

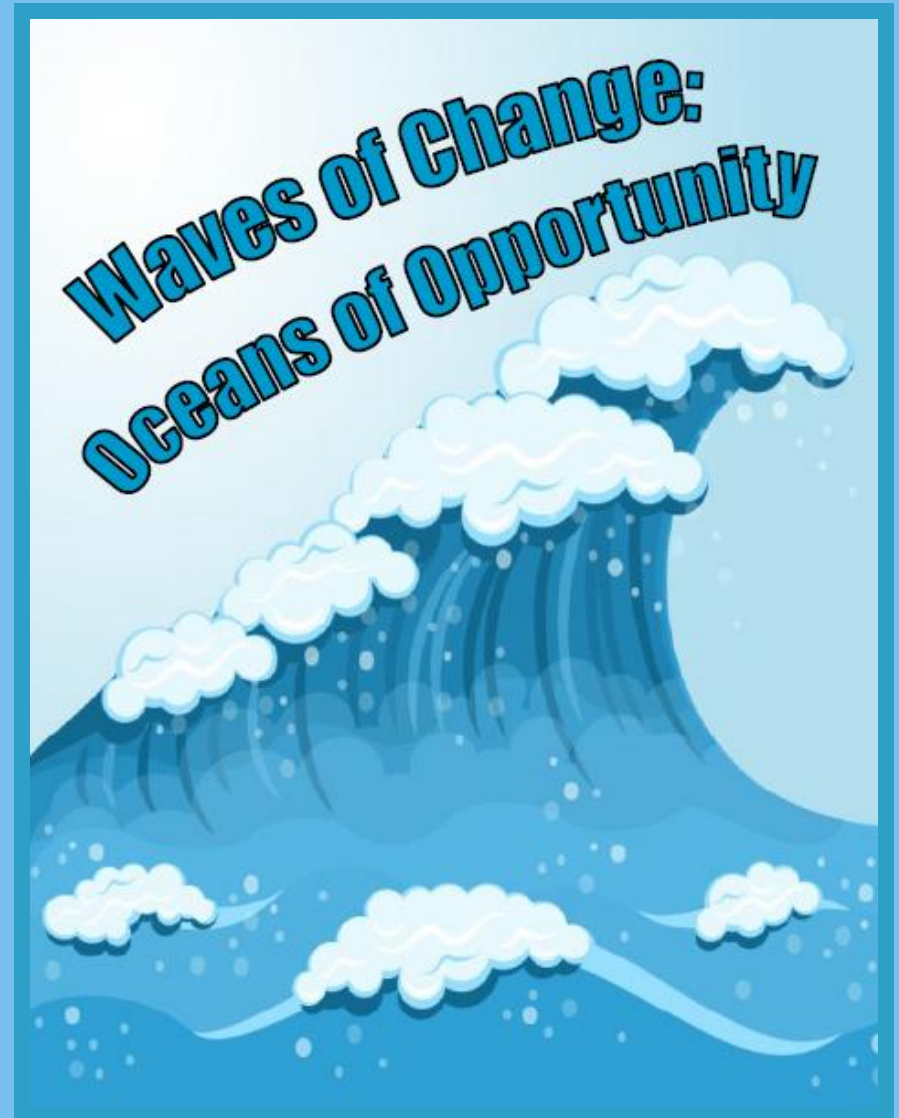
# Taking the Road to Relevance

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Spring Conference 2017

# Road to Relevance

- Book by Harrison Coerver and Mary Byers
- 5 Strategies for Competitive Associations
- Premise being that virtually all association participation is diminishing
- Associations are not changing at a rate that is keeping pace with changing interests
- To stay relevant, associations need to self-evaluate and adjust to meet member needs

# Midwest Association of Student Financial Aid Administrators (MASFAA)

- MASFAA has a strong history
- But has been seeing slowly decreasing participation / membership over the past 10 years
- We're examining who we are and what our purpose should be
- Where can we shine?

# Build on Strengths

- Assessing Strength
- What is your core business?
- What is your core competency?
- Focus
- Asking questions
- Relying on others
- Deciding to decide
- Being willing to let go

# Assessing Strength

- Assets
- Resources
- Capabilities
- Intangibles (brand)

# Core

- Business
- Competency

*What do you do most?*

*What do you do best?*

# Focus

- Prioritizing
- Channeling energies in one direction

*“Competing on multiple fronts is futile.  
Being a little bit of this and a little bit of that  
is not a viable or sustainable option.”*

# Asking questions

- Must consider who to ask
  - Who can give an insightful answer?
- Open ended questions yield the most insights



# Relying on others

- Success for an association is not dependent on just the leader, it's the whole team, the full membership

# Deciding to decide

- Don't endlessly debate
- Look at options
- Weigh the merits
- Choose a direction

# Being willing to let go

“To be successful, Apple should center its efforts on accomplishing its main goals and eliminate all the ‘unimportant opportunities’.”

- Steve Jobs

# **Choose your Road.**

**“Waves of Change: Oceans of Opportunity”  
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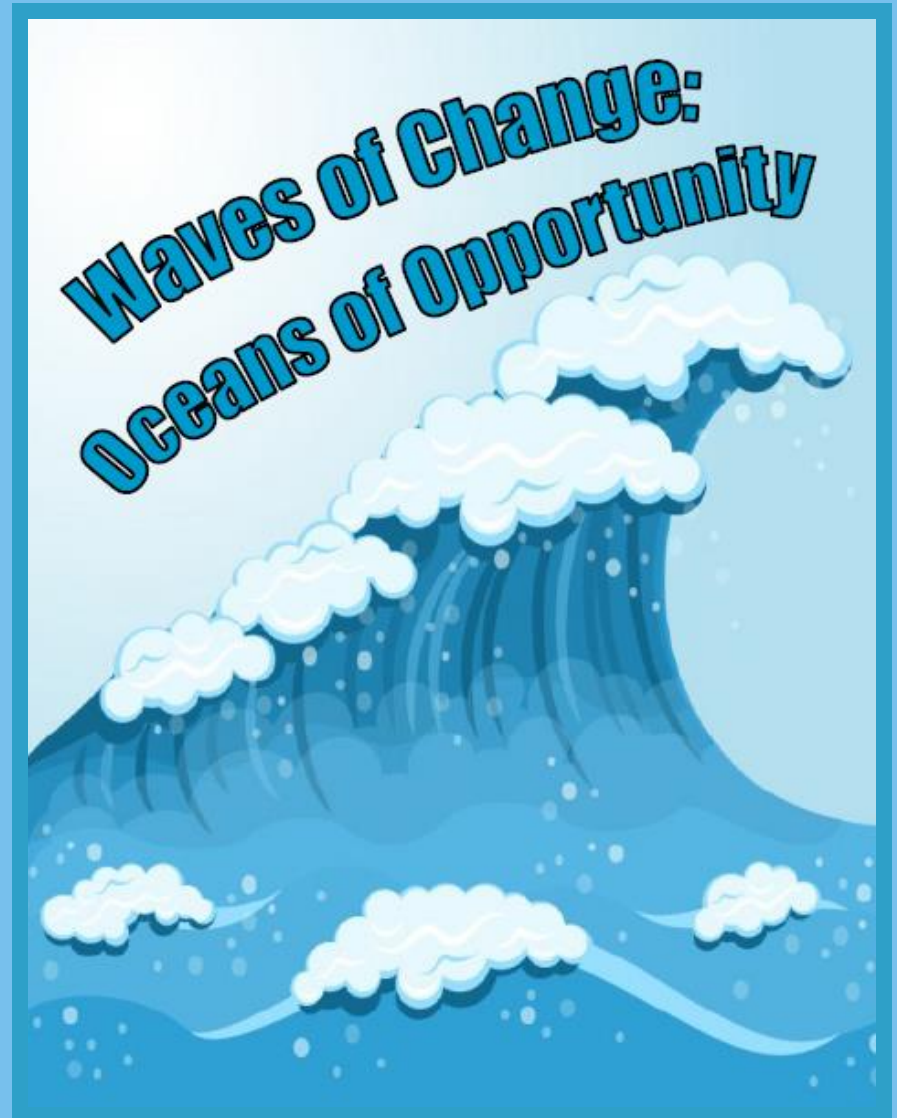
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