

2023 WorldatWork Affiliate Awards

A Compendium of Entries



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**2023 Affiliate
Award Winners**

Congratulations to Our Affiliate of the Year!



RMTRA

ROCKY MOUNTAIN TOTAL
REWARDS ASSOCIATION



In 2023, RMTRA embarked on a journey to strengthen our member connections and provide value in every possible way," said Holly Mertens, RMTRA Affiliate President. "Through strategic initiatives and unwavering commitment, we were able to foster meaningful connections within our community. We held over 17 programming events with 30-60 attendees registered for each. We also held a volunteering event and packed over 100 backpacks to support a school drive for the Colorado Coalition for the Homeless. When

comparing 2023 to the previous year, we've recorded a remarkable 20% increase in attendance across all our programming and educational events!"

"Receiving the WorldatWork Affiliate of the Year award is a testament to our dedication and the outstanding results we've achieved. We're proud to represent excellence in the field of Total Rewards and look forward to continuing our mission of enriching our members' experiences."

– HOLLY MERTENS, RMTRA PRESIDENT

Congratulations to All of Our Affiliate Award Winners!



Congratulations to All of Our Affiliate Award Winners!



Total Rewards **KC**

Congratulations to All of Our Affiliate Award Winners!



Award Program Guidelines

Affiliate Award Program Guidelines

WorldatWork strongly encourages each of its affiliate partners to establish goals and strategic initiatives in support of the HR profession and Total Rewards, and to meet the needs of HR professionals. These goals and initiatives allow our affiliates to increase their visibility and effectiveness as well as expand their impact within the HR community, and they are the basis for WorldatWork's Affiliate Awards program.

Award winners will receive an award logo to place proudly on your website and communications. In addition, your association receives:

- Recognition in the 2023 Affiliate Awards Press Release sent by WorldatWork (Note: a copy of the Press Release will also be provided for your use).
- Recognition of award winners in WorldatWork social media.
- Inclusion in Q4 2023 WorldatWork publications.
- Acknowledgement at the 2023 WorldatWork annual conference.

Award Eligibility

If you have submitted all required items to WorldatWork, you are eligible to apply for a WorldatWork Affiliate Award. Award application deadline is **September 15, 2023**.

Required Items

- Award Application
- 2023 Affiliate (formerly Local Network) Partnership Agreement
- Current Membership List
- Current Board Roster

Application Form: <https://forms.office.com/r/dYj5bu5Fnk>

Affiliate Award Program Guidelines

Award Categories

Affiliate Awards recognize outstanding achievements and contributions in four categories:

Category	Explanation
Advancing Human Resources & Total Rewards	Initiatives that advance the HR & TR profession through thought leadership, promotion of content, education of our communities and advocating for the HR needs of individuals in all industries.
Community Involvement	Initiatives that provide opportunity and programs to give back and support the community. This may include volunteerism, donations, and recognition.
Member Engagement & Growth (required)*	Initiatives that support an active, engaged association. This includes regular, thought-provoking communication such as monthly meetings, e-mail campaigns, e-newsletter, social media presence. The association informs and educates their members on changes in the HR community and encourages their members to help each other through networking and transfer of knowledge. The association actively works to grow their membership through membership drives or campaigns to grow their association.
Professional Development of Members	Initiatives that support the professional development of their members. This could include committee and board participation, WorldatWork certification courses, monthly/quarterly meetings, and skills development.

Affiliate Award Program Guidelines

Award Levels

There are four award levels: Sapphire, Emerald, Ruby, and Diamond. A minimum of one initiative is required for award consideration while the number of required initiatives increases for each award level.



Award Level	Number of Initiatives
Sapphire	1
Emerald	2
Ruby	3
Diamond	4

Required for all Affiliates to be considered for any level of award:

At least one (1) initiative must focus on Membership* (i.e., acquisition, engagement, or retention).

*See chart above and below.

Award Submissions

Submissions:
**Member
Engagement &
Growth**

Award Submissions

CATEGORY: Member Engagement & Growth

Calgary Total Rewards Network (CTRN)

www.calgarytotalrewards.com

Title of Your Initiative?	Networking Ice Breaker at the AGM
What was the goal/objective of your Membership-focused initiative?	Our Goal was to encourage members to get out of their comfort zone and interact with more than just their own circle of peers.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We engaged all attendees at the AGM to take part in a Networking Bingo. Members completed a Bingo Card based on the meeting new members that they had never spoken to and asking them and pre-determined Ice-Breaker question. The Goal was to fill your Bingo card with as many new members as possible to win a prize.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Members that filled 2 lines on there Bingo card were awarded a prize. Two prizes were won. The Bingo Ice Breaker continued after the official time was up.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Two prizes were offered and both were won
What did you learn or would do differently in the future? Any next steps?	Give more time in the agenda for this event. We will also be doing a holiday themed event as well.

Award Submissions

CATEGORY: Member Engagement & Growth

Calgary Total Rewards Network (CTRN)

www.calgarytotalrewards.com

Title of Your Initiative?	Membership Referral Program
What was the goal/objective of your Membership-focused initiative?	The purpose of the CTRN Member Referral Program is to encourage growth, talent, expertise, and diversity of our member community, both within and outside of the greater Calgary.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	During the registration process for new CTRN members, there will be two new fields: One allows for the individual's name they were referred by, and the other for the referral's email address. At the end of each annual quarter, there will be a draw that occurs for a \$150 Amazon Gift Card (amount and the type of gift card are subject to change).
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	This initiative was only launched at our AGM in June, we will be able to gauge its effectiveness during the member renewal period.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We will measure the quality during the member renewal period.
What did you learn or would do differently in the future? Any next steps?	We will wait for results, before implementing any changes.

Award Submissions

CATEGORY: Member Engagement & Growth

Columbus Compensation Association (CCA)

www.columbuscomp.org

Title of Your Initiative? Increase Networking and Social Aspects of Membership

What was the goal/objective of your Membership-focused initiative?

Since the CCA was established in 1980, our association has experienced great success with our educational membership meetings throughout the year. These gatherings have provided wonderful opportunities for our members to learn from subject matter experts in person while also networking with colleagues. However, we felt we could do more to increase engagement. In 2023, we increased our focus on the networking and social aspects of membership, especially since returning to in-person events last year. We routinely receive feedback from our membership, expressing the value they place on networking through the CCA. We understand that these types of opportunities are more limited in a virtual environment. Additionally, members may not always have extra time after the membership meeting to stay and converse with colleagues.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

In 2023, we initiated 'Coffee with CCA Colleagues' events on select Fridays. During these sessions, members gather at a local coffee shop to discuss current trends and challenges in compensation and share best practices. For our initial launch, we advertised in our newsletter that members could receive their first cup of coffee compliments of the CCA to help boost attendance.

In addition to our morning coffee events, we also host a CCA happy hour at a local brewery to accommodate various work schedules. Many of our members have expressed their appreciation for the networking time offered during membership meetings and have expressed a desire for more such opportunities. Our Board members felt it was important to provide these in-person gatherings to allow members to share best practices and learn from one another.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

The initial 'Coffee with CCA Colleagues' event saw great participation, and the positive feedback from members prompted us to host a second. We have already planned for a third this year. Participation numbers continue to steadily increase at each event as members spread the word and invite colleagues. This has ultimately boosted participation at all CCA events throughout the year, revealing higher levels of engagement among our members. We've even seen an increase in new memberships in 2023, allowing us to achieve our goal prior to the end of the calendar year.

How did you measure the quality and effectiveness of your Membership-focused initiative?

We directly solicited feedback from both board members and general attendees at the events. Additionally, we measured attendance at each event and observed an increase in participation as the year progressed.

What did you learn or would do differently in the future? Any next steps?

Our association believes in continuous improvement, and to achieve this, we must continue to evolve. Therefore, we will assess the locations of these events and may expand to multiple locations next year for 'Coffee with CCA Colleagues.' We are also considering other approaches to the social happy hour to further drive higher engagement among our members.

Award Submissions

CATEGORY: Member Engagement & Growth

Columbus Compensation Association (CCA)

www.columbuscomp.org

Title of Your Initiative? Leverage New Technology to Engage Members

What was the goal/objective of your Membership-focused initiative? To better understand our members, improve our member value proposition, and reduce administrative work for our board and volunteers, we made the decision as a board to leverage technology in ways we had not done so historically.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? In the past, we collected feedback through a bi-annual emailed survey and post-meeting paper questionnaires. The input we received through our bi-annual survey was limited and not timely. Feedback from our meeting questionnaires also proved to be difficult to compile and analyze as the paper forms were transposed into Excel and then analyzed by the board. To help address these challenges, we started using electronic polls during our member meetings in 2023. We provide QR Codes at each table, which members can easily use to complete the surveys on their phones. We collect meeting feedback, broader CCA feedback, and use this to guide our meetings real-time, asking questions on what members want to focus on. We also leveraged this same technology during our round table membership meeting to gather live insights from our participants to help maximize our time together. Outside of our meeting cycle, we supplement this with Linked-In polls to collect additional electronic information quickly from members.

In addition to the surveys, we've also utilized new capabilities within our membership management platform. In 2023, we started tracking meeting attendance in our system to better understand member behavior and engagement. Over time, this data should also allow us to better predict attendance for our events and plan accordingly. Finally, we recently launched text message capabilities to our members enabling them to stay connected and informed.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? Our members have been very receptive to the online meeting surveys and appreciate the integration of new technology. We have integrated the immediate feedback of our members into our meetings to ensure we are providing the most value to them. We have established a baseline meeting attendance rate that we'll use to plan 2024 events more accurately.

How did you measure the quality and effectiveness of your Membership-focused initiative? Participation rates have been strong, with around half of our attendees participating in the meeting polls. Our roundtable event topics were driven by this real-time feedback, and both the meeting and process received very positive feedback.

What did you learn or would do differently in the future? Any next steps? While our meeting polls have been a great success, we likely need increased member engagement on LinkedIn to make the data collected their more valuable. We are looking at ways to increase LinkedIn traffic in late 2023 or 2024, which should lead to more robust survey data. We will monitor usage and feedback on our texting capabilities the rest of this year.

Award Submissions

CATEGORY: Member Engagement & Growth

East TN Compensation and Benefits Association (ETCBA)

<https://etcba.org>

Title of Your Initiative?	Annual Sponsorship Initiatives
What was the goal/objective of your Membership-focused initiative?	Increase revenue to streamline planning
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	For years we have relied on monthly meetings to generate revenue. We also waited to seek out sponsors a few months before the events leaving us scrambling at times. To help with planning and budgeting, we developed an Annual Sponsorship Initiative Program. The program offers our vendors 4-tiers of sponsor opportunities ranging from Platinum at \$2,000 to Classic for \$500. Each tier provides the sponsors at least one annual membership to ETCBA, the opportunity to interact with our board and members at local events as well as recognition our website/events. Membership also includes discounted or free admission to ETCBA events.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We implemented the program mid year and within a few months had 3 sponsors for 2023 and as well as 2024 commitments.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We have successfully increased our revenue which streamlines our annual planning process and allows us to offer better content to our members
What did you learn or would do differently in the future? Any next steps?	We are currently strategizing on how to better advertise the program to increase sponsorships.

Award Submissions

CATEGORY: Member Engagement & Growth

Hawaii Compensation Group (HICOMP)

www.hicomp.org

Title of Your Initiative?	Showcasing local experts
What was the goal/objective of your Membership-focused initiative?	One of the biggest challenges we've faced as an organization is finding SME's and content for programming relevant to the Hawaii market. To that end, we have a goal to showcase existing local experts and practitioners in engaging and informative events. Too often the local business mindset assumes that expertise exists outside of our own 'neighborhood', and we want to start building confidence that HICOMP and Hawaii has strong business leadership and acumen. We also want to link national initiatives and thought leadership to local application, with conversations that consider implications of Hawaii specific laws and culture.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	After honing in on relevant topics and/or local skill gaps, we reached out to local business and HR leaders we thought would be both knowledgeable and informative, and could discuss the subject in a clear and engaging manner.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We hosted a session on Improving Business Acumen, featuring a panel of CFO's from large local businesses. The focus was understanding what a good working relationship between HR and Finance looks like, and tips on how HR can build that relationship. We also hosted a panel discussion on pay transparency, following the recent passage of the Hawaii pay transparency bill effective 1/1/2024. The panel included 2 members of HICOMP that are knowledgeable in this subject. Both events were well attended and included non-members and were well received by attendees.
How did you measure the quality and effectiveness of your Membership-focused initiative?	The number of attendees at the Business Acumen event was slightly higher than average, at 25 participants. However, the participant mix was different from the norm. There were higher level decisionmakers, HR specialists outside of compensation, and more participants per member companies than is typical. Registration for the Pay Transparency event was almost 400% greater than the prior average, with 10 non-member companies in attendance including 2 management consulting companies.
What did you learn or would do differently in the future? Any next steps?	We would likely do more aggressive self-promotion around the benefits of HICOMP membership, immediately following the event that provided evidence of the sound practical education and know-how members can expect.

Award Submissions

CATEGORY: Member Engagement & Growth

Hawaii Compensation Group (HICOMP)

www.hicomp.org

Title of Your Initiative?	Improve HICOMP's visibility and promote its value to members and non-member practitioners
What was the goal/objective of your Membership-focused initiative?	The goal of this initiative is to retain and grow membership by promoting HICOMP's value as a provider of content and programming that enhances Total Rewards knowledge and competencies in the Hawaii market.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	The strategy was to expand visibility to HICOMP via social media. Given the limited resources available, HICOMP opted to focus this effort on LinkedIn as the most likely platform to match member/potential member interest. A HICOMP page was created on LinkedIn, and a group of administrators established to maintain content on the page.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	The HICOMP page has been used to market all sponsored events since its inception, including the quarterly events sponsored by WorldatWork, which are exclusively open to Affiliates. It serves as a platform to post Total Rewards informational content on matters of current interest. LinkedIn has significantly expanded our reach to non-members. Before utilizing LinkedIn, non-members would learn about events primarily through the goodwill of members who might share the information within their network or from being on an email distribution list of individuals that attended past HICOMP events. Since we started marketing events through LinkedIn, we have observed a notable increase in participation in HICOMP events by non-members.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Effectiveness is measured by number of followers (currently at 49), enrollment of new members, and non-member interest in HICOMP programs. Following implementation of the LinkedIn site, registration for events has increased from an average of 20, to 79 participants at the most recent event. HICOMP added 3 new member companies following inception of the LinkedIn page.
What did you learn or would do differently in the future? Any next steps?	Our experience to date has taught us that we need to work more intentionally on posting a regular cadence of fresh content, and inviting followers through various tactics e.g. adding a LinkedIn tagline to member communications. We will be formalizing simple practices to get closer to this end result.

Award Submissions

CATEGORY: Member Engagement & Growth

Intermountain Compensation and Benefits Association (ICBA)

www.icba-utah.org

Title of Your Initiative?	Raise Awareness
What was the goal/objective of your Membership-focused initiative?	Digital innovation and leveraging employer memberships to increase visibility and event attendance.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	<p>The Covid-19 pandemic impacted our society in many ways. For ICBA, the most significant impact was a reduction in membership. To support our members during challenging times, we allowed those who paid dues for 2020 to remain active without requiring a new payment in 2021. However, in 2022, when we resumed paid membership, we experienced a drop-off in renewals. Some of this decline is attributed to our website archive losing member contact information, and some is due to the Great Resignation, resulting in significant job changes.</p> <p>As a board, we've implemented several initiatives to address this issue. We are currently exploring different website vendors to enhance our capabilities in monitoring and contacting our membership. Collaborating with other local affiliate leaders, we seek the best website host option to serve both the board and our members. At the World at Work Local Affiliate meeting, a speaker reviewed the LinkedIn presence of various affiliates. Following her advice, we revamped our LinkedIn page and plan to increase our visibility on LinkedIn, targeting Compensation and Benefits professionals in our area.</p> <p>Another initiative focuses on leveraging our existing members attending our meetings. We've reached out to larger employers whose employees attend our events, encouraging them to sign up for an organizational membership. This approach allows companies to purchase a set number of memberships and rotate employees attending events. This has proven effective, especially for employers facing higher turnover, as they maintain membership at the organizational level, retaining access even when employees change jobs. This has also increased the number of employees they are willing to send to events.</p> <p>To measure the quality and effectiveness of our membership initiatives, we track the number of members and the frequency of contact points. Additionally, we are making progress on our longer-term goals of revamping our website and enhancing our LinkedIn presence.</p>
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	The biggest outcome is the result of the organization memberships. The bigger employers have sent a variety of members to our events using their organization membership. We have new members attending our meetings and volunteering for open board positions.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We measure the quality and effectiveness of the membership initiatives by the number of members we have as well as the amount of contact points we have with our members. We are also making progress on our longer-term goals of revamping our website and LinkedIn presence.
What did you learn or would do differently in the future? Any next steps?	Next steps are to continue to revamp our website. There are so many tools that we can leverage to better manage memberships and increase our digital capabilities at events. All of these will make our in person events more effective and continue to bring new and exciting amenities to our members.

Award Submissions

CATEGORY: Member Engagement & Growth

Intermountain Compensation and Benefits Association (ICBA)

www.icba-utah.org

Title of Your Initiative?	Many hands make light work
What was the goal/objective of your Membership-focused initiative?	Ensure there were sufficient people on the board that if one person left it wasn't a huge burden on the remaining members.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	During the pandemic and shortly thereafter we lost a few board members that had been involved for many years. Coming out of the pandemic we decided to expand our board to provide better coverage and decrease the demands on individuals. This year we added some assistants to the main positions on the board (communication, membership, events, and education) who have allowed us to post more on social media, communicate regularly with members, and keep track of the members we do have. We have spent time documenting regular processes to prevent a loss of knowledge in the event of a sudden departure. We also have regular social media posts and have engaged our members more regularly. New members to the board bring new ideas and help revitalize the status quo. They make us question the way things have been done and open up new ways of doing things that better engage the members. Adding all of these new people also allows us an opportunity to expand the network of individuals who are aware of ICBA and our events. We tap into the networks of more and more individuals as we have more positions open on the board. We currently have an opening on the board and have three individuals who are very interested in filling that role.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We've seen an increase in energy and excitement as the board has expanded. Taking that energy and channeling it into our events has brought a lot of great ideas and hard work and our members can see the results.
How did you measure the quality and effectiveness of your Membership-focused initiative?	One of the big ways we can measure the quality and effectiveness is the amount of communication we've been able to have with members outside of the in-person events. Our social media board member has drastically improved the quality and quantity of our communication with members.
What did you learn or would do differently in the future? Any next steps?	We have learned that expanding the board has been a huge boost to board morale and effectiveness. We will continue to keep it at this size and ensure we have sufficient help to serve our members.

Award Submissions

CATEGORY: Member Engagement & Growth

Intermountain Compensation and Benefits Association (ICBA)

www.icba-utah.org

Title of Your Initiative?	Strength in Numbers
What was the goal/objective of your Membership-focused initiative?	Leverage the experience and expertise of other Affiliate organizations to source ideas and best practices
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	From attending the Affiliate Leaders meetings at World at Work our board members have realized there are a lot of great minds in the various affiliates. Their combined expertise is something we want to take advantage of more regularly than the World at Work conference meetings. Our president has reached out to multiple affiliate leaders that we have met at various World at Work events. So far we've met with two leaders to understand what they use for their affiliate website. We also have set up quarterly meetings with one of the organizations. In our last meeting we were able to both share and receive ideas about how to better our conference and leverage sponsorships for more than just our annual conference.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We've been able to form really good relationships with the other affiliate leaders which has already provided us with lots of great ideas. We are also working with the Colorado group to change website hosts together. We hope to leverage our combined size to get a better deal on the pricing.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We will continue to reap dividends of our relationships with the affiliate leaders and organizations. We have already benefited from talking to leaders about their websites and the reasons they switched providers. In our most recent meeting we learned about how the Colorado organization leverages sponsorships throughout the year. We are hoping to leverage that with our own organization.
What did you learn or would do differently in the future? Any next steps?	We have already learned a lot from these leaders. In the future we plan to expand our conversations with other affiliates and make connections at the World at Work conferences and events that we can leverage in the future.

Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium (NECC)

www.necompc Consortium.org

Title of Your Initiative?	Dual Membership Expansion
What was the goal/objective of your Membership-focused initiative?	Increase dual membership from 35% in 2022 to 50% in alignment with Affiliate levels
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Articulating the value of WorldatWork members involves effectively communicating content available on the website and virtually by WorldatWork. Additionally, sharing the added value in WorldatWork services and membership at the affiliate level with members.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We've had two meetings so far, and we're making progress. At the beginning of the year, we had 32% dual members, and as of this writing, we are very close to 40%—officially reaching 39% last week, with three more dual members signing on this week.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Dual membership percent is very quantifiable and we achieved our goal of 50%
What did you learn or would do differently in the future? Any next steps?	I would continue to encourage WorldatWork to pursue alternative ways of identifying dual members, perhaps by allowing for more than one email address as the reference point.

Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium (NECC)

www.necompc Consortium.org

Title of Your Initiative?	Networking opportunity
What was the goal/objective of your Membership-focused initiative?	Engage members and allow for a flow of ideas and overall networking.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We will be hosting our first ever social hour. An opportunity for NECC members to meet in a social environment to encourage networking and knowledge sharing. We will also be hosting this event on the first evening of the CCP class we will be offering to allow class participants to network as well with NECC and WorldatWork members with an eye towards all pursuing dual membership status.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	TBD, event scheduled for October 17
How did you measure the quality and effectiveness of your Membership-focused initiative?	Attendance will be the metric. Marketing the event through our website email marketing and also during virtual event held in September.
What did you learn or would do differently in the future? Any next steps?	Next steps, use this offering as a foundation for subsequent offerings.

Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium (NECC)

www.necompc Consortium.org

Title of Your Initiative?	Board Engagement
What was the goal/objective of your Membership-focused initiative?	Get the board more engaged in the consortium by driving accountability and WorldatWork participation.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Multiple strategies. Regarding engagement in NECC business, I hosted our first (since COVID) face to face board meeting. The meeting was a dinner meeting paid for by NECC as both a reward and also in appreciation for efforts expended in the course of the year with an eye towards more engagement in NECC business and success.. Second , with respect to WorldatWork engagement, invited a board member to the affiliates meeting prior to the WorldatWork Conference in San Diego. I made sure that the board member that I invited was a different board member that that which attended last year so as to allow for further WorldatWork affiliate program advocacy within the board.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Mission accomplished in both initiatives. Board engaged, so much so that there desire is to remain on the board for the coming year and advocacy mission accomplished as board members are advocating with their staffs to attend our upcoming course offering and well as being willing to work within the requirements to work within the requirements of affiliate (monthly roster submission) with no question as they are at a position where they see the need and value of our open partnership.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Board retention and willingness to work with other affiliates
What did you learn or would do differently in the future? Any next steps?	Pleased with results, not sure there would be much to approve

Award Submissions

CATEGORY: Member Engagement & Growth

North Texas Compensation Association (NTCA)

www.upstatetotalrewards.org

Title of Your Initiative?	Membership Diversification Initiative
What was the goal/objective of your Membership-focused initiative?	Diversification of membership to include students, non-profits, and governmental groups
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	This initiative reaches beyond the confines of individual memberships from for-profit public and private companies, which has dominated NTCA's membership base throughout its existence. We are attempting to build a foundation to expand the network of engaged members throughout the career lifespan. In addition, we want to engage our non-profits and government agencies to join our organization. First, we added membership tiers at different rates depending on an individual's student status. In addition, we crafted group membership rates for non-profits and governmental organizations to make membership easier. In addition, we changed the membership to be managed at the organizational level rather than the individual level. We are also starting to personalize communications and offerings to these personas to make them feel valued and understood. For our student population, we have targeted programming to allow interaction between our career professionals and student populations. This provides the opportunity for our career professionals to give back to the students and feel more engaged in the community.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	NTCA had over 200 members. Membership levels Job Poster, Discounted Membership for WorldatWork Members, Regular Membership, Board Membership, Association Management Company, Student Membership, Lifetime Membership, Non-Profit (501-C3) Municipalities ISDs, Premiere Membership, Corporate Membership, QCA Program, College Professor Membership, Volunteer Membership
How did you measure the quality and effectiveness of your Membership-focused initiative?	Membership numbers
What did you learn or would do differently in the future? Any next steps?	Demand is there but there is a need to better quantify the offering and programming to match

Award Submissions

CATEGORY: Member Engagement & Growth

Orange County Compensation and Benefits Association (OCCABA)

www.occaba.wildapricot.org

Title of Your Initiative?	Purposeful Partnerships: Our Members are Cornerstone
What was the goal/objective of your Membership-focused initiative?	<p>OCCABA takes pride in its position as one of the largest Total Rewards organizations in the country, consistently maintaining over 200 members year after year. A key contributor to our success lies in our exceptional member retention rate; in fact, some companies have been corporate members for over 30 years.</p> <p>OCCABA has set a goal to nurture a large and engaged membership by providing meaningful benefits and fostering engagement. Accomplishing this goal yields several benefits. First, the funds generated from membership dues contribute to OCCABA's enduring financial strength. Second, a robust and diverse membership base enhances the vibrancy of our events.</p>
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	<p>OCCABA adopted a multipronged approach to providing meaningful value to its members. The first strategy involves offering member-only incentives on the website, such as a directory of members, updated white papers on TR topics, and links to essential TR information. However, the most valuable member-only incentive on the OCCABA website is access to the archive of past meeting handouts and webinar recordings. With permission from our speakers, we record webinars and grant members full access to view them as often as they like. This incentive proved particularly useful for a recent webinar on Excel tips and tricks.</p> <p>The second approach is providing quarterly newsletters to members. These newsletters feature special discounts to WorldatWork events, links to upcoming OCCABA events, articles with the latest OCCABA news, and a message from the President. Over 30% of recipients open the newsletters, well above the common marketing target of 20% engagement.</p> <p>The third approach focuses on providing members with opportunities to meet and interact. Notably, OCCABA hosts a member appreciation event every summer, treating members to dinner in an elegant setting, creating a relaxed atmosphere for networking.</p> <p>The fourth approach involves engaging members on social media. Our newest board member manages our social media platforms and has gained traction on OCCABA's posts through regular updates on OCCABA happenings.</p> <p>Lastly, we regularly survey our members to gather feedback and preferences on OCCABA's planning and membership benefits. We take pride in our success in being member-centric.</p>
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	<p>OCCABA has a membership year from June 1st to May 31st. Despite the recent price increase, we already have 188 active members, only four months into our current membership year. Our goal for this year is to surpass 225 members, and we are on track to achieve that target sooner than expected.</p>
How did you measure the quality and effectiveness of your Membership-focused initiative?	<p>OCCABA measured the effectiveness of our initiative through both quantitative and qualitative means. Quantitatively, we track the number of members against our year-to-date goals and year-on-year attainment. Qualitatively, we survey members to assess their satisfaction with the organization and to ensure we are offering the right benefits to retain them.</p>
What did you learn or would do differently in the future? Any next steps?	<p>Members have expressed a desire for more networking opportunities, and we are committed to finding ways to fulfill that request. For instance, we plan to provide members with free admission to an Anaheim Ducks hockey game, allowing them to connect with their fellow TR professionals. These tickets were generously secured by a new board member who works for OCV!be, the organization that owns the Anaheim Ducks.</p>

Award Submissions

CATEGORY: Member Engagement & Growth

Rocky Mountain Total Rewards Association (RMTRA)

www.rmtra.org

Title of Your Initiative?	Continue to Deepen Member Connections
What was the goal/objective of your Membership-focused initiative?	In the year 2023, RMTRA set out with a clear objective: to underscore the strength of our member connections. Historically, RMTRA has thrived by delivering high-quality monthly educational events and robust certification preparation programs to bolster our membership. Building upon this foundation, our primary aim for the year was to persist in offering valuable educational events and networking opportunities for our esteemed members.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	<p>In 2023, RMTRA executed a comprehensive member connection strategy that unfolded in multiple stages:</p> <p>Reconnecting with Lapsed Members: The initial stage focused on reconnecting with lapsed members, inviting them to join upcoming events. RMTRA's dedicated membership team sent personalized emails and followed up with reconnection calls. This initiative remained ongoing throughout the year.</p> <p>Monthly Member Spotlight: In a continued effort to foster member engagement, the membership team featured a monthly member spotlight in RMTRA's newsletter. These spotlights showcased the journeys and experiences of association members within the Total Rewards field and their involvement with RMTRA. As an added incentive, featured members were offered complimentary admission to an upcoming RMTRA event.</p> <p>Networking-Centric Events: The membership team collaborated with the programming team to host "networking-only" events. These gatherings provided members with opportunities to socialize, have fun, and naturally form connections with one another. These events saw consistent attendance, with participation ranging from 30 to 60 members. Through these strategic initiatives, RMTRA successfully strengthened member connections, re-engaged lapsed members, spotlighted the achievements of our community, and facilitated organic networking opportunities, all contributing to a more vibrant and connected association.</p>
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	As of August 2023, RMTRA has achieved its highest membership count for the year and boasts a remarkable increase in dual memberships compared to previous months in 2023. Impressively, we are currently experiencing a 56.8% surge in dual memberships, signifying a substantial growth in the number of members who have joined or renewed their memberships in more than one capacity, highlighting the strength and appeal of our association.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Indeed, while our impressive membership numbers reflect our substantial growth and dedication to dual membership, the qualitative feedback we receive tells an equally compelling story. Our ongoing efforts, including monthly member reach-outs and dynamic social media initiatives, have not only contributed to our outstanding membership expansion but have also fostered meaningful and valuable connections with our members. These connections are a testament to the engagement and positive impact we've had within our community.
What did you learn or would do differently in the future? Any next steps?	In response to valuable feedback from both our members and non-members, there was a clear desire for more informal opportunities to connect. RMTRA responded by hosting a highly successful facilitated focus groups for network building and unfiltered discussions around the hottest total rewards topics. The event received overwhelmingly positive feedback, with participants thoroughly enjoying their time. We are eager to build on this success and plan to incorporate more of these discussions into our programming events in the future. Regarding our dual membership efforts, we've been diligently working towards the 55% dual membership target. We are pleased to announce that we haven't just met the Tier 1 dual membership requirements; we have exceeded them. As of August 2023, our dual membership rate stands at an impressive 56.8%. This accomplishment reflects our commitment to providing added value to our members and showcases the strength of our association.

Award Submissions

CATEGORY: Member Engagement & Growth

Total Rewards KC (TRKC)

www.totalrewardskc.org

Title of Your Initiative? Membership Drive

What was the goal/objective of your Membership-focused initiative?

Total Rewards KC is actively working to regain membership levels seen before the pandemic, with this year reaching 188 members and approaching our pre-pandemic goal of 190+. Recognizing the changing landscape, we seized the opportunity to blend virtual and in-person programming options. This approach ensures members experience the same 'look and feel' of Total Rewards KC while prioritizing their safety. Our 'mixed' content includes WorldatWork featured sessions, in-person panel discussions, and virtual presentations from expert speakers. Overcoming challenges associated with continued remote work, we've consistently provided valuable experiences for our members.

Our ultimate goal is to foster continued interest and passion in the field of total rewards, creating a robust group of successors and job candidates within our market. As a reminder, we broadened our focus several years ago beyond compensation and benefits. This shift appeals to a wider audience, providing learning opportunities in diverse topics relevant to growing our membership, including generalists interested in Total Rewards.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

We implemented two primary initiatives to achieve our membership goal. Firstly, intentional marketing efforts targeted prospective members. Secondly, we continued facilitating our 'Coffee and Chat' networking sessions every other month. In addition to these key initiatives, we offered free online virtual educational webinars featuring expert speakers (with charges only for in-person meetings). We also reached out to organizations not active in Total Rewards KC to explain the value to their employees and encourage attendance or membership. Our strategy included partnering with numerous local organizations, such as EBI and SHRM. This partnership approach contributed to increased membership and event attendance.

To enhance our job site, we increased promotion by sending out monthly notifications of job openings. This strategy has proved successful, as individuals actively seeking new opportunities are using Total Rewards KC in their job search. Employers have also begun sending us more jobs to post.

In our effort to increase meeting attendance, we've pursued various strategies:

Increase Communications: In 2022, we grew our LinkedIn following by 30%, gaining 135 members throughout the year (590 in total). Our significant focus on this growth initiative over the past several years demonstrates our success in building a strong following and achieving thought leadership for our members.

Provide SHRM Credit for Meeting Participation: Although challenging, we are working to achieve this goal for our meetings, planning them further in advance. In 2021, 90% of our meetings offered SHRM credits, contributing to an increase in meeting attendees with dual purposes — learning Total Rewards and earning certification credits. As our roundtable event covers multiple topics and speakers, it is not submitted for SHRM credits.

Secure a Sponsor for Each Meeting: We successfully achieved this goal, improving our approach by asking speakers' organizations to sponsor or involving other organizations in the field. This practice helps reduce costs for in-person meetings and allows sponsors to network with our group even during online meetings. Many sponsors, such as Blue KC, Mercer, Willis Towers Watson, and EBI, have built lasting relationships with us, contributing speakers and topics.

Have a Succession Plan for Each Role by June and Become the WorldatWork Association of the Year: Both are ongoing goals we are working towards achieving.

Award Submissions

CATEGORY: Member Engagement & Growth

Total Rewards KC (TRKC)

www.totalrewardskc.org

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

Our membership numbers have shown improvement in 2023. In 2022, we had 168 members; now, we boast 188 members. Notably, we successfully converted well-known employers such as NBKC and Burns & McDonnell. Despite the loss of large employers in Kansas City, our outreach efforts focus on smaller companies to ensure awareness of the valuable resources we provide.

Our members find significant value in our content, contributing to the development of strong Total Rewards professionals and assisting generalists without a specific emphasis in this area. Our ongoing goal is to reach 200 members actively participating in meetings and events.

How did you measure the quality and effectiveness of your Membership-focused initiative?

We measured our initiative through the growth in membership and event attendance. Continuously surveying our membership, we utilize these surveys to assess the quality of meeting topics and the perceived value of membership. Additionally, we examine the ratio of members to non-members among meeting attendees. From the 2023 meetings, the attendee population comprised approximately 67% members and 33% non-members. Our goal is to actively reach out to non-members attending, aiming to convert them into members.

What did you learn or would do differently in the future? Any next steps?

We've learned that gathering membership feedback should be a primary goal. Through asking and surveying our members, we can better engage with them and understand what's valuable. Our membership not only provides input into meeting topics but also helps us select new topics aligned with their interests. They have specific hot topics they are interested in, and we strive to meet their needs.

Award Submissions

CATEGORY: Member Engagement & Growth

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative?	Boost membership by transitioning to rolling membership renewal
What was the goal/objective of your Membership-focused initiative?	Boost membership throughout the calendar year by transitioning calendar membership enrollment cycle to rolling anniversary membership cycle in 2023. Historically, we have had a set calendar year membership renewal cycle from January to December. This usually resulted in our membership renewals dropping off during the middle of the year. We also heard complaints from members around the lack of value provided by membership in the later months of the year which leads up to our premier event, our Annual Luncheon. We noticed members using their 1 guest ticket for Luncheon event to bring other previous members that did not renew their membership throughout the year as guests so they could avoid paying for an annual membership at the end of the year. The desire of switching renewal cycles was to remove the hesitation of joining or renewing at the end of the year when their new memberships would reset in January.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	In 2023 TCCN transitioned our calendar-based membership enrollment cycle to a rolling anniversary-based membership enrollment cycle. This initiative has been contemplated by the board for several years but there were hesitations around implementation logistics. TCCN decided to make the change at the end of 2022 and began working on the planning the launch going into the 2023 calendar year. In preparation for the launch, a fair approach needed to be contemplated for transition of current memberships within the restrictions of our membership management systems. A key step was also communicating the change to current members and advertising that we had made the change to potential members. We developed a communication plan using email and meeting announcements, along with two new channels available to us within this past year: 1.) TCCN internal Newsletter and 2.) WorldatWork Eblasts. Our communications chair developed a monthly newsletter that features TCCN and WorldatWork announcement that is distributed to our full email list and included the announcement of the change. We have also developed a template to submit announcements out to our local network of WorldatWork members to advertise the benefits of a TCCN membership and dual membership.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We successfully transitioned to a rolling anniversary-based membership renewal cycle. This had the intended outcome of driving up renewals and new memberships overall (membership at the end of 2022 was 283 members and current membership in 2023 is already 260 members), as well as continued memberships throughout the year. Historically, July has been our lowest membership month, where this year July has seen the largest uptick in memberships since February with 14 new memberships.
How did you measure the quality and effectiveness of your Membership-focused initiative?	As this initiative was implemented just this year, we are still in the measurement process. Although we have already seen an increase in memberships, we are expecting a growth in memberships as we move into the later part of the year. We have also received positive feedback from members on an informal basis, which has provided immediate feedback that members appreciate the flexibility and value the change has provided.
What did you learn or would do differently in the future? Any next steps?	Within the process of planning for implementation, the transition of current memberships was a contentious issue. We decided to be as generous as possible to our members while maintaining fiscal responsibility during the membership transition. We felt this was a success, since we did not receive any negative feedback immediately following the change. We plan to continue to monitor the effectiveness of the new enrollment cycle.

Submissions:
**Professional
Development
of Members**

Award Submissions

CATEGORY: Professional Development of Members

Calgary Total Rewards Network (CTRN)

www.calgarytotalrewards.com

Title of Your Initiative? Executive Compensation Course

What was the goal/objective of your Membership-focused initiative? Once of our main goals at the CTRN is to offer professional development opportunities to our members. This course is focused on the area of Executive Compensation ; this is a keen interest of our members

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? We have continued to maintain a strong working relationship with the team at Global Governance Advisor. They create , maintain, and deliver the course, and the subsequent certification. We also have agreements in place with CPHR Alberta to cross promote this course to their membership.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? This year we are hosting the event this year in October, and in less than a week have have 25% of the seats confirmed.

How did you measure the quality and effectiveness of your Membership-focused initiative? We will measure the quality and the effectiveness of our initiative based on the number of registered attendees and from the feedback from the post work survey

Award Submissions

CATEGORY: Professional Development of Members

Columbus Compensation Association (CCA)

www.columbuscomp.org

Title of Your Initiative? Increase Development Opportunities

What was the goal/objective of your Membership-focused initiative? The CCA looked for ways to continue to provide new professional development opportunities for our members in 2023 by adding different options and formats to our standard meeting and educational approaches.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? Typically, our membership meetings consist primarily of an external speaker on a pre-determined topic. While this is well received and we host wonderful speakers, we also wanted to capitalize on all the knowledge we have within our organization and ensure we are learning from each other. In addition, we wanted to provide our members with a focused session on sales compensation given the niche space this area of compensation has. To accomplish these goals, we hosted two non-traditional events in 2023 based on this strategy, a roundtable discussion with topics directly driven by member feedback, and a sales compensation roundtable meeting facilitated by AON and BI Worldwide.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? Both events proved to be a great success with high marks from surveyed attendees. Our June Round table membership meeting continued to receive high remarks from members and was once again highly attended. At our Sales Compensation Roundtable, participants experienced robust discussions while receiving wonderful insights from our expert facilitators. Members shared that they enjoyed the roundtable format and gained fresh insights to take back to their respective teams. Given the success with these two events, CCA will plan to host more round table sessions in the future.

How did you measure the quality and effectiveness of your Membership-focused initiative? We hosted our first roundtable discussion in 2022, with 36 members registered. Many were unsure of what to expect and this was our second meeting after resuming in-person membership meetings post-pandemic. In 2023, there was more excitement behind the idea and interest increased significantly, with 57 members registered, a 58% increase in one year!

What did you learn or would do differently in the future? Any next steps? Both events were very successful, and we will plan to build similar events into our 2024 schedule.

Award Submissions

CATEGORY: Professional Development of Members

Hawaii Compensation Group (HICOMP)

www.hicomp.org

Title of Your Initiative? Increase TR Competency and Value in the Local Talent Market

What was the goal/objective of your Membership-focused initiative?

Improve the level of TR knowledge, skill and competencies in the Hawaii market. This is a small market for TR talent and most companies have HR generalists that are used to handle compensation matters as well as other HR roles. There's very limited offerings for training in compensation or Total Rewards, outside legal webinars that don't address the practical operational realities of balancing compliance, employee relations and company culture. Many of the companies cannot afford to invest in consultants or compensation specific curriculum. The goal is to seek out programming that is relevant to contemporary TR issues, and support understanding of how to apply Federal compliance requirements and national thought leadership to the local market. Information must be shared to appropriately address the needs of generalists as well as TR practitioners.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

The overarching and ongoing strategy is to help executive leadership see the value of HR and get a bigger vision about how their HR departments can contribute beyond the traditional day-to-day employee services role. This can only be achieved by supporting increased business acumen beyond "HR expertise", and helping our colleagues anticipate upcoming issues and execute solutions effective for their companies and cultures. Improving Business Acumen is an ongoing goal, as HICOMP works to upskill members on both TR matters as upgrade the value of HR in general. In 2023 HICOMP hosted a panel of local CFO's to talk about both objectives, and paint a picture of what it looks like when HR and Finance collaborate effectively to the success of a business. The passage of Act 203 requiring Pay Transparency effective 1/1/2024 made evident the need to provide some guidance on how this drives the need for pay equity, so companies wouldn't just resort to a literal reading of the law - plopping pay ranges on postings without anticipating how this could result in unintended results within their workplace. A panel of HICOMP SME's was convened to discuss the law itself, as well as the impact of other legislation that effectively broadened the scope of the law from its original motivation of equity between genders, to equity for all protected classes as defined by the Hawaii Civil Rights Commission. The panel discussed why pay equity reviews were highly recommended, and the things that need to be considered (starting with executive buy in and a sound compensation philosophy) before embarking on a pay equity review. This type of knowledge sharing is critical in a market primarily composed of small to medium sized businesses that largely rely on HR Generalists to handle matters of compensation among all their other duties. Many of these companies don't have formal compensation structures, including pay grades. Unfortunately, the law passed very quietly in August, leaving little time or guidance for companies to get ready to handle pay transparency/equity by January 1.

Award Submissions

CATEGORY: Professional Development of Members

Hawaii Compensation Group (HICOMP)

www.hicomp.org

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

Both events were well attended and included a number of non-HICOMP members. The local employer’s council sent their Manager of Compensation and a number of their employee relations consultants, which indicates they view HICOMP as a legitimate resource to fill a Total Rewards knowledge gap even within their own organization of HR consultants.

How did you measure the quality and effectiveness of your Membership-focused initiative?

The type of attendees (higher level decisionmakers, management consultants, non-members), and larger number of participants overall for the 2 events. Feedback from participants was very positive.

What did you learn or would do differently in the future? Any next steps?

We received confirmation that HICOMP truly does fill a knowledge gap in the Hawaii market and are viewed as TR experts. The success of using local experts makes us feel confident we can continue with this approach and feel it will lead to an increase in member retention and attraction. Since success begets success, we are hopeful that other local experts in attendance will have the confidence to share their knowledge over time as well.

Award Submissions

CATEGORY: Professional Development of Members

New England Compensation Consortium (NECC)

www.necomconsortium.org

Title of Your Initiative?	Hosting WorldatWork Certification course
What was the goal/objective of your Membership-focused initiative?	Host our FIRST EVER WorldatWork class
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We are scheduled to host the CCP certification class, Accounting and Finance for the Human Resources Professional. We have been marketing this course in a number of ways by posting the course on the home page of our association website (https://www.necomconsortium.org/), email marketing campaigns to members and co-marketing with WorldatWork for non members in the New England area.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Class scheduled and hoping to execute on October 17. Candidly registrations are low bur we are working it as best we can to get the numbers up. Considering hosting class even if we as an affiliate loses money as we as a consortium believe that the first offering with be informative for attendees, but will also provide for a solid foundation for future offerings.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We have the class scheduled, so mission accomlishe on that part. We are, as mentioned above, actively marketing the course to get the numbers up.
What did you learn or would do differently in the future? Any next steps?	To keep our costs down, we might try to leverage members conference space as opposed to renting a conference space. With facilities just re-opening in the last year, organizations are still a little leery in opening up space for outsider organizations. Having recently taught a CCP course at a company facility in Oregon has put this strategy back on the front burner.

Award Submissions

CATEGORY: Professional Development of Members

Orange County Compensation and Benefits Association (OCCABA)

www.occaba.wildapricot.org

Title of Your Initiative? Purposeful Achievement: Learning Essentials to Support Professional Advancement

What was the goal/objective of your Membership-focused initiative?

Providing professional development to our members and the greater Total Rewards community is paramount for OCCABA. It is the reason for the organization's existence, and comes before all other priorities. In order to meet this commitment, OCCABA established a goal to provide meaningful educational opportunities to the Total Rewards community throughout the year. Accomplishing this goal has several benefits. First, it elevates the capability and impact of the Total Rewards professionals in our community, which in turn enables the companies they work for to sustainably thrive. Second, it serves as the best means to recruit and retain members, because professional development is the most important reason that members join and stay.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

OCCABA's primary strategy to accomplish this initiative's goal was to provide monthly continuing educational programs for ten out of the twelve months of the year, as OCCABA has done for decades. These programs, held on the third Thursday of each month, are either in-person breakfast meetings or convenient midday webinars. Covering a spectrum of Total Rewards disciplines, our topics embraced three core categories: (1) updates on legislation that impact Total Rewards, (2) reviews of recent survey data and trend analyses; and (3) explorations of innovative, emerging best practices. This approach differentiated OCCABA programs from the foundational educational programs that are found within the WorldatWork curriculum for CCP preparation. In fact, members who were seeking those programs were encouraged to join WorldatWork and take advantage of their offerings. Executing such an extensive program schedule was accomplished by three dedicated board members who served on the Programs Committee. They sourced qualified thought leader speakers and managed event logistics. In recent years, the WorldatWork conference has been an excellent source for qualified speakers. OCCABA board members approach presenters from the breakout sessions, who were often willing to present to OCCABA as well. OCCABA leveraged this new pipeline of speakers to promote the annual WorldatWork conference, as the program showcased the caliber of speaker attendees could expect. Our secondary strategy was to program a roundtable discussion. The session provided a forum for members to share best practices and lessons learned providing attendees to gain practical solutions to adapt to their specific business requirements. The interactive nature allowed members to engage in collaborative brainstorming to address the unique opportunities and challenges within their respective companies. OCCABA integrated the presentation materials provided to WorldatWork affiliates with the roundtable discussion, transforming the event into an exclusive opportunity for dual members.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

OCCABA's monthly programs continued to be successful in 2023. Specialized topics, such as sales compensation and benefits, attracted 20-30 participants, while broader topics commanded audiences of over 50 participants. Fueled by the well-established pipeline of WorldatWork speakers, OCCABA not only secured esteemed speakers for the remainder of the year and the beginning of 2024 but has also laid the groundwork for an equally stellar lineup for the foreseeable future. OCCABA conducted a pilot roundtable discussion using the remote work presentation provided by WorldatWork to affiliates. The session was held via zoom and attracted an audience of over 30 participants. The ensuing discussion proved both lively and productive, with participants expressing a keen interest in more roundtable discussions in the future—a testament to the initiative's success and demand for continued engagement.

Award Submissions

CATEGORY: Professional Development of Members

Orange County Compensation and Benefits Association (OCCABA)

www.occaba.wildapricot.org

How did you measure the quality and effectiveness of your Membership-focused initiative?

OCCABA measured the effectiveness of our initiative through both quantitative and qualitative means. Quantitatively, we monitored attendance, and noted a consistent positive trend compared to previous years. Additionally, we conducted post-program surveys, and analyzed the results to gain valuable feedback on future topics. Qualitatively, the OCCABA Board of Directors debriefed each program. This process allowed us to harness the wealth of knowledge and insights by the board members.

What did you learn or would do differently in the future? Any next steps?

Building on the success of this year’s event, OCCABA will increase the number of roundtable discussions next year. OCCABA will provide both in-person and virtual options to cater to diverse preferences. OCCABA will continue to source exceptional speakers for our programs, and as a testament to this, we’re already secured plans to sponsor at least two board members to the annual WorldatWork conference.

Award Submissions

CATEGORY: Professional Development of Members

Rocky Mountain Total Rewards Association (RMTRA)

www.rmtra.org

Title of Your Initiative? Webinars, In-Person Events and so MUCH MORE

What was the goal/objective of your Membership-focused initiative? Our goal was to continue providing a robust, in-person programming and education agenda in 2023.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? Our 2023 planning cycle kicked off with an in-person strategic planning event held in December 2022. During this intensive eight-hour session, our 14-member board, which included a significant 50% of new members, came together to chart an exciting course for the association's future. We made a collective commitment to revamp our approach, focusing on various key initiatives. First and foremost, we pledged to prioritize networking opportunities as a means to enhance member engagement. Additionally, we reaffirmed our dedication to hosting a minimum of one programming event each month, ensuring our members have access to valuable educational content. Furthermore, we embarked on planning the second consecutive year of our successful all-day conference. We also agreed to host four World@Work education courses to provide our members with industry-leading insights. As of today, we have made significant progress towards our goals. We've successfully organized multiple engaging networking events, delivered 10 monthly programs, and made substantial efforts to host the World@Work educational events, with three out of four already successfully executed. Additionally, we are eagerly anticipating the October event with 41 already registered. Our conference in September had over 150 attendees register! From a succession planning perspective, we are delighted with our current board composition, as it sets us up to begin the upcoming year with a strong and capable team, ready to continue our journey towards achieving our association's objectives.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? Education: Excel Series Workshop (Beginner, Intermediate, Advanced) for Compensation Professionals: 51 attended C3E: 6 registered C12/GR6: cancelled only 2 registered T2: 6 attended Base Pay Admin: TBD Programming (30-60 attendees): January Member Program: 39 attended February Program: 43 attended March Program: 42 attended April Program: 30 attended May Program: 66 attended June Program: 33 attended July Program: 39 attended July Program (Volunteer Event): 30 attended August Program: 41 attended October Program: 41 have registered.

How did you measure the quality and effectiveness of your Membership-focused initiative? We primarily gauge our performance using three key metrics: attendance figures, member feedback, and board engagement and retention. We're delighted to note substantial improvements in several aspects of our operations. Notably, there has been a marked rise in new member sign-ups and heightened participation levels at our networking events. When comparing 2023 to the previous year, we've recorded a remarkable 20% increase in attendance across all our programming and educational events.

What did you learn or would do differently in the future? Any next steps? Our most significant takeaways from this year revolved around the importance of effectively promoting and communicating our events through email and social media campaigns. Our primary objective was to initiate communication at least 1-2 months in advance of each event to maximize participation. Our programming team deserves commendation for meticulously documenting the planning processes of our programs. At the start of 2022, we lacked comprehensive onboarding tools and systems for new board members. However, we have since rectified this issue, with all our teams now maintaining well-documented processes and resource kits accessible via Basecamp. This ensures that every Board member has the necessary resources readily available to step in and provide assistance when needed.

Award Submissions

CATEGORY: Professional Development of Members

Total Rewards KC (TRKC)

www.totalrewardskc.org

Title of Your Initiative? Drive Membership Development

What was the goal/objective of your Membership-focused initiative?

Total Rewards KC provides programs, webinars, and seminars on relevant topics to drive development of our members. We strive to ensure a variety of content that meets the needs of our members and continues to appeal to nonmembers to encourage them to attend a meeting to learn more about what we offer. We are excited we expanded our membership offering with WorldatWork featured content options as well. Our goal is to expand offerings, so we build the total rewards market in Kansas City. While virtual attendance was a struggle, we had an average attendance of 23 and a high attendance of 40. We continue to review our topics to ensure we are appealing to the needs of our members. We started slowly going back to in person meetings in 2022 and had an average attendance of 23 at the 4 in person meetings. In 2023, we are moving back to in person to build back the networking which is an important reason why people join. Feedback from the surveys after each meeting is used to design future meetings. We continue to have new topics and have a goal to raise our meeting attendance and increase our total rewards candidate pool.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

We've expanded our associations focus. By expanding our topics and focus, we've increased the number of nonmembers attending our meetings to an average of 11 per meeting. We are working to increase the knowledge and interest in total rewards so we have a pool of candidates and increase the interest in the field. These educational meetings focus on compensation, benefits, wellness, rewards program design, recruitment, management issues and communications as well as regulatory issues and updates. We are working to raise awareness of how total rewards plays a role in all areas of HR and management. The expansion of our topics also allows us to partner with a multitude of local companies to showcase their current total reward practices with hopes that it will inspire strategies, philosophies, and/or processes for other organizations. We have added an annual meeting with recruiters to help explain how salary and bonus are best communicated to candidates and how important it is for total rewards professionals to ensure their recruiters understand the full package including time off, flexible work arrangements and professional development opportunities. Additionally, our annual roundtable meeting where various board members and local industry professionals facilitate idea sharing in breakout groups is always well attended. This allows our members to hear some innovative ideas and challenges presented by other local companies and allows for group discussion on topics including, but not limited to compensation and benefits. This also helps us achieve recognition within the business community we support. We continue to encourage attendance at the WorldatWork annual conference as well as the WorldatWork courses and WorldatWork featured content sessions. We promote the conference and courses on our website, on social media and in flyers. This year we also hosted a breakfast for our members who attended the conference. We continue to look for ideas to not only offer the featured content sessions but create a way to bring the group together to learn and discuss these sessions in coffee & chats. We also have a booth at the local Employee Benefits Institute (EBI) and offer speakers at their one-day conference. For each of the past ten plus years we have hosted Jim Klein, President of the American Benefits Council, for a legislative outlook from Capitol Hill. We try to tie this meeting to a community outreach effort as well, i.e., Connections to Success, Harvesters, or another local charity by asking for donations at the meeting.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

Expanding our focus has led to increased membership and attendance . We are excited with these strong results but understand there's always an opportunity to better develop our members and the local HR community. One example of an opportunity is with local universities. We struggle to keep a strong partnership with our local universities due to a change in student leadership each year. We continue to make it a goal to reach out and offer our help if they need speakers or would like us to join one of their meetings.

Award Submissions

CATEGORY: Professional Development of Members

Total Rewards KC (TRKC)

www.totalrewardskc.org

How did you measure the quality and effectiveness of your Membership-focused initiative?

We have seen an increase in the number of job postings on our site and have a job alert email which has helped increase revenue and shows us organizations are looking to us for candidates for total rewards openings. We also started a newsletter and have seen our LinkedIn following grow. Our work to expand professional candidates is gaining momentum. Attendance at meetings is another way we measure effectiveness, we encourage WorldatWork certification and conferences.

What did you learn or would do differently in the future? Any next steps?

We learned that we can continue to look for new ways to grow the profession and encourage generalist to gain an interest in the field. We started a newsletter with content from WorldatWork and our board to be more intentional in our professional development communications so our membership knows what we offer locally and through our affiliation with WorldatWork. This includes more communications about the benefits of being a dual member and WorldatWork opportunities.

Award Submissions

CATEGORY: Professional Development of Members

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative? Board and Committee Participation

What was the goal/objective of your Membership-focused initiative? In 2023 we identified an enhanced need to fill all board and committee member positions and encourage participation in facilitating our programming. In 2022 over half of the TCCN Board of Directors turned over, which required significant onboarding and transition. We had also seen a steep drop in committee membership. For 2023, we aspired to not only fill all of the open board and committee positions, but we also created 2 new board positions including a sponsorship program.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? Reacting to the needs of our membership and board, we established two new board positions including a sponsorship chair and a membership committee co-chair. We also identified a need for additional support for our board members. To understand this need, we reached out to each board member to understand the minimum and ideal number of committee members they need to successfully fulfill their responsibilities for the year. Following this assessment, the board initiated a board member and committee member drive to share the need for volunteers and illicit interest from our members. We had a strong response from our members which allowed us to pair those who volunteered to the best committees based on the interests and committee need. Part of the outreach included advertising the benefit of being a board member or committee member. Benefits include free local membership for board members and the ability to grow their network, among other benefits. We also created opportunities for board and committee members to participate in meeting preparation and facilitation. Our past president led one of our monthly meetings where she leveraged the facilitated forum materials provided as a benefit to local affiliates. Two other board members facilitated a full day excel course which helped raise revenue for the organization while building their professional skills and brand. Committee members also stepped up to help plan the annual social which 42 members attended, and another committee member facilitated the opening and closing for each of our 10 monthly meetings. All of our volunteers are recognized at our annual luncheon where over 200 peers are expected to attend.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? The newly established board member positions and the board and committee membership drive was a huge success, resulting in all board and committee positions being filled within January of 2023. We also have a 92% Board retention rate going into 2024. The additional committee members and engagement by the board and committee members also had a direct impact on driving revenue and reduced cost for the board facilitated programming. We have also received direct feedback from committee members that they value their involvement and feel more connected to the community.

How did you measure the quality and effectiveness of your Membership-focused initiative? Board and committee member engagement is at its highest in the past number of years. Not only were all the board and committee positions filled for 2023, but there was also engagement by those that volunteered. We were able to host a facilitated forum in house where 75 members attended, as well as a the TCCN developed and hosted excel course with 45 attendees.

What did you learn or would do differently in the future? Any next steps? Through the process of getting our volunteers engaged in hosting programs, we gained a better understanding of the WorldatWork facilitated forums and the benefit they provide for Affiliates. We found that the more our volunteers participate in planning and facilitation of events, the more invested they are in its success. It has also provided those that have volunteered an expanded network, so they are more comfortable engaging in events. We plan to continue to find ways to engage more members to participate in volunteering with TCCN.

Award Submissions

CATEGORY: Professional Development of Members

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative? Boost membership by transitioning to rolling membership renewal

What was the goal/objective of your Membership-focused initiative?

Boost membership throughout the calendar year by transitioning calendar membership enrollment cycle to rolling anniversary membership cycle in 2023. Historically, we have had a set calendar year membership renewal cycle from January to December. This usually resulted in our membership renewals dropping off during the middle of the year. We also heard complaints from members around the lack of value provided by membership in the later months of the year which leads up to our premier event, our Annual Luncheon. We noticed members using their 1 guest ticket for Luncheon event to bring other previous members that did not renew their membership throughout the year as guests so they could avoid paying for an annual membership at the end of the year. The desire of switching renewal cycles was to remove the hesitation of joining or renewing at the end of the year when their new memberships would reset in January.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

In 2023 TCCN transitioned our calendar-based membership enrollment cycle to a rolling anniversary-based membership enrollment cycle. This initiative has been contemplated by the board for several years but there were hesitations around implementation logistics. TCCN decided to make the change at the end of 2022 and began working on the planning the launch going into the 2023 calendar year. In preparation for the launch, a fair approach needed to be contemplated for transition of current memberships within the restrictions of our membership management systems. A key step was also communicating the change to current members and advertising that we had made the change to potential members. We developed a communication plan using email and meeting announcements, along with two new channels available to us within this past year: 1.) TCCN internal Newsletter and 2.) WorldatWork Eblasts. Our communications chair developed a monthly newsletter that features TCCN and WorldatWork announcement that is distributed to our full email list and included the announcement of the change. We have also developed a template to submit announcements out to our local network of WorldatWork members to advertise the benefits of a TCCN membership and dual membership.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

We successfully transitioned to a rolling anniversary-based membership renewal cycle. This had the intended outcome of driving up renewals and new memberships overall (membership at the end of 2022 was 283 members and current membership in 2023 is already 260 members), as well as continued memberships throughout the year. Historically, July has been our lowest membership month, where this year July has seen the largest uptick in memberships since February with 14 new memberships.

How did you measure the quality and effectiveness of your Membership-focused initiative?

As this initiative was implemented just this year, we are still in the measurement process. Although we have already seen an increase in memberships, we are expecting a growth in memberships as we move into the later part of the year. We have also received positive feedback from members on an informal basis, which has provided immediate feedback that members appreciate the flexibility and value the change has provided.

What did you learn or would do differently in the future? Any next steps?

Within the process of planning for implementation, the transition of current memberships was a contentious issue. We decided to be as generous as possible to our members while maintaining fiscal responsibility during the membership transition. We felt this was a success, since we did not receive any negative feedback immediately following the change. We plan to continue to monitor the effectiveness of the new enrollment cycle.

Submissions:
**Community
Involvement**

Award Submissions

CATEGORY: Community Involvement

Calgary Total Rewards Network (CTRN)

www.calgarytotalrewards.com

Title of Your Initiative? Scholarship Program

What was the goal/objective of your Membership-focused initiative? Our goal was to offer our Scholarship program was to award deserving students for their academic achievement.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? We partnered with two universities that we are connected with to promote our scholarship. We also had our scholarship committee refine the criteria to ensure we are current with the demographics in our region.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? We were able to announce that the scholarship is now available to two additional academic institutions.

How did you measure the quality and effectiveness of your Membership-focused initiative? Based on the responses we received, we were able to gauge the effectiveness of our campaign .

What did you learn or would do differently in the future? Any next steps? We have learned to ensure that adequate time is given to to promote the availability of the Scholarship

Award Submissions

CATEGORY: Community Involvement

Hawaii Compensation Group (HICOMP)

www.hicomp.org

Title of Your Initiative? HICOMP Cares

What was the goal/objective of your Membership-focused initiative?

HICOMP annually looks for a non-profit for one-time support and makes it simple for members to make cash or in-kind donations. The invitation and collection is extended to members at the annual meeting. Historically recipients have included organizations like the Hawaii Foodbank, Catholic Charities, and Shriners Children's Hospital. This year HICOMP wanted to find a way to support the survivors of the Lahaina wildfire in addition to the normal annual support of a non-profit.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

Lahaina wildfire survivor support was launched by letting members know that HICOMP would be matching the first \$1,000 in donations. This leverages the \$1,000 approved by the HICOMP board as an outright donation, to encourage others to make a donation. The 'regular' non-profit selected was Hawaii Junior Achievement (JA). In addition to supporting this organization that is helping to grow the business leaders of the future, it was agreed that we should provide support that is more meaningful than a one-time cash donation. JA shared that what they really need is volunteers to speak in the classroom and lead lessons with their young constituents. HICOMP will be featuring a speaker from JA at the annual meeting and expressing our support for classroom volunteers, and there are several members from the board and program committee that have already committed their time to lead classes for this great organization.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

By yearend, we anticipate exceeding the goal to raise \$1,000 outside of the HICOMP donation. We've already provided a number of willing classroom volunteers to JA, with no formal announcement and we consider that a win!

How did you measure the quality and effectiveness of your Membership-focused initiative?

Final results are not yet in, but as mentioned above we are on track to exceed the goal of \$1,000 in member donations, and we already have 5 ready and willing volunteers for JA ahead of the November annual meeting where the official volunteer invitation will be made.

What did you learn or would do differently in the future? Any next steps?

We'll have to wait until the annual meeting and yearend to see final results, but are optimistic we'll have positive outcomes.

Award Submissions

CATEGORY: Community Involvement

Intermountain Compensation and Benefits Association (ICBA)

www.icba-utah.org

Title of Your Initiative? Giving Back to our Community

What was the goal/objective of your Membership-focused initiative? Help our members feel connected to our local community by partnering with local charities. In conjunction with our in-person events.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? Typically we partner with one charity as part of our annual conference. This year we decided to partner with two different organizations. Our first partner was an organization called "The Sharing Place". This organization provides safe a place for children who have had family members die by suicide to talk about their experiences. We reached out to them to see what help we could provide as part of our annual conference. They asked for specific craft supplies that they can use with the children. We let our members know and asked them to bring supplies to donate to our conference. For our November meeting this year we've partnered with an organization that we've worked with in the past, the Sandy Kids Club. It is a safe place for kids that need after school supervised care to play and do homework until their parents can get them. We have already notified our members that they should bring socks to donate in November.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? For our annual conference we had the most donations we've ever received. Our members really got behind the organization and they were extremely appreciative of the donation. We plan to partner with them again in the future.

How did you measure the quality and effectiveness of your Membership-focused initiative? We mostly measure our effectiveness by the amount of donations our members bring to our events. Given this was the most we've received so far, we feel this has been a good outcome.

What did you learn or would do differently in the future? Any next steps? Our members really resonated with the mission of the organization. We'd like to invite a representative from the organization to attend one of our events and pick up the items themselves. That way our members can see the appreciation that they have in a more personal way.

Award Submissions

CATEGORY: Community Involvement

North Texas Compensation Association (NTCA)

www.upstatetotalrewards.org

Title of Your Initiative?	NTCA and the Dallas Federal Reserve
What was the goal/objective of your Membership-focused initiative?	Provide higher-level programming to Directors and above while at the same time providing valuable feedback to the Federal Reserve.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	While we have had the Federal Reserve as a speaker for our membership group, we wanted to create a deeper relationship with them. Working with the community group at the Federal Reserve, we realized they wanted feedback on compensation activities. We establish a meeting cadence with them for our members who are directors and above. Our members received up-to-date information from the Federal Reserve while our directors provided feedback to the Federal Reserve.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Meetings on the calendar for this year
How did you measure the quality and effectiveness of your Membership-focused initiative?	Feedback from the Federal Reserve and our members who attended the events
What did you learn or would do differently in the future? Any next steps?	This is an event that is very valuable to our members and may led us to drive additional director and above programming

Award Submissions

CATEGORY: Community Involvement

Orange County Compensation and Benefits Association (OCCABA)

www.occaba.wildapricot.org

Title of Your Initiative? Purposeful Continued Engagement- Strengthening OCCABA with Community Action

What was the goal/objective of your Membership-focused initiative?

At the heart of OCCABA's mission lies the commitment to community service. Recognizing our stature as a sizable and active professional organization, we understand that we have the unique opportunity to empower our members with means to make a positive impact on the lives of those facing adversity. With this in mind, OCCABA established the goal to partner with a local non-profit organization to provide members with opportunities to volunteer and donate for a worthy cause. Accomplishing this goal has several benefits. First, it delivers direct support to individuals in need within our local community. Second, it provides an avenue for members seeking ways to contribute altruistically. Third, it serves as a means to attract new members who want to be part of an organization who is committed to social responsibility.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

Our primary strategy for providing members with opportunities to volunteer and donate to a worthy cause involves the continuation of our well-established partnership with Working Wardrobes. Working Wardrobes is a local non-profit organization that provides workforce readiness services in an atmosphere of dignity that enhances the lives of their clients, i.e., members of the local community facing financial hardships. Their comprehensive services include providing professional attire, conducting job interview preparation, and hosting workshops on essential business skills. OCCABA's partnership with Working Wardrobes is prominently featured in our highest attended program of the year, the annual November Wage and Hour Update, which has drawn over 100 participants in previous years. Prior to the program, participants are encouraged to bring one or more articles of clothing to donate to Working Wardrobes. Each donation enters the participant in a raffle for one of the speaker's books. Furthermore, the program commences with a speaker from Working Wardrobes, who provides details on how participants can volunteer for the organization. The partnership with Working Wardrobe has been met with positive feedback and active participation from members, which is why this year will be the 7th consecutive year of the partnership.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

Planning for this year's November Wage and Hour Update is underway, and the logistics with Working Wardrobes has been ironed out in advance. We expect a good turnout to the event and active participation in the clothing donation drive. Last year's partnership was a success. Participants were happy to see Working Wardrobes continued presence at the program, and a sizable number of participants donated articles of clothing. To further promote this non-profit, the CEO and CHRO (who is a member of OCCABA) presented TR best practices to our membership as they were recognized as "Orange County best places to work"

How did you measure the quality and effectiveness of your Membership-focused initiative?

OCCABA accessed the effectiveness of our initiative through both quantitative and qualitative means. Quantitatively, we analyze the number of articles of clothing that were donated to ensure there is active participation from attendees. Qualitatively, we ask attendees about their opinion on the continued partnership.

What did you learn or would do differently in the future? Any next steps?

OCCABA plans to continue the partnership with Working Wardrobes for the foreseeable future.

Award Submissions

CATEGORY: Community Involvement

Rocky Mountain Total Rewards Association (RMTRA)

www.rmtra.org

Title of Your Initiative? School Drive for Colorado Coalition for the Homeless

What was the goal/objective of your Membership-focused initiative? The RMTRA 'School Drive for Colorado Coalition for the Homeless' event had two primary objectives: first, to contribute to the local Denver homeless coalition, and second, to enlighten RMTRA members about our mission and opportunities for involvement.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? RMTRA collaborated with the Colorado Coalition for the Homeless, an organization dedicated to preventing homelessness and creating sustainable solutions for individuals, families, and children at risk of or experiencing homelessness across Colorado. The Coalition advocates for housing and provides an array of services to enhance the health, well-being, and stability of its beneficiaries. Thanks to the support of our sponsor, who generously supplied all the necessary school materials for children, RMTRA members were encouraged to register and participate in packing over 100 backpacks for children in need. This event enabled us to make a meaningful contribution to our local community.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? With great success, RMTRA members filled all 100 backpacks, and a representative from the Colorado Coalition of the Homeless joined us at the event's conclusion to collect the backpacks and acknowledge the contributions of our dedicated backpack-building team. More than 30 members gained valuable insights into the work of the Colorado Coalition of the Homeless while actively giving back to their local community.

How did you measure the quality and effectiveness of your Membership-focused initiative? We assessed the success of the event using two key methods: 1) gathering feedback from attendees and 2) conducting follow-up discussions with the Colorado Coalition for the Homeless. Impressively, all event participants expressed high levels of satisfaction with the program.

What did you learn or would do differently in the future? Any next steps? Planning events for the months of July and August has consistently posed a challenge due to the significant number of members taking summer vacations or managing 'back to school' commitments. As we look ahead, we aim to proactively address this by sending out promotional communications several months in advance to better engage our members and mitigate scheduling conflicts.

Award Submissions

CATEGORY: Community Involvement

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative?	University student outreach & scholarship
What was the goal/objective of your Membership-focused initiative?	Provide a meaningful impact to our local Universities by growing college partnership, offering free student membership, and providing for scholarship opportunity.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	In 2022, we continued to enhance our involvement in the community by increasing our outreach to universities. Our efforts have included providing opportunities to students interested in HR and total rewards and have an added benefit of building a pipeline of new entrants to the profession. This included two of our Board members attending a compensation class at the University of Minnesota which focused on sharing information on the profession, building relationships through networking and inviting students to join TCCN. TCCN offers free memberships to students and awards an annual scholarship of \$3,000.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We met our goal of engaging local universities and students. By continuing our outreach to universities and students we were able to grow the pipeline of new entrants to the profession. We had 16 students join TCCN through our free student membership program so far this year which is up from 9 members at the same time last year. This outreach has also built a relationship with the professor of the class, who has presented to our members on relevant and timely total rewards topic previously and has agreed to in the future. A membership committee goal for the year has included the outreach to additional schools in the area. We have been able to identify connections at 2 other universities, and we plan to continue to make inroads to build the relationship at those institutions.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Student membership remains strong at TCCN. Since 2013, TCCN has annually awarded a merit-based scholarship of \$3,000 to a rising junior or senior undergraduate business student majoring in HR at the University of Minnesota's Carlson School of Management.
What did you learn or would do differently in the future? Any next steps?	Moving forward we think continuing to build strong relationships with local universities and colleges will not only strengthen the TCCN membership but more importantly build the Total Rewards profession locally. We plan to expand our reach to additional colleges and universities throughout Minnesota.

Award Submissions

CATEGORY: Community Involvement

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative?	Every Meal Fundraiser
What was the goal/objective of your Membership-focused initiative?	Connect TCCNs membership and giving power to an organization in our community to make a positive impact for those in need.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	TCCN held a fundraiser to collect donations to support Every Meal (formerly The Sheridan Story). Every Meal is a non-profit organization whose mission is to fight child hunger through community and school partnerships. Every Meal strives to make a difference in children's lives by focusing on food "gaps" - times when children are not in school to access meal programs. This year TCCN offered to match donations dollar for dollar up to \$1,000. We set up an online portal for members to donate and encouraged last minute donations at our virtual annual meeting.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	The fundraising campaign was a huge success. We ended up surpassing our \$1,000 donation goal and raised over \$2,400 for the organization including TCCN's matching contributions.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Setting our fundraising goal and to have our members blow it out of the water.
What did you learn or would do differently in the future? Any next steps?	We will continue to fundraising format of an online donation for the 2022 campaign as well. We look to surpass last years goal!

Submissions:
**Advancing Human
Resources & Total
Rewards**

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Calgary Total Rewards Network (CTRN)

www.calgarytotalrewards.com

Title of Your Initiative? Scholarship Program

What was the goal/objective of your Membership-focused initiative? Our goal and objective of our Scholarship program was to award deserving students for their academic achievements as well as their future ambitions, including pursuing a career in Total Rewards.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? Our goal and objective of our Scholarship program was to award deserving students for their academic achievements as well as their future ambitions, including pursuing a career in Total Rewards.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? We met our goal/objective and had numerous applicants. A committee was formed that included CTRN BOD members along with some volunteers. The committee reviewed the applications and determined who the award recipients would be. We awarded \$1,000 to one student and \$500 to two other students for their dedication to academia and their spirit of giving back to their community.

How did you measure the quality and effectiveness of your Membership-focused initiative? The students who were awarded the scholarships attended our Holiday Extravaganza (virtual) event where we recognized their incredible contributions to their community, their dedication to school, and their interest in all things Total Rewards. We also gifted our scholarship recipients with a CTRN membership so that they could continue to learn, grow and develop in their knowledge of Total Rewards.

What did you learn or would do differently in the future? Any next steps? We learned that we will need to send out the call for applications sooner rather than later. While we had numerous applicants, we felt like we could have had even more had we started the process a little earlier in the Fall. We're excited to offer these scholarships again and encourage more students to attend our events so that they gain exposure to our membership base and can strengthen their understanding of Total Rewards and all that it has to offer.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Columbus Compensation Association (CCA)

www.columbuscomp.org

Title of Your Initiative? Expand Reach & Education

What was the goal/objective of your Membership-focused initiative? Throughout our 40 plus years as an association, the Columbus Compensation Association (CCA) has consistently experienced strong participation from central Ohio compensation professionals. To ensure the continued success of our association, we have extended our focus; we're working to engage other populations to advance the profession and share what we can offer more broadly.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? We continue to focus on driving attendance to our membership meetings, which we believe demonstrate the value of a CCA membership, but we've expanded our target audience to include both broader HR practitioners, business leaders, and college students pursuing a degree in the HR field. For our November 2022 and April 2023 membership meeting, we allowed members to invite a business leader or coworker complimentary as way to share our membership value with others who would not normally attend. We also continue to partner with a professor at The Ohio State University to teach a class on job evaluation and leveling for MBA HR students (both graduate and undergraduate levels). During the class we discuss the field of compensation to help provide an awareness of the profession and share ways they may be able to begin a career in compensation. To reinforce the discussion, we've begun providing promotional codes to the students in these sessions so they may register to attend a complimentary CCA meeting. Then, during the membership meeting, we highlight our students in attendance and encourage members to connect with them after the meeting to enhance their experience.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? In 2023, we have had outstanding results with multiple students/guests at each of our meetings this year. We hosted 10 students during one of our earlier membership meetings which was a record number for our association. This growing awareness of the CCA and the compensation community has translated to 5 current student members, which is a new high for the CCA.

How did you measure the quality and effectiveness of your Membership-focused initiative? We measured the quality and effectiveness through meeting attendance for non-members/students, student memberships, and overall membership numbers. We have had great success increasing our student members and we also exceeded our overall membership goal this year. We currently have 145 members vs our goal of 140. In addition, we continue to foster a solid relationship with local students and our existing members which build the next generation of total rewards/compensation professionals.

What did you learn or would do differently in the future? Any next steps? While we've had a lot of success recruiting students, professional guest numbers have been lower. We'll likely offer free attendance again in late 2023 or 2024 but rethink how we market the opportunity.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Intermountain Compensation and Benefits Association (ICBA)

www.icba-utah.org

Title of Your Initiative? Strength in Numbers

What was the goal/objective of your Membership-focused initiative? Leverage the experience and expertise of other Affiliate organizations to source ideas and best practices

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? From attending the Affiliate Leaders meetings at World at Work our board members have realized there are a lot of great minds in the various affiliates. Their combined expertise is something we want to take advantage of more regularly than the World at Work conference meetings. Our president has reached out to multiple affiliate leaders that we have met at various World at Work events. So far we've met with two leaders to understand what they use for their affiliate website. We also have set up quarterly meetings with one of the organizations. In our last meeting we were able to both share and receive ideas about how to better our conference and leverage sponsorships for more than just our annual conference.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? We've been able to form really good relationships with the other affiliate leaders which has already provided us with lots of great ideas. We are also working with the Colorado group to change website hosts together. We hope to leverage our combined size to get a better deal on the pricing.

How did you measure the quality and effectiveness of your Membership-focused initiative? We will continue to reap dividends of our relationships with the affiliate leaders and organizations. We have already benefited from talking to leaders about their websites and the reasons they switched providers. In our most recent meeting we learned about how the Colorado organization leverages sponsorships throughout the year. We are hoping to leverage that with our own organization.

What did you learn or would do differently in the future? Any next steps? We have already learned a lot from these leaders. In the future we plan to expand our conversations with other affiliates and make connections at the World at Work conferences and events that we can leverage in the future.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

North Texas Compensation Association (NTCA)

www.upstatetotalrewards.org

Title of Your Initiative? Texas Coordination

What was the goal/objective of your Membership-focused initiative? Engage the Texas affiliates of World at Work to work together beyond the Texas Total Reward Conference

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective? This strategy started with the Texas Total Rewards Alliance Board of Directors to provide coordination beyond the Texas Total Rewards Conference. Initially, it involved seeing if there was interest in this opportunity.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective? Establishment of a standing board committee for this explicit purpose

How did you measure the quality and effectiveness of your Membership-focused initiative? TBD

What did you learn or would do differently in the future? Any next steps? TBD

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Orange County Compensation and Benefits Association (OCCABA)

www.occaba.wildapricot.org

Title of Your Initiative? Purposeful Programming and Education- Forging Forward with Our OCCABA Community

What was the goal/objective of your Membership-focused initiative?

As articulated in our mission statement, OCCABA is dedicated to “advancing the art and science of Total Rewards management.” We understand Orange County business context that today, more than ever, this endeavor entails educating and upskilling our HR peers from various disciplines in the foundational principles of TR. To that end, OCCABA established the goal to provide educational opportunities for these audiences. Accomplishing this goal has several benefits. First, it prepares the broader HR community for the new challenges and opportunities presented by the California pay equity and pay transparency laws. Second, it strengthens the partnerships between TR professionals and their “non-TR” HR colleagues as they collaborate on TR decision-making. Third, it expands OCCABA’s reach beyond TR professionals and establishes OCCABA’s place as a respected HR organization in the local community.

What strategy was implemented by your association to achieve your Membership-focused initiative’s goal/objective?

Our primary strategy for providing educational opportunities to the broader HR community regarding Total Rewards was the continuation of our annual half day workshop, known as Compensation 101 for the HR Professional. This year marked the 11th anniversary of the workshop. Distinguished from other foundational workshops, Compensation 101 was meticulously crafted to lead participants through the essential frameworks that enable them to make strategic compensation decisions. These frameworks encompass understanding each job within a company (job analysis/documentation), determining the relative worth of each job to the company (job evaluation), establishing guiding principles for compensation (pay philosophy and strategy), creating frameworks for executing those strategies (Market Pricing/Salary Structures), and ensuring compliance with pertinent government regulations (FLSA/Pay Equity/Pay Transparency). Following the comprehensive coverage of these frameworks, participants engaged in practical application through case studies in breakout groups. These real-life, complex compensation decision making scenarios challenged participants to practice their newly acquired knowledge. One such case study prompted participants to brainstorm an approach to a wage compression issue that arose when, after an acquisition, the incumbents of the acquired company were paid more than the incumbents of the acquiring company for those in similarly titled jobs. Through the immersive case study approach, participants were gained practical skills and knowledge to approach compensation decision making through the same well-rounded analysis deployed by their Total Rewards colleagues.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

This year’s Compensation 101 took place on September 22nd at the Mercer Irvine office, drawing 20 participants from diverse professional backgrounds which enhance the learning experience. Notably, for the first time in the history of Compensation 101, among the attendees was the Chief Financial Officer of a member organization. According to attendee evaluations, participants expressed that they acquired practical knowledge that can immediately have a positive impact to their workplaces. Constructive criticism highlighted that the workshop felt too brief. Extending the duration by an additional hour and a half would allow ample time for deeper exploration through additional case studies and discussions.

How did you measure the quality and effectiveness of your Membership-focused initiative?

OCCABA accessed the effectiveness of our initiative through both quantitative and qualitative means. Quantitatively, we evaluated the ratings provided in survey results. Qualitatively, we debriefed the workshop with the board members in attendance, who provided unique feedback since they attended previous iterations of the workshop.

What did you learn or would do differently in the future? Any next steps?

OCCABA plans to incorporate participant feedback by extending the workshop duration to 6 hours. The expanded timeframe will be dedicated to enhancing interactive elements that aligns with adult learning best practices, including more in-depth case studies and facilitated discussions.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Rocky Mountain Total Rewards Association (RMTRA)

www.rmtra.org

Title of Your Initiative?	RMTRA's "Find Your Path"
What was the goal/objective of your Membership-focused initiative?	Host another in-person conference focused on driving Total Rewards excellence in the state of Colorado! Find Your Path!
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	In light of the overwhelmingly positive feedback received in 2022, we made the decision to host another in-person conference in 2023, and we're thrilled that we did! Faced with inflationary pressures, RMTRA was committed to keeping registration costs as low as possible. To achieve this, we sought larger sponsorship commitments to offset the costs of attendance. Fortunately, our sponsors generously contributed \$44,000 in sponsorship funds, enabling us to organize our most significant event of the year. RMTRA also successfully raised approximately \$20,000 in addition to this. With these funds at our disposal, we were able to secure two exceptional keynote speakers (a special shout-out to Scott!) and a beautiful event space designed to encourage extensive interaction among attendees and exhibitors. Our next objective was to offer a substantial number of recertification credits, ensuring that attendees received a significant return on their investment in attendance. As was the case last year, we aimed to expand our RMTRA membership through outreach efforts before and during the event. To date, we are delighted to report that 20 new members have joined RMTRA as a direct result of their conference registration.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	As previously stated, our objective was to make this conference the most outstanding one to date, and we're proud to affirm that it indeed exceeded our expectations. We garnered a remarkable 150 registered attendees. RMTRA continues to experience a steady rise in membership, our sponsors benefit from newfound connections, and our attendees gain access to valuable knowledge and an ever-expanding network.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Registration and membership numbers, as well as sponsorship support, are some of our primary measures. Our conference app provides opportunities for attendees to evaluate the sessions and their overall conference experience. RMTRA will get a summary report detailing all of that feedback the first week of October.
What did you learn or would do differently in the future? Any next steps?	In 2023, we assembled an entirely new team to handle conference planning, which initially posed a challenge. However, our collective synergy and effective collaboration yielded tremendous success. This proved pivotal in our success, as we successfully managed an event that was larger than previous conferences. It was the best one yet!! Perhaps it's time to consider including 'event planning' in our job descriptions! Looking ahead, it's crucial for the leadership team to promptly select the new conference team for 2025, providing them with ample time to plan and execute another remarkable event.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Total Rewards KC (TRKC)

www.totalrewardskc.org

Title of Your Initiative? Growth the KC Professional Talent Pool

What was the goal/objective of your Membership-focused initiative?

Total Rewards KC strives to develop, support, and grow our membership through networking and professional development opportunities. We believe our current vision and mission meet our goals. Below are our mission and vision statements:

- Vision –To be the premier source of Total Rewards education and networking opportunities in the greater Kansas City region.
- Mission – To support Total Rewards practitioners in furthering their knowledge and skills by providing resources, networking and professional development opportunities. Our vision and mission statements support the advancement of the HR profession by clearly defining Total Rewards KC as “the go-to source” for education, resources and information that HR professionals are seeking across the spectrum of human resource disciplines and functions. Total Rewards KC identifies challenges and trends in the profession that have significant linkage with Total Rewards components. This leads to professional development and advancement of the HR profession beyond the boundaries of Total Rewards and provides enrichment and networking opportunities for members and non-members in many diverse human resource functions. It also leads to other HR organizations such as the local SHRM chapter to have us step in when their group wants to talk about inflation, and other compensation related topics.

What strategy was implemented by your association to achieve your Membership-focused initiative’s goal/objective?

Our strategy was to continue to increase our social media presence and partner with our community and other HR associations in our area to market our group and offerings. We are currently known in the market for helping our members stay informed of the issues in the field and have groups reach out to us with meeting topics, speaker ideas and sponsorship requests. We see this as a positive way of showing that our branding impacts our work, and we continue to become known vfor how we can help the community and industry. Our modern website and social media profiles on LinkedIn and Instagram have created a welcoming environment for all generations of the HR profession. We continue to utilize the hashtag #totalrewardskc to engage people on our social media channels. We annually have speakers such as HR executives from best places to work in KC to talk about what they are doing and their strategy to increase retention and lower turnover, recruiters from strong Kansas City companies to discuss how they use their entire rewards package in their recruiting efforts and wellness executives to discuss mental health and wellbeing. Through each of these channels, we hope to advance the HR profession in Total Rewards by growing our membership and keeping our current members engaged. We use surveys after our events to find out whether we have met our member’s needs. We also use our strategy meeting each year to compare meeting attendance (members and nonmembers) to determine if there are topics that are more well attended than others. Our strategy is to try different avenues of communications to keep members informed of issues whether they attend a meeting, visit us on LinkedIn, read our newsletter or visit our website.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

We have gone back to in-person meetings which continue to see positive growth. Diving into the data further, we see that 80% - 95% of registered attendees for in-person events actually attend the event whereas this percent was not as high with virtual events. Because of these high attendance numbers, we believe we are meeting the needs of members and remain “the go-to source” for education, resources, and information that HR professionals are seeking across the spectrum of human resource disciplines and functions.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Total Rewards KC (TRKC)

www.totalrewardskc.org

How did you measure the quality and effectiveness of your Membership-focused initiative?

Through meeting surveys, we capture what people like and don't like regarding topics we have chosen. In addition, we continue to add board members in different industries and different generations to continue to stay on top of topics and build on ideas to generate growth in professional development. We also measure the quality and effectiveness by number of members and nonmembers at each meeting comparing registration to actual attendance.

What did you learn or would do differently in the future? Any next steps?

We've learned that we must continue to try new ideas. This begins with growing partnerships at Universities and local Kansas City HR Associations (i.e., EBI and SHRM). While this has been a challenge, we believe this is key to our future growth. Being asked to partner on topics or speak at events shows we are having success in building partnerships since we all have the same goal to grow and develop the local HR community.

Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Twin Cities Compensation Network (TCCN)

www.twincitiescomp.org

Title of Your Initiative? Meetings and Sponsorships

What was the goal/objective of your Membership-focused initiative?

Provide our members meaningful learning and connection opportunities at an affordable membership rate. Over the last two years we have had a negative budget and struggled to provide content in the virtual environment. As we are moving back to some in-person meetings, we aim to provide more meetings, networking, and education courses with a mix of virtual and in-person formats while reducing our operating losses.

What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?

Our membership provides free monthly networking and education meetings, an annual member social event and an invitation to our Annual Luncheon funded through reasonable membership dues and increased sponsorship opportunities. During 2023, TCCN will have hosted at least 13 different learning and networking events which were free to members and had only a \$25 fee for guests. TCCN held 10 monthly meetings on current topics in Total Reward. We continued to host 2 monthly meetings as in person meetings giving members advanced notice to plan to attend, which was a request from a portion of our membership. The use of virtual meetings continues to make it easier for members to attend and participation remains high. 42 members attended our summer social event held at a Punch Bowl Social in June. We are expecting 200+ for our Annual Meeting in November, which is our most popular event. Due to a reduction in non-dues revenue, we identified a need to find a new revenue stream. We established a Sponsorship Chair and developed a sponsorship program at the end of 2022. The sponsorship opportunities have provided an opportunity for local vendors to network with our members and educate them on current topics in the market while helping maintain the cost for our members to attend meetings.

What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?

Virtual meetings and our networking opportunities build a desire to stay involved because members want to stay in touch with their TCCN contacts and stay up to date on relevant and timely topics in the market. Building these relationships through participating and/or volunteering is important to our retention strategy and offering quality content at an affordable cost. After each meeting we track attendance and ask for feedback through a meeting survey. Typical member attendance at monthly meetings runs from 45 to 60.

How did you measure the quality and effectiveness of your Membership-focused initiative?

Programs were the #1 ranked TCCN offering from members during the 2022 Annual Member Survey. After each meeting we track attendance and ask for feedback through a meeting survey. Typical member attendance at monthly meetings runs from 45 to 60.

What did you learn or would do differently in the future? Any next steps?

We continue to do our best to meet our members' needs for networking and education by providing flexible meetings (virtual and in person) and listening to their feedback to evolve. We plan to continue to offer both virtual and in person classes while building a predictable schedule our members can plan around. We believe this will ensure our meetings and education events continue to meet the needs of our membership, providing quality content and driving engagement at an affordable price.