

2022 WorldatWork Affiliate Awards

A Compendium of Entries

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Congratulations to All of Our Affiliate Award Winners!



Congratulations to All of Our Affiliate Award Winners!



Congratulations to All of Our Affiliate Award Winners!



Congratulations to Our Affiliate of the Year!



It has been a year of perseverance. Over 90% of RMTRA's board members were in new roles in 2022. Despite that challenge, we returned to

in-person events, increased membership after having two years of decline, and refreshed our brand to be more aligned with the needs of Colorado's Total Rewards professionals.

– NICOLE DAVIS, RMTRA PRESIDENT

All Award Submissions

CATEGORY: Member Engagement & Growth

Calgary Total Rewards Network

www.calgarytotalrewards.com

Title of Your Initiative?	The Hub
What was the goal/objective of your Membership-focused initiative?	Our goal was to focus on membership engagement and networking during the COVID-19 pandemic. With so much change being thrust upon us, we wanted to give our members a forum to engage in meaningful dialogue while being stuck at home, mining through all the industry changes.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Our CTRN Board of Directors would receive numerous e-mails into our Contact Us inbox with questions regarding inflation, changes in Exec pay, field pay statistics, etc. We would do our best to connect our members to consultants or other members (with their permission) who may be able to help. However, our Chair and President came up with a brilliant idea to start an online forum where members could post questions and engage in dialogue with other members. We really wanted this to be a members focused initiative where they could have a say in what was discussed and what was offered. We softly launched back in May and have had a few members reach out to post questions and survey the other members. Often times, our membership gets quite quiet over the summer months as people take time away before Comp season launches in Fall/Winter. So, we plan to really drive forward this initiative in the Fall as it will give our members more exposure to their fellow members who may have a wealth of information or insight to share.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We found a way to launch the forum in a members only portion of our website. We plan to push this initiative via our social media channels along with a few spot polls in the Fall to see what our membership is craving, content wise. We've seen some increased connection between members, especially at our AGM, when those that have been connecting online were finally able to meet in person.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We measure the quality and effectiveness of our Membership-focused initiative by sending out post event surveys to see if Members are remaining engaged in our community. We will also be measuring the quality and effectiveness of this in the Fall when more members are preparing for Comp season and looking to their peers for support / insight / new creative ways of doing things.
What did you learn or would do differently in the future? Any next steps?	I believe we need to work on promoting the Hub on our social media channels so that our Members understand that we have this great resource available. We want to promote networking and community engagement and feel that this online discussion forum will really help open up the connections that those can make in our community. We're excited to see what the Fall has in store for us as we gear up for Comp season!

All Award Submissions

CATEGORY: Member Engagement & Growth

Rocky Mountain Total Rewards Association

<https://rmtra.org>

Title of Your Initiative?

Deepening Member Connections

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

RMTRA's goal for this year was to demonstrate the power of member connections. RMTRA has always relied on its quality monthly education events and robust certification preparation programming to drive membership. Since the pandemic, RMTRA has not been able to count on these avenues to obtain and retain members. Therefore, the association shifted its focus in 2022 to driving member connections through networking and shared experiences.

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

RMTRA's 2022 member connection strategy involved multiple stages. The first stage involved reaching out to lapsed members to reconnect with them and invite them to an upcoming event. The RMTRA membership team sent personalized emails and followed the emails with reconnection calls. This initiative has continued throughout the year. Next, the membership team developed a monthly member spotlight for inclusion in RMTRA's monthly newsletter. Each member spotlight tells the story of a member of the association, highlighting their experience in Total Rewards and with RMTRA. Highlighted members are given an opportunity to attend an upcoming RMTRA event free of charge. Third, the membership team partnered with the programming team to host "networking only" events. These events provided opportunities for RMTRA members to get together for some fun and organically find connections with each other. Average attendance ranged from 20 to 30 members. Finally, the membership committee partnered with the marketing team to redesign the logo and refresh our brand messaging. The new brand will be unveiled at the 2022 in-person RMTRA conference.

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

As of August 2022, RMTRA is at its highest membership level for the year and has more dual memberships than any previous month in 2022. Overall we are showing a 5% increase in overall membership.

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

It is easy to let the membership numbers tell the story as we are very proud of our overall growth and our focus on dual membership. However, the qualitative feedback is also powerful. Our monthly member reach outs have generated wonderful connections with our members. In a world where people are feeling disconnected in so many ways, having someone reach out directly to encourage gathering for laughter and networking really matters.

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

While we have been diligently working towards the 55% dual membership expectation, we continue to fall a percentage (or three) short. We have partnered with Sherry Johnson to best understand how to position the dual membership value proposition and would like to deepen our efforts in this area as we connect with our local membership base at our conference.

All Award Submissions

CATEGORY: Member Engagement & Growth

East TN Compensation and Benefits Association

<https://etcba.org>

Title of Your Initiative?	Increase Membership to 100 Members
What was the goal/objective of your Membership-focused initiative?	To increase membership from 85 to 100 members
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Increase visibility through partnerships with other organizations. We held a membership event in conjunction with Tennessee Valley Human Resources Association where we provided the monthly speaker.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We achieved 114 memberships.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Number of Memberships
What did you learn or would do differently in the future? Any next steps?	Have more structure to the presentation on our portion of the event and make it easier for them to enroll.

All Award Submissions

CATEGORY: Member Engagement & Growth

Intermountain Compensation and Benefits Association

www.icba-utah.org

Title of Your Initiative?	Retain membership through COVID
What was the goal/objective of your Membership-focused initiative?	Over the past two years ICBA has worked to maintain contact with out members as we all adjusted to the virtual environment. Our goal was to grow membership if possible, but mostly to retain those that we had.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We had a variety of strategies to reach our goals. We sourced quality presenters for our virtual meetings and made sure they stayed relevant to our members. We decided as a board to maintain the strategy of 2021 and grant membership at no cost to those who were members in 2020 and 2021.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Membership numbers have remained stable in 2022 and we've started to see new members join as we return to in person events.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We based this on the number of members who attended meetings and our annual conference as well as the count of our members.
What did you learn or would do differently in the future? Any next steps?	Covid has thrown everyone for a loop and as we step out of it we have a great financial footing, and we have strong membership numbers. In the future we'd like to have more engagement measures and ensure that our members are continuing to stay engaged when the have to start paying again.

All Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium

www.necompconsortium.org

Title of Your Initiative?	Dual Membership Expansion
What was the goal/objective of your Membership-focused initiative?	Increase dual memberships with WorldatWork highlighting the value that both provide to our network members,
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Outreach to non NECC members in New England that are currently members with WorldatWork. Email blast sent out through WorldatWork affiliate organization (thank you Sherry). Invitation was for folks to join us for free coffee to learn more about NECC, WorldatWork and the benefits of dual membership.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Have had 2 meetings so far and we are making progress. At the start of the year we had 32% dual members and as of this writing we are very close to 40%. Officially 39% last week with 3 more dual members signing on this week.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Progress towards the 55% dual membership metric
What did you learn or would do differently in the future? Any next steps?	Marketing email require 6 week lead time. If we could have less of a lead time, it might be able to provide mid campaign notes/reminders

All Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium

www.necompconsortium.org

Title of Your Initiative?	Website Re Design
What was the goal/objective of your Membership-focused initiative?	Re develop our website to one that is more welcoming and cost effective.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Investigated multiple website platforms for cost and functionality, presenting findings to board and soliciting approval to move forward with site development.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Launched our new website in late 2021 with improved look , feel and functionality at a significant savings to us reducing annual site costs from \$1,080 per annum to approximately \$150 per year. This is a big deal for us especially we operate NECC with NO MEMBERSHIP dues.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Feedback from members has been very positive as to the new look and feel. It has also allowed us many opportunities to reach out to our members in a more professional manner .
What did you learn or would do differently in the future? Any next steps?	Implement more modules up front as opposed to expanding functionality after going live

All Award Submissions

CATEGORY: Member Engagement & Growth

New England Compensation Consortium

www.necompconsortium.org

Title of Your Initiative?	Database clean up
What was the goal/objective of your Membership-focused initiative?	Insure that the count of dual members (NECC /WorldatWork)
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Reviewed list of NECC members identified as dual members and cross fererenced the NECC full roster. Those not identified as a dual member, we then went online and reviewed the membership directory to ID those that should be dual membners. Understand that the dual membership is triggered off of the primary email address in the membership profile.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	36 NECC members were identified as dual members. Email campaign to those individuals sent out instructing them to update their primary email address with WorldatWork to coincide with their NECC email address
How did you measure the quality and effectiveness of your Membership-focused initiative?	Increase in dual membership from month to month
What did you learn or would do differently in the future? Any next steps?	Learned we cannot change the account email on our website platform so needed to make sure the member takes the action with their WorldatWork profile.

All Award Submissions

CATEGORY: Member Engagement & Growth

Columbus Compensation Association

<https://columbuscomp.org>

Title of Your Initiative?	Develop and execute a hybrid event strategy in 2022
What was the goal/objective of your Membership-focused initiative?	In an increasingly virtual world, we needed to rethink our approach to engaging members. Pre-COVID, CCA events were entirely in-person and in 2020/2021 they were entirely virtual. Our goal in 2022 was to develop an event strategy to capitalize on the best of both event types without losing the connections that have made the CCA strong.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	While adding a virtual option to in-person events is an easy and often well-received option in the short-term, it may not be the best long-term approach. We've consistently received feedback through our annual membership survey, end of meeting surveys and conversations with our members that networking is a key part of CCA's value proposition and that may be lost over time. Instead, we've made strategic decisions on which events to hold in person vs virtually. We are primarily focusing our in-person events on networking and giving back to the community, while our purely educational events can be virtual. Examples include: • We held our first roundtable meeting to bring people back together in person and encourage networking and discussion of hot topics in the field of compensation. Discussions were facilitated by board members but focused on the topics most relevant to our members. • We hosted our first CCA virtual "watch party" this year. Members joined together online to view a webinar as part of the WorldatWork affiliate featured content followed by a debrief discussion. • Two future in-person events are planned for the Fall to capitalize on this strategy – a CCA Happy Hour and a volunteerism event at the Mid-Ohio Food Collective. • We are also one of the first affiliates to bring back local, in-person WorldatWork courses. While the core learning for the CCP exams can be done virtually, we believe much can be gained from discussion and networking with peers at other companies, learning not just the concepts but how companies are putting these into practice.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	When we meet, we want to provide value to our members. Overall, we think we've landed on a strong approach to maximize membership engagement in a hybrid environment. This approach strikes a balance between the flexibility desired by many of our members and drives the connections needed to maintain strong membership engagement. Feedback from members has been very positive as we've started to execute our strategy and we look forward to our social and community giving events over the next couple of months.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We survey our members as part of each membership meeting to collect feedback and continuously improve the organization, and reactions have been very positive. For example, our roundtable meetings received 68% "Excellent" (5 on a 5-point scale) and 32% "Good" (4) ratings, with no ratings falling below that level. We also conduct a biannual membership survey which is planned for 2023. This will be a key component of the next survey to collect additional feedback.
What did you learn or would do differently in the future? Any next steps?	While feedback was positive on the affiliate featured content meeting, attendance was low. Discussions with members suggest that events outside of our standard meeting cadence may be challenging, and that we'll need to emphasize timely and relevant content to drive attendance. In the future, we'll need to ensure we've got the right content at the right time for any supplemental meetings/activities.

All Award Submissions

CATEGORY: Member Engagement & Growth

Columbus Compensation Association

<https://columbuscomp.org>

Title of Your Initiative?	Obtain Elite Affiliate dual membership goals
What was the goal/objective of your Membership-focused initiative?	Our goal for 2022 was to increase dual CCA and WorldatWork membership to meet Elite Affiliate goals of 55% general membership and 100% board members. We started the year in a strong position at 48% of general membership and most of our board members already had dual membership status.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We implemented three key strategies in 2022 to increase dual membership: • Highlighting the benefits of dual membership – in all of our meetings this year, we emphasized the benefits of being a dual member to our CCA members. Additionally, we had Sherry join a meeting virtually to give a presentation on the benefits. • Increase the visibility of our partnership with WorldatWork – we've increased dual branding on our website and emails in 2022. Additionally, we did a joint event with a WorldatWork webinar using the affiliate featured content. • Administrative – we worked to ensure that members were using the same email address for CCA and WorldatWork accounts, either if they were already a dual member or if they were joining either organization as a new member. We did this through communications (emails, website and meeting announcements), education, and review/crosscheck of email addresses.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	The results of our strategies were strong. As of our August membership list, all CCA board members and over 60% of total members are dual members, exceeding the thresholds for the highest-level affiliate organizations.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Our results were measured through the WorldatWork dual membership lists.
What did you learn or would do differently in the future? Any next steps?	We'll continue to monitor our dual membership levels over time and take additional actions if necessary. We'll also survey our members about our partnership with WorldatWork to determine if there are areas we should focus on or other opportunities to strengthen the partnership.

All Award Submissions

CATEGORY: Member Engagement & Growth

The Orange County Compensation and Benefits Association

<https://occaba.wildapricot.org>

Title of Your Initiative?	Building Impact Through Enhanced Narratives to Expand Outreach & Connections
What was the goal/objective of your Membership-focused initiative?	OCCABA champions Orange County businesses and prides itself in being a thought partner and leader in the Total Rewards community. Our goal was to accelerate member growth and attendance by designing communications and offerings that were intentional, relevant, and engaging and distributed to our contact list of over 1,800 members and other interested parties.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We achieved this goal through a multi-pronged approach. Each board member was tasked to identify initiatives and specific enhancements, from which we created a cohesive project plan: a) The first prong was a monthly newsletter. At the calendar year, our newest board members designed a newsletter which synthesized the upcoming month's activity in a polished, easy-to-follow layout. Each month featured a personalized letter from the President, upcoming events, latest news, and weblinks to different pages of the OCCABA website. b) The second prong was the creation of an enhanced members-only section on the OCCABA website to include a library of past meeting handouts and recordings. With permission from our presenters, each webinar was recorded by our Programs Committee, then uploaded by our Webmaster. c) The third prong was the development of a vibrant social media presence. This effort was led by our Marketing Chair and supported by the entire OCCABA Board via re-shares and comments of posts. We focus our social media presence on LinkedIn since we have established connections with our members there. d) The fourth prong was the redesign of the OCCABA website. We worked with a web designer who specializes in WildApricot to revamp the website's user interface to be more professional, modern and accessible. Through the new website design, OCCABA projects an image of quality and reputability.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Our membership year is from June 1st to May 30th. We track membership growth annually. Our membership engagement efforts contributed to a 10% year on year growth rate, i.e. 185 members this time last year and 205 members currently. For event attendance, our efforts enabled us to achieve our goal of an average of 50 attendees per session. We achieved a 30% readership rate for our monthly newsletter, which is higher than average engagement for newsletter/email communication. With our revised individual and collective approach as a board, we achieved success to impact our outreach and expanded connection with our membership.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We meet monthly via virtual meetings to measure the quality and effectiveness of our initiative through metric goal setting and tracking. In this monthly review, we review and discuss: membership count, meeting attendance, newsletter engagement, and board member attendance. Goals are set using historical trends and forecasted opportunities and challenges. Our Board collective efforts have allowed us to keep a critical pulse on metrics and engagement to exceed goals in each category of review.
What did you learn or would do differently in the future? Any next steps?	We have identified an untapped resource, which we identified as the membership lens. Each member experiences their engagement with the chapter uniquely. To celebrate their learnings and perspective which creates a diverse and inclusive narrative, our efforts will focus on expanding our marketing and communication to using stories and photos weaved into the monthly newsletter, social media, and our website.

All Award Submissions

CATEGORY: Member Engagement & Growth

Total Rewards KC

www.totalrewardskc.org

Title of Your Initiative?

Membership Drive (Member Engagement & Growth)

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

Total Rewards KC is working to increase membership back to our pre-pandemic levels of 190+ members. To do so, we identified an opportunity to facilitate a mix of virtual and in-person programming options, while still providing members with the same “look and feel” of Total Rewards KC and allowing them to feel safe. This ‘mixed’ content included our popular Coffee and Chats (virtual), WorldatWork featured content sessions, in-person panel sessions, and expert speakers virtually. While the pandemic created more work from home options, it provided numerous challenges for in-person events as people got used to staying in their location and not scheduling around meetings that required travel. Fortunately, we recognized and overcame many of these challenges by continuing to provide valuable experiences for our members. Ultimately, we want to continue to grow interest and passion in the field of total rewards, so we have a strong group of successors and job candidates available within our market. As a reminder, we expanded our focus several years ago from compensation and benefits, to appeal to a greater audience and provide learning opportunities in a myriad of topics that are more applicable to growing our membership to include generalist interested in Total Rewards.

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

We primarily implemented two initiatives to achieve our membership goal. These were intentional marketing efforts to prospective members and the continued facilitation of 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 (we only charge for in-person meetings). We also continued to reach out to organizations not active in Total Rewards KC to explain the value to their employees and encourage them to attend a meeting or join. Our strategy also included partnering with numerous local organizations (i.e. EBI, SHRM, etc.). By doing so, we increased membership and event attendance. We have increased promotion of our job site by sending out monthly notifications of job openings so people actively looking for new opportunities are using Total Rewards KC in their search; employers have also started sending us more jobs to post! We continue to look for creative ways to get people back to our meetings. Some of the other items we are trying are:

- Increase communications – In 2022, we’ve increased our LinkedIn following by 30%, gaining 135 members throughout the year (590). Significant focus was placed on this growth initiative over the last several years, and we feel the continued increase really shows our success in this area. The association continues to add information in this space that creates a strong following and leads to thought leadership for our members.
- Provide SHRM credit for meeting participation– We continue to work to achieve this goal for our meetings, and it does require us to plan our meetings further out which is not always so easy to do. In 2021 we were able to have SHRM credits at 90% of our meetings; allowing for a growth in meeting attendees with dual purposes – to learn Total Rewards and continue to work on their certification credits. Since our roundtable event each year has multiple topics and speakers, we do not submit it for SHRM credits.
- Secure a sponsor for each meeting – We achieved this goal and have gotten better at asking the speakers’ organizations to be a sponsor or another organization in the field who simply want to help out but may not have a topic to present. This allows us to reduce cost when the meeting is in person and allows the sponsor to network with our group even when the meeting is online. We have built some great relationships this way and have many of these sponsors back year after year such as Blue KC, Mercer, Willis Towers Watson and EBI – they also help with great speakers and topics.
- Have a succession plan for each role by June and become the WorldatWork Association of the Year – both ongoing goals we hope to achieve!

All Award Submissions

CATEGORY: Member Engagement & Growth

Total Rewards KC

www.totalrewardskc.org

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

Our membership numbers have improved in 2022 from 2021. In 2021, we had 148 members. In 2022, we currently have 163 members. We've even been able to convert well known employers such as Garmin and Burns & McDonnell. This growth leads us to believe that members find value in our content as we continue to strive to build not only stronger Total Rewards professionals but generalist who now have an emphasis in this area. We continue to strive to reach a goal of 200 members who are actively participating in meetings, events, and outreach.

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

We measured our initiative by growth in membership and attendance at events. We continue to survey our membership and use those surveys to determine the quality of meeting topics and value of membership. We also look at number of attendees at meetings that are members versus nonmembers. From 2022 meetings, the attendee population was approximately 61% members, 39% non-members. We strive to outreach to non-members attending to convert them to members.

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

We've learned that membership feedback should be a primary goal. By asking or surveying our members, we can better engage our members and understand what's valuable to them. Our membership provides us with input into meeting topics but also helps us to select new topics that they have an interest in learning more about. They have hot topics of interest, and we strive to meet them where they need us.

All Award Submissions

CATEGORY: Member Engagement & Growth

Twin Cities Compensation Network

www.twincitiescomp.org

Title of Your Initiative?	Monthly meetings and networking events
What was the goal/objective of your Membership-focused initiative?	Provide our members meaningful connection opportunities and valuable education topics. Our membership at the end of 2021 was 330 members and current membership in 2022 is 258 members. Our only cost to members is a \$75 annual membership. Full-time students received a free membership. Members who are in transition or retired get a half price rate of \$25 for the year.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Valuable Membership: Includes free monthly networking and education meetings, an annual member social event and an invitation to our Annual Luncheon. Meeting Offerings: During 2022, TCCN will host 12 different learning and networking events which were free to members and had only a \$25 fee for guests. TCCN held 9 monthly meetings on current topics in Total Reward. Most meetings have successfully transitioned to a virtual offering, which have increased participation. We were pleased to offer our first two in person monthly meetings in 2022. One meeting was in person only and another was hybrid offering in partnership with the University of Minnesota. The use of virtual meetings made it easier for members to attend monthly meetings and networking events and participation remains high. 40 members attended our summer social event held at a Minnesota Lynx Basketball game in June. We are expecting 150+ for our Annual Meeting in November, which is our most popular event.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Virtual meetings and networking builds a desire to stay involved because members want to stay in touch with their TCCN contacts. Building these relationships through participating and/or volunteering is important to our retention strategy. 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?	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. . Also, Programs were the #1 ranked TCCN offering from members during the 2022 Annual Member Survey. (repeat #1 from 2021)
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 listen to their feedback to evolve. In 2023 we plan to offer two virtual classes to every one in-person event to ensure our education and networking events continue to meet the needs of our membership, focus on creating connections, and drive engagement.

All Award Submissions

CATEGORY: Member Engagement & Growth

Upstate Total Rewards Association

www.upstatetotalrewards.org

Title of Your Initiative?

Member and Community Support

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

Our objective is to continue providing our members with the tools and resources to successfully navigate the "new world" created by the pandemic. We want them to have the knowledge, skills and professional network needed to effectively deliver total rewards programs and services to their companies. We also want to help the communities in which we work and live be able to attract and retain talent and businesses.

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

To accomplish this we wanted to grow our membership so our members have a significant "local network" with which they can share and exchange information on total rewards best practices. We continued with our "pandemic membership pricing strategy" which provides members with a no cost membership. Virtual meetings continued to be free of charge. In-person networking meetings were also free except attendees were asked to pay for their own meal. This is in recognition that not all members and companies are economically well-off at the present. With the assistance of WorldatWork, we were able to enhance our member value proposition with added benefits such as member-only webinars and meetings as well as discounted WorldatWork programming. We emphasized these additional benefits in our membership solicitation communications and during our meetings. A simple strategy we employed was to be more assertive in sending out follow-up communications to people on our mailing list who had not completed a membership application for the current year. We surveyed members at the beginning to understand their preferences regarding in-person meetings, virtual meetings and in-person WorldatWork courses. This led us to offer primarily virtual meetings with opportunities to participate in in-person networking breakfasts. We focused meetings on topics which are timely and educational including legal updates, remote work reward strategies and pay transparency. For our members to thrive, we need healthy and viable communities. To support our communities, we will provide donations when appropriate. This year, after the horrific race-related mass shooting at a local grocery store in Buffalo, we made a donation to the Buffalo Together Community Response Fund to aid in both short and long-term recovery resources for the black community.

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

Generally, we have met our objective. Our 2022 membership is almost double the number from last year. Currently, we have 57 members and we started the year with 31 members. This is the highest number we have had in years. One of our best attended meetings was the facilitated forum discussion on reward strategies for remote workers. Members and guest speakers favorably viewed our efforts to support the community after the Buffalo mass shooting. Where we fell-short was in understanding members true desires about in-person vs. virtual meetings. The in-person networking events were not as successful as we had hoped.

All Award Submissions

CATEGORY: Member Engagement & Growth

Upstate Total Rewards Association

www.upstatetotalrewards.org

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

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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 listen to their feedback to evolve. In 2023 we plan to offer two virtual classes to every one in-person event to ensure our education and networking events continue to meet the needs of our membership, focus on creating connections, and drive engagement.

All Award Submissions

CATEGORY: Professional Development of Members

Calgary Total Rewards Network

www.calgarytotalrewards.com

Title of Your Initiative?	Executive Compensation Course
What was the goal/objective of your Membership-focused initiative?	We encourage the professional development of members and try to offer events and courses that will prove useful in our members day-to-day jobs. Over the last few years, we've offered an Executive Compensation Course courtesy of our sponsorship/partnership with Global Governance Advisors. The goal of this objective is to allow our members to dive deep into Executive Compensation and become accredited in the practice to broaden their skill set and learn about the world of Executive Compensation.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We've maintained a strong relationship with the incredible team at Global Governance Advisors over the years. Arden and Paul are fantastic and brilliant Exec Comp specialists so we feel very fortunate that they've not only developed this course, but offer it to our members each year. A few of our Board Members have had the opportunity to take the course and it's incredible. After the 3 day course, you receive your AECF accreditation which can really emphasize why HR and compensation professionals need a seat at the table. Over the last few years, we've partnered with another organization in town, CPHR, to offer this course to not only our CTRN members but the broader network of HR professionals in Alberta. It's been a great success and we continue to build on the momentum each year. This year, we're excited to return to an in person format so that the attendees can engage in even deeper dialogue with one another and really take the time to ask our experts anything on Executive Compensation. We promote the course via our Newsletters, social media channels, website, and word of mouth. We feel that this course is well worth our investment. Our Director, Professional Development partners with our Vice President and Vice Chair, along with our Director, Events to make sure everything is taken care of, from food to venue and all the finer details in between.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	This year, we are hosting the course in October 2022. So far, we've begun to spread the word that it is returning for another year and will release the details of the course to our members very soon. Last year, despite the pandemic, we had an impressive number of virtual attendees but we know that our membership base prefers in person events. Therefore, this year, we're excited to return to an in person offering and allow our members to develop their professional skills along with their networking skills.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We will measure the quality and effectiveness of our initiative based on the number of members who register to attend and also the feedback we receive from Arden and Paul. We want it to be an enriching experience for both the attendees and the presenters and look forward to sending out a post-course survey to ensure we can gain feedback for future professional development offerings.
What did you learn or would do differently in the future? Any next steps?	Our next steps are to promote this year's Executive Compensation course and then continue to partner with the wonderful team at GGA to offer this course in future years.

All Award Submissions

CATEGORY: Professional Development of Members

Rocky Mountain Total Rewards Association

<https://rmtra.org>

Title of Your Initiative?	Back (in person), and Better Than Ever!
What was the goal/objective of your Membership-focused initiative?	Our goal was to return to a robust, in-person programming and education agenda after having fully virtual events in 2021.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Our 2022 planning cycle began with an in-person strategic planning event. Over the course of eight hours, our 16-member board (of which 11 members were new) committed to a fresh take on the association's business. We committed to more networking opportunities to drive member engagement, recommitted to hosting at least one programming event per month, planned for a two-day conference, and agreed to host five World@Work education courses. We also agreed to a refresh of our brand, beginning with a new logo and new marketing collateral. As of today, we have successfully hosted multiple networking events, nine monthly programs, attempted to host five W@W educational events (three of which were cancelled due to lack of registrations), and have over 150 people scheduled to attend our conference in September. We will be unveiling our new logo and fresh marketing collateral at the conference. With over 50% of the board in their first year, it has required a significant commitment from the leadership team to ensure their success, but we are pleased to share that 14 of our 16 Board Members will be returning in 2023. From a succession planning standpoint, we could not be more pleased as it will allow us to start the year running at full strength.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Overall Attendees for In-Person Education: 63 – Excel Workshop for Compensation Professionals: 41 attended C2/GR3: cancelled B3: cancelled C8: 5 registered Geographic Pay Strategies: 5 registered (replacement for T7) C17/GR17: 12 registered. Overall Programming Attendance: 241 – January Member Program: 31 attended February Program: 26 attended March Program: 27 attended April Program: 25 attended May Program: 43 attended June Program: 19 attended July Program: 52 attended August Program: 18 attended.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Attendance numbers, member feedback, and board engagement and retention are our primary assessment tools. We were very anxious about our members' response to in-person programming after a full year of virtual events, but our numbers are consistent with previous pre-COVID events. Additionally, we have seen an increase in the number of new members and heightened levels of engagement at our networking events.
What did you learn or would do differently in the future? Any next steps?	Our biggest learnings from this year were around managing transitions. We did not have onboarding tools and systems for new board members at the beginning of 2022. Now, all of our teams have documented processes and resource kits stored in Basecamp so that every Board member has access if they need to step in and help.

All Award Submissions

CATEGORY: Professional Development of Members

Intermountain Compensation and Benefits Association

www.icba-utah.org

Title of Your Initiative?	Certification Classes and Credits
What was the goal/objective of your Membership-focused initiative?	Support our members by allowing them to retain and gain professional certifications
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Annually we survey our members to discover which classes they need to achieve their CCP or CBP. We base our requests to World at Work on those responses. This serves a dual purpose of ensuring our members need the classes we host (and reduces cancellations due to attendance) and reminding members of the benefits of certification. We also provide SHRM and HRCI credits for our member meetings showing members the quality of our meetings. This is great visibility even if they don't have the certification.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We consistently have members complete their certifications and share those successes with our members in meetings. We have a low cancellation rate for in person meetings and have a robust process for ensuring quality content and education for members.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Members who achieve certification, as well as the number of members who choose to use the certification from other organizations.
What did you learn or would do differently in the future? Any next steps?	We are excited to return to in person certification classes over the next year. We expect members will be eager to return to the in person experience. We plan to continue to offer and advertise our in person classes as well as our certification status for our member meetings.

All Award Submissions

CATEGORY: Professional Development of Members

Total Rewards KC

www.totalrewardskc.org

Title of Your Initiative?

Expand our total rewards pool in our market

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

Drive professional development of our Membership through educational opportunities and meetings. Total Rewards KC provides programs, webinars, and seminars on relevant topics. We strive to ensure a variety of content that meets the needs of our members and continues to appeal to nonmembers as well so we can encourage them to attend a meeting to learn more about what we can offer. We are excited to expand our membership offering with WorldatWork featured content options as well. Our goal is to continue to expand offerings to our members so we can build the total rewards market in Kansas City. We survey our members following each meeting and seminar to get their perspective on the content, speaker, and to determine whether the value was realized. Feedback from the surveys 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. 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 meetings with recruiters to help explain that salary and bonus are not the only items candidates are interested in; they also want a strong benefits package, time off, flexible work arrangements and professional development opportunities. Additionally, we hold a roundtable meeting where various board members and local industry professionals facilitate idea sharing in breakout groups. This allows our members to learn from some of the innovative ideas or 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. Since the featured content is new this year, we continue to look for ideas to not only offer these added sessions but create a way to bring the group together to learn and discuss these sessions. 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. Furthermore, as previously mentioned, we provide continuing education credit. We submit our educational programs to the Society for Human Resource Management (SHRM) for review. This helps program participants in attendance at our meetings remain current with the latest HR professional trends and receive approved HR continuing educational credits to maintain their PHR, SPHR, GPHR, SHRM-CP and SHRM-SCP Certifications.

All Award Submissions

CATEGORY: Professional Development of Members

Total Rewards KC

www.totalrewardskc.org

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 in 2022 (up from 2021 and 2020). 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 had a strong partnership with the local university, UMKC, but changes in student leadership have caused challenges with our partnership. Even with these challenges, we're excited to build on this relationship in 2023.

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 started a job alert email which has helped increase revenue and shows us organizations are looking to us for candidates for total rewards openings. Our work to expand the professional candidates is gaining momentum. Attendance at meetings is another way we measure effectiveness, we also encourage WorldatWork certification and conferences. We continue to grow the interest in total rewards.

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

We learned that we can always continue to look for new ways to grow the profession and encourage generalist to gain an interest and see the need to understand the field. We also feel we need more intentional professional development communications to ensure 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 the opportunities offered by WorldatWork.

All Award Submissions

CATEGORY: Professional Development of Members

Twin Cities Compensation Network

www.twincitiescomp.org

Title of Your Initiative?	Member Excel Education
What was the goal/objective of your Membership-focused initiative?	Engage and educate members on valuable excel skills to use in their daily compensation work
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Engaged TCCN Board Leadership to offer an "Excel for Total Rewards/Compensation Professionals" Providing an all day in person class that provides "soup to nuts" full menu from beginner to advanced level. The class is offered at \$500 for members and \$600 for non-members as a revenue opportunity, but also reflecting the value of the offering.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	With a little less than a month to go prior to the event, we have received five registrants and are looking for a few more.
How did you measure the quality and effectiveness of your Membership-focused initiative?	As of a month out we already have enough participants to put on a profitable event. After the meeting we will track attendance and ask for feedback through a meeting survey.
What did you learn or would do differently in the future? Any next steps?	We plan to continue offering internally developed TCCN educational opportunities. We have very talented members, and this is a way for them to show off their talents as well and give back to the organization that has given so much to them.

All Award Submissions

CATEGORY: Professional Development of Members

New England Compensation Consortium

www.necompconsortium.org

Title of Your Initiative?	Continued programming
What was the goal/objective of your Membership-focused initiative?	Continue to provide professional growth with high quality speakers
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	During COVID many associations have run into challenges with member meetings. We continued to operate a full course of member meetings throughout the year. All to date have continued to be virtual with plans for our first face to face meeting scheduled for November. To encourage participation in our September member meeting we have notified members that attending members will be put in for a raffle where the winner will receive a complimentary WorldatWork membership.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Registrations for the September meeting is well ahead of the norm, thinking the membership idea is working.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We have had good attendance and feedback from members on our meetings this year.
What did you learn or would do differently in the future? Any next steps?	Learned just how excited folks are looking forward to getting face to face again!

All Award Submissions

CATEGORY: Community Involvement

Intermountain Compensation and Benefits Association

www.icba-utah.org

Title of Your Initiative?	Building the next generation of Total Rewards professionals
What was the goal/objective of your Membership-focused initiative?	Promote the total rewards career track to college students who are interested in HR.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Our association has continued for many years to invite college students to our events. Our board members have cultivated relationships with programs and professors and solicit the best and brightest students to attend our conference and meetings for free or a significantly reduced rate.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	This year we had a great turnout of college students for our annual conference. In the past we've had one or two attendees, this year we had about 5 or 6 that were able to attend.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Attendance at meetings by college students.
What did you learn or would do differently in the future? Any next steps?	We want to continue our relationships with programs and professors in the HR programs but also reach out to other related business fields to help expand the pool of those who might attend.

All Award Submissions

CATEGORY: Community Involvement

The Orange County Compensation and Benefits Association

<https://occaba.wildapricot.org>

Title of Your Initiative?	Building Impact with Community Engagement
What was the goal/objective of your Membership-focused initiative?	The OCCABA Board's community outreach impacts our membership internally and externally. Our objectives were to support sustainability, have a direct impact with people and their workforce, and support a local organization. Working Wardrobes is a non-profit organization providing an array of workforce readiness services to men, women, young adults and veterans in Southern California. They provide job training, career placement, and wardrobe services to more than over 100,000 clients so they can achieve the dignity of work.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	The OCCABA Chapter holds an annual clothing drive during the fall season. In marketing the Working Wardrobe Clothing Drive event, the board aligns the event with the historically highest attended event: the OCCABA Annual Wage & Hour Legislative Update. We advertise across social media, our website, and email to spread interest and curiosity.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	By aligning our objectives, social media presence, and increasing traffic to our website, we have been successful in gaining interest and participation for the annual clothing drive. Members were eager to help a cause that supports sustainability and has a direct impact on the recipients and the organization, Working Wardrobes.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Our attendance averaged 54 registrants per session versus the goal of 50. In terms of the outcome of the clothing drive, we received approximately 7 boxes of clothing to donate.
What did you learn or would do differently in the future? Any next steps?	Moving forward, we will identify a way to incentivize people to increase their donations to Working Wardrobes, outside of clothing donations. Expanding to gifting monetary donations or the gift of time and talent to help support Working Wardrobes are additional ideas to help support their organization.

All Award Submissions

CATEGORY: Community Involvement

Twin Cities Compensation Network

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!

All Award Submissions

CATEGORY: Community Involvement

Rocky Mountain Total Rewards Association

<https://rmtra.org>

Title of Your Initiative?	Packs 4 Kids School Supply Drive
What was the goal/objective of your Membership-focused initiative?	The RMTRA "Packs 4 Kids School Supply Drive" event had two primary goals: 1) to give back to the local Denver school districts and 2) to educate RMTRA members on the benefits of 529 plans.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	RMTRA partnered with the Denver public school system to understand the school supply needs of the local elementary and middle school populations and made a commitment to build 100 backpacks for underserved youth in the district. RMTRA members were then asked to bring supplies to an August education session that was focused on offering 529 plans as a component of their company's benefits offering. As 529 plans provide opportunities for families to save for college or technical school, it was an ideal programming combination!
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	RMTRA members successfully filled all 100 backpacks, and a member of the Denver Public School system arrived at the end of the event to collect the packs and celebrate the contributions of the backpack building team. CollegeInvest also provided a brief education session on the power of 529 plans. Over 25 members gained valuable knowledge on college savings account options while giving back to their local community in a meaningful way.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Effectiveness of the event was measured in two ways: 1) through feedback from the attendees and 2) through follow-up with CollegeInvest, RMTRA's 529 education partner. All event attendees shared positive sentiments on the quality of the program and recommendations for future improvement. CollegeInvest also offered the opportunity for RMTRA's backpack volunteers to attend a more detailed lunch-and-learn two weeks later. Ten out of 25 of the attendees participated in the lunch-and-learn.
What did you learn or would do differently in the future? Any next steps?	August programming events are always difficult to plan due to the large number of members with summer vacations/trips and varying "back to school" commitments. In the future we may look to move the event earlier in the month or into July to boost attendance numbers. RMTRA would like to double the number of backpacks built in 2023.

All Award Submissions

CATEGORY: Community Involvement

Intermountain Compensation and Benefits Association

www.icba-utah.org

Title of Your Initiative?	Annual Service Project
What was the goal/objective of your Membership-focused initiative?	Support a community program
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Every year as part of our annual conference we partner with a local organization to provide members an opportunity to give back to the community. This year we decided to try something a little different and partnered with a local organization that helps students have a safe place to go after school. We collected socks to provide to the children who attend the program.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	We collected a large number of socks (more items than we have in other service projects) and were able to present those socks to the organization.
How did you measure the quality and effectiveness of your Membership-focused initiative?	The number of members who participated in the project.
What did you learn or would do differently in the future? Any next steps?	In the future we'd like to offer an option for members to donate money at the event and have a board member purchase some additional items. We think it can be hard for members to remember to bring a physical item, but most can venmo quickly.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Total Rewards KC

www.totalrewardskc.org

Title of Your Initiative?

Learning and education for our HR community

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 modernize our website, 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 for 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. We have had the author for 401k Architecture lead a panel discussion and continue to look for ways to utilize the vast amount of experienced talent we have in the Kansas City market. 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 members 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 or attend a quick Coffee & Chat.

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

Meeting attendance has not yet reached pre-pandemic level, but we continue to see growth in attendance. More specifically, in-person meetings continue to see greater positive growth. This is evidenced by stronger attendance percentages for in-person events (versus virtual). Diving into the data further, we see that 80% - 95% of registered attendees for in-person events actually attend the event. 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.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Total Rewards KC

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; and 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 will be a key to our future growth. We are currently looking to partner with these associations on meetings to help all with our education, programming, and membership goals, ultimately to grow and develop the local HR community.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Rocky Mountain Total Rewards Association

<https://rmtra.org>

Title of Your Initiative?	RMTRA's "Journey to the Top"
What was the goal/objective of your Membership-focused initiative?	Host an in-person conference focused on driving Total Rewards excellence in the state of Colorado.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	After having to cancel our 2020 conference and host a virtual conference in 2021, RMTRA was anxious to return to an in-person conference experience. Due to the cost of labor and supplies, the budget that was carefully determined for our 2020 conference was obsolete. Therefore, RMTRA was in a position to need much larger sponsorship commitments in order to keep the costs of attendance at a minimum. RMTRA was able to raise \$36,000, which is \$20,000 more than RMTRA raised for its last in-person conference! With money in hand, the association was able to pay for a national keynote speaker and beautiful event space that encourages lots of interaction between attendees and with the exhibitors. The next goal was to offer a significant number of recertification credits to help attendees realize a significant ROI on the attendance investment. Therefore, a virtual component was added to the conference to allow attendees access to additional "on-demand" content after the in-person event ended. With this important addition, attendees have the ability to attend up to 16 hours of total rewards education. Finally, the hope was to gain new RMTRA members through attendee reach outs before and during the event. To date, we have 22 new members who joined RMTRA as a result of their conference registration.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	As mentioned above, our goal is to make a big splash with our return to an in-person conference. By all accounts, we are on track! RMTRA continues to see an increase in membership, our new brand and logo are being revealed, our sponsors have access to new connections, and our attendees gain access to important learning and an expanded 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?	Our conference team will use the conference app's summary reporting to help guide our decisions for the 2024 conference. One of our greatest wins for 2022 was that we had a seasoned conference team in place. This was key to our success in planning an event that was double the size of previous conferences. It will be important for the leadership team to select the new conference team as soon as possible to give them ample time to plan for 2024.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Columbus Compensation Association

<https://columbuscomp.org>

Title of Your Initiative?	Build university relations and increase student membership
What was the goal/objective of your Membership-focused initiative?	Our goal for 2022 was to engage with universities in central Ohio to build student participation in the CCA and develop new HR and Compensation professionals.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	We continued to build our partnership with the Ohio State University Fisher College of Business and their HR Management programs for both graduate and undergraduate students. The CCA President presented to both undergraduate and graduate classes to educate on the field of compensation and to build awareness of CCA. We have offered free CCA meeting attendance to students from those classes to afford them the opportunity to network and learn with compensation professionals. Additionally, we have developed a scholarship opportunity and are working to build partnerships with local colleges and universities so that we can offer this to students with an interest in the field.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	While we've only had one student join as a fulltime member, we are building momentum in this space. We've had several student attendees join our meetings based on our work with the Ohio State University. We've also provided education to over 150 students through our classroom presentations.
How did you measure the quality and effectiveness of your Membership-focused initiative?	Our primary measures are the number of student members, student meeting attendance and the classes/students we've educated as part of their academic programs. In addition, we also receive very positive feedback from the students on the content presented and hope this drives more individuals into a Total Rewards profession.
What did you learn or would do differently in the future? Any next steps?	While membership numbers have been slow to increase, we believe that will be a lagging indicator of success if we're effectively educating students and encouraging participation in CCA meetings. We may also see an increase in professional membership as students with exposure to CCA transition out of academics and into the workforce. We'll continue to build connections and partner with university programs to grow in this space.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Columbus Compensation Association

<https://columbuscomp.org>

Title of Your Initiative?

Engagement with social media and CCA job postings

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

Our 2021 CCA membership survey suggested two primary opportunities to improve existing aspects of the organization – our LinkedIn page and Job Postings. Thoughts on these tended to be neutral, indicating they aren't being heavily utilized. Our goal was to increase engagement with both offerings for the benefit of our members.

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

One challenge with job postings has always been communication. They are most valuable to our members in real-time, but due to the volume we've been hesitant to push email communications individually. Instead, they are available on our website and announced periodically in our newsletter, but there is often a delay in when they are posted and when members see them. Prior to this year, there was not a unique value proposition to visiting our LinkedIn page other than connecting through social media with other members. Communications were generally the same across platforms. We approached these challenges with a single solution – provide real-time job posting information through LinkedIn. This allows members to immediately know what jobs are posted and provides added value for our LinkedIn page.

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

We have successfully been able to advertise job postings that are sent to CCA on LinkedIn through a partnership across our Technology Chair, Communications Chair and Secretary. In a hot labor market, it's been important to get our members this information in a timely manner.

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

We will resurvey our members in 2023 to determine the impact that it's had on perceptions of our LinkedIn page and job postings.

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

Our process is working well, and we will not plan on any changes until we get survey feedback next year.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

The Orange County Compensation and Benefits Association

<https://occaba.wildapricot.org>

Title of Your Initiative?	Building Upon Foundations and Advancing Engagement Across a Diverse Workforce
What was the goal/objective of your Membership-focused initiative?	The OCCABA Board recognizes that our local Human Resources community comprises of a changing workforce with a diverse set of learning needs, and created two annual workshops to address these needs: Compensation 101 & Benefits 101. The target audiences for each program are: (1) HR practitioners from other disciplines who seek to understand the foundations of Total Rewards; (2) HR professionals who have or are seeking to change to a position with Total Rewards responsibilities; (3) Total Rewards professionals who want ideas on how to educate their HR colleagues.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	Using lessons learned from past workshops, the Board made modifications through a variety of lenses in order to engage untapped capital and create meaningful content for all types of attendees. From a marketing lens, we used our standard communication channels of email notifications, social media posts, and website announcements; however, we augmented this approach in two ways. First, we partnered with other Human Resources organizations in Southern California by offering their members an incentivized discounted rate. These partnerships included the National Human Resources Association-Orange County Chapter and the San Diego Compensation and Benefits Association. Second, we encouraged our members to promote these workshops to their HR colleagues who want the foundational knowledge of Total Rewards. From a programming lens, we modified the design based on prior feedback so that the workshops focused on practical application. To further illustrate, the workshop Compensation 101 not only explained salary ranges, but also provided real-world business scenarios that demonstrated how salary ranges were used in compensation decision making. With their diverse talent in the HR & TR spaces, our OCCABA Board members seek opportunities to give back to the HR profession and have willingness to share their expertise and serve as instructors for our workshops. Presently, our instructors collectively had over 50 years of Total Rewards experience. From a logistical lens, we are fortunate to have loyal and amazing businesses who want to become engaged or offer help to the OCCABA Chapter by offering training spaces to host a classroom or roundtable setting for optimal conditions for an engaging and meaningful learning experiences for an interactive workshop.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	Several metrics indicate we experienced success advancing HR and TR spaces through workshops. Benefits 101 was a newer program with a more niche demand, we set a goal of 5-10 attendees and achieved 8. Compensation 101 was an established program with wider demand, we set a goal of 20-30 attendees and achieved 27. Post-workshop surveys inform us that each event achieved 4.7 out of 5 in attendee satisfaction, several attendees stating they learned practical ways to apply what they learned to their daily work. The instructors felt that there was strong attendee participation, which led to useful insights being shared.
How did you measure the quality and effectiveness of your Membership-focused initiative?	The OCCABA board sought input and measured the quality and effectiveness of the course based on the number of attendees, and their feedback provided by both attendees and instructors.
What did you learn or would do differently in the future? Any next steps?	The OCCABA Chapter will continue to expand marketing efforts for the Benefits 101 in order to increase the number of attendees in future years. This may include collaborating with more Total Rewards organizations and offering their members discounts. For Compensation 101, we will include more material on pay transparency, since it is becoming more commonly practiced and is affecting how compensation decisions are made for all parties involved.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Twin Cities Compensation Network

www.twincitiescomp.org

Title of Your Initiative?	TCCN Annual Salary Survey
What was the goal/objective of your Membership-focused initiative?	Provide our members with quality, timely salary planning data to help their organizations make strategic informed compensation decisions.
What strategy was implemented by your association to achieve your Membership-focused initiative's goal/objective?	The TCCN Board engaged a local consultant to conduct a thorough Salary Planning Survey that covered topics spanning from salary increases and structure adjustments to HR programs & strategies and bonus practices. In preparing for the survey administration, we solicited feedback from members and the board around which topics are top of mind for their organizations to increase the meaningfulness of the results and to help boost interest in participating.
What was the outcome of the Membership-focused initiative? Did you meet your goal/objective?	A total of 55 organizations responded to survey questions. In total, survey participants represent a cross-section of industries and organization size, located principally in Minnesota, with a particular concentration of Twin Cities firms.
How did you measure the quality and effectiveness of your Membership-focused initiative?	We measured the quality and effectiveness of the survey based on the participation rate. 55 individual organizations responded which is over 20% of our membership population and an 8% increase from the participation last year. This is particularly impressive as a large percentage of our membership consists of consultants who are typically not able to participate.
What did you learn or would do differently in the future? Any next steps?	This survey offering is something we plan to continue to offer to our members and we plan to replicate the process of soliciting suggestions from members to help offer the most relevant topics each year.

All Award Submissions

CATEGORY: Advancing Human Resources & Total Rewards

Calgary Total Rewards Network

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.

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 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 2022 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 2022 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, 2022**.

Required items

- Award Application
- 2022 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.

Explaining Your Initiatives

Step 1

Please indicate the award you are pursuing:

- Sapphire – 1 initiative
- Emerald – 2 initiatives
- Ruby – 3 initiatives
- Diamond – 4 initiatives

Affiliate Award Program Guidelines

Step 2

To be considered for an award, please answer the following questions.

See EXAMPLE APPLICATION below

Initiative Topic	
Award Category <ul style="list-style-type: none"> • Advancing Human Resources & Total Rewards • Community Involvement • Member Engagement & Growth (required)* • Professional Development of Members 	50 words max
What was the goal/objective of your initiative?	200 words max
What strategy was implemented by your association to achieve the initiative's goal/objective?	500 words max
What was the outcome of the initiative? Did you meet your goal/objective?	100 words max
How did you measure the quality and effectiveness of your association's initiative?	75 words max
What did you learn or would do differently in the future? Any next steps?	75 words max

Step 3

Submit your completed application by **September 15, 2022**

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

Affiliate Award Program Guidelines

2022 WorldatWork Affiliate of the Year Award

(optional)

In addition to being awarded one of the above categories, WorldatWork will also select the **2022 Affiliate of the Year**. To be considered for this prestigious recognition, complete the last question of the Affiliate Award application.

EXAMPLE APPLICATION

Award Level & Number of Initiatives:

Our association will be pursuing the Emerald Award. We are submitting two initiatives.

Award Category [50 words max]

We focused on Member Engagement & Growth and Professional Development of Members.

Please respond to the following questions for each initiative.

What was the goal/objective of your initiative? [200 words max]

Our goal was to focus on member engagement during 2021. With so many changes that took place throughout the year we wanted to ensure we were advancing the HR profession by keeping our members up to date on current policies and trends while understanding the challenges they were facing. We felt that through this engagement we could help our members and better understand trends and provide feedback to help their organizations and employees thrive. We also encouraged and promoted WorldatWork certification courses and conferences to help our members gain knowledge to solve difficult challenges. In this difficult year we also continued our annual community giveback programs.



Affiliate Award Program Guidelines

What strategy was implemented by your association to achieve the initiative's goal/objective? [500 words max]

During our Q1 board meeting in January the board delegated specific members as chairs for various initiatives. The chair was responsible for recruiting volunteers from our members to execute their specific task. For example, the membership chair wanted to understand why there has been a decrease in engagement, what topics led to the most attended meetings, and what could be done to grow membership in different markets. To get this information a survey was created and sent out in our monthly email and we conducted a poll at the monthly meeting. This captured those engaged already so we needed to get in touch with the members that were not attending or had not taken a course in quite some time. For these members we offered incentives such as information on an upcoming scholarship, opportunities to join a committee to boost their resume, and phone conversations on what they would like to learn when attending a meeting.

Our Professional Development Chair worked to execute a communication campaign to explain the difference in modalities that WorldatWork currently offers. The members appreciated the abilities to consume content via virtual and eLearning. The PD chair also offered several resources on upcoming conferences and conducted a poll to better understand which content is considered a hot topic for their members. Once it was understood that DEI and M&A were impacting the members the most, we worked to secure speakers for upcoming meetings to ensure our members had the most up to date information.

What was the outcome of the initiative? Did you meet your goal/objective? [100 words max]

The outcome was an incremental increase in member engagement, 3%, once we understood what topics were relevant to our members as opposed to what we thought they wanted to be learning. We will continue to poll and conduct surveys, but we feel that with 2022 being a difficult year this also impacted member engagement as our members had competing priorities. For Professional Development we uncovered that it had a direct tie to member engagement. So, we continued to promote content that was relevant to DEI and M&A and have looked for opportunities to partner with other WorldatWork Affiliates to maximize our resources and better utilize relationships and increase transfer of knowledge through different perspectives.

Affiliate Award Program Guidelines

How did you measure the quality and effectiveness of your association's initiative? Please provide an overview of metrics used to monitor your goal/objective. [75 words max]

Our goal was to increase by 4%, but we increased by 3%. Our goal was to get 75% of our members to respond; we received survey participation from 50% of our members.

What did you learn or would do differently in the future? Any next steps?
[75 words max]

We learned that the engagement of our members drives everything. Once we understand what information is most important to them it sets direction for all board activity. We use this information to develop meeting agendas, course offerings, webinars and as a tool to promote board succession planning for truly engaged members.

What makes your Association deserving of the Affiliate of the Year Award?
(optional) [100 words max]