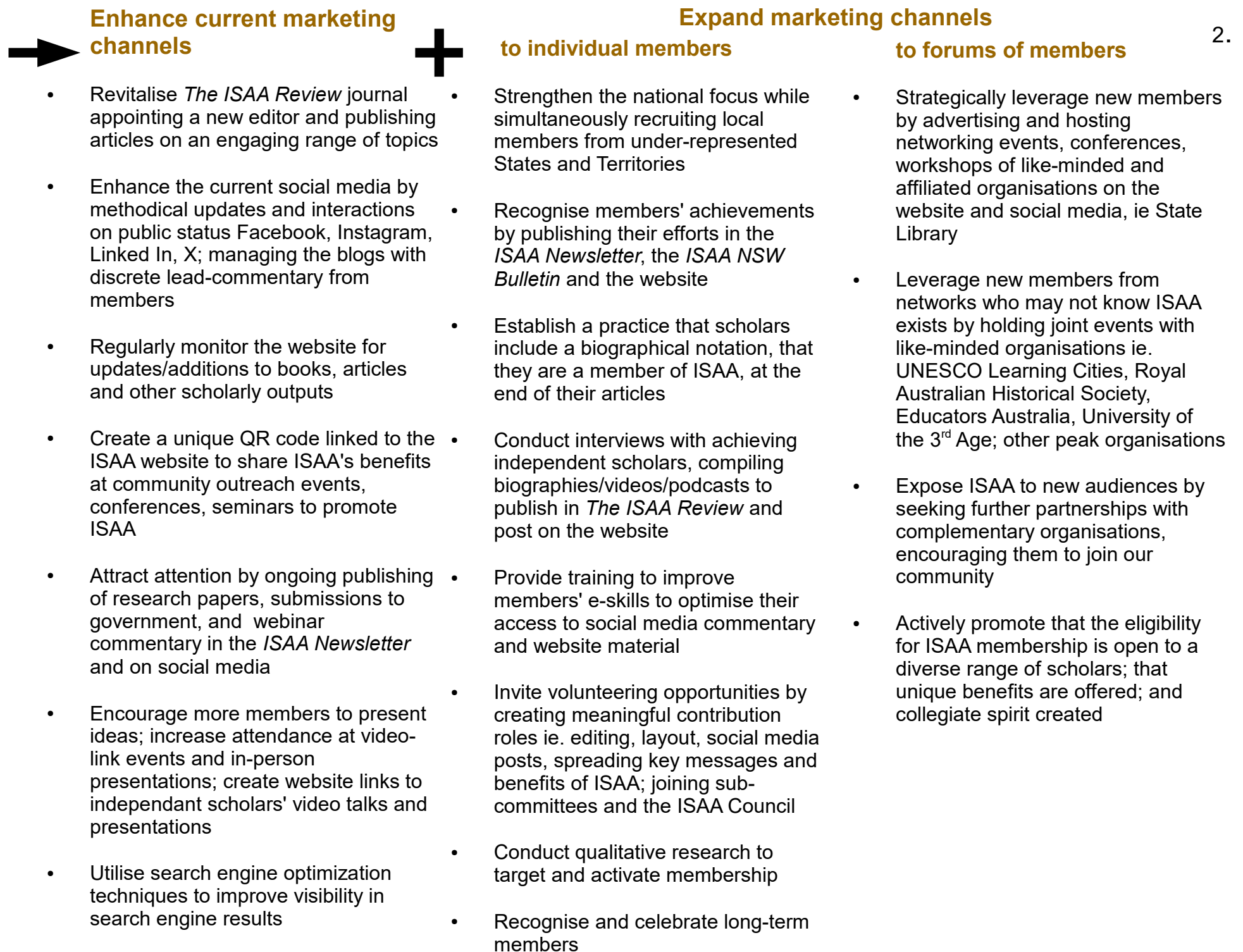
- to identify and implement strategies for engaging with existing members
- to identify and implement strategies for recruiting new members
- to build mutually beneficial relationships with organisations sharing the values of ISAA



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
- 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



- 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

➔ 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

