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MRA – THE MANAGEMENT ASSOCIATION



MRA Is Your TotalHR™ Resource


- Serving 4,000 organizations annually (3100 Members)
- Covering 1 million employees
- Upper Midwest: WI, MN, IL, and IA
- Nonprofit, membership-based organization
- 4 Areas of Expertise:
 - / HR Services
 - / Learning and Organization Development
 - / Talent Management
 - / Total Rewards

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Where is MRA on the Journey?


- Why did your organization change your membership model?
- When did your organization change its model?
- How is your model different from your previous model?
- Why did you see the need for a new pricing model, and how did you determine the final structure that was implemented?
- How has your new pricing model been received by members, both existing and new?

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Why Change?

- Increased competitive pressure from new entrants and historic competitors. Frequently, we are compared to and compete with Brokers and other HR Services providers. Some of these competitors are offering some of the components of MRA Membership for exceptionally low cost and in some cases for free.
- MRA Membership content has been fairly static with mostly the same offering and components, for more than five years.
- Other EAA's are moving/changing Membership models.
- If needed change is radical, now is the time.

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Membership/Marketplace feedback on Membership Product

Goal of 500+ Responses

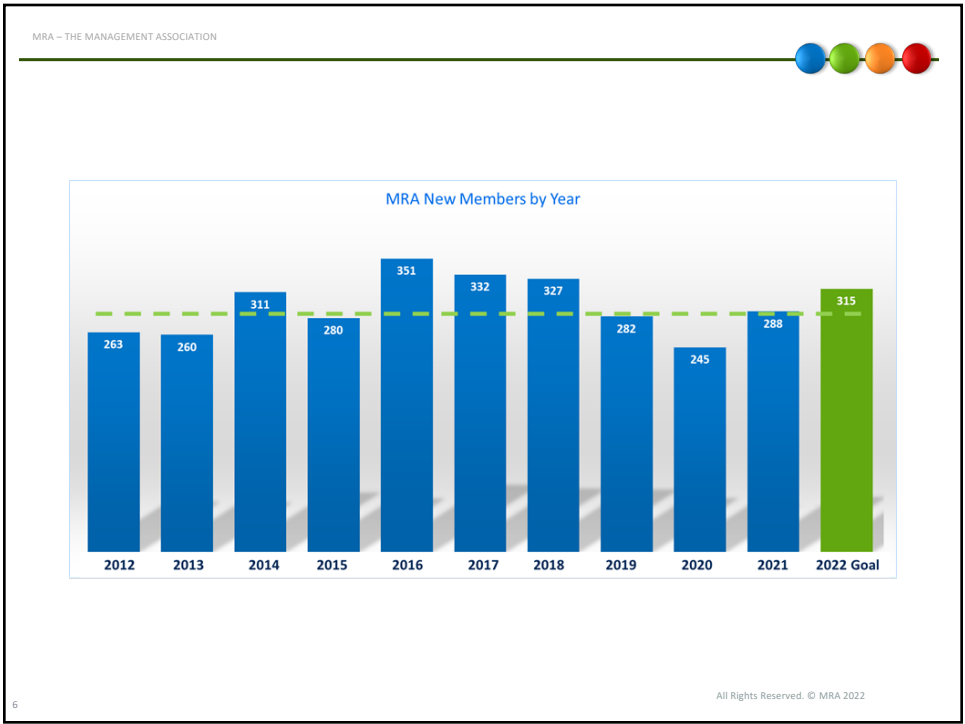
Methods

- Survey
 - 10-15 items/ questions
 - Specific to Membership Product
 - Satisfaction
 - Value
 - Product Validation
- Roundtables
- MR Interactions

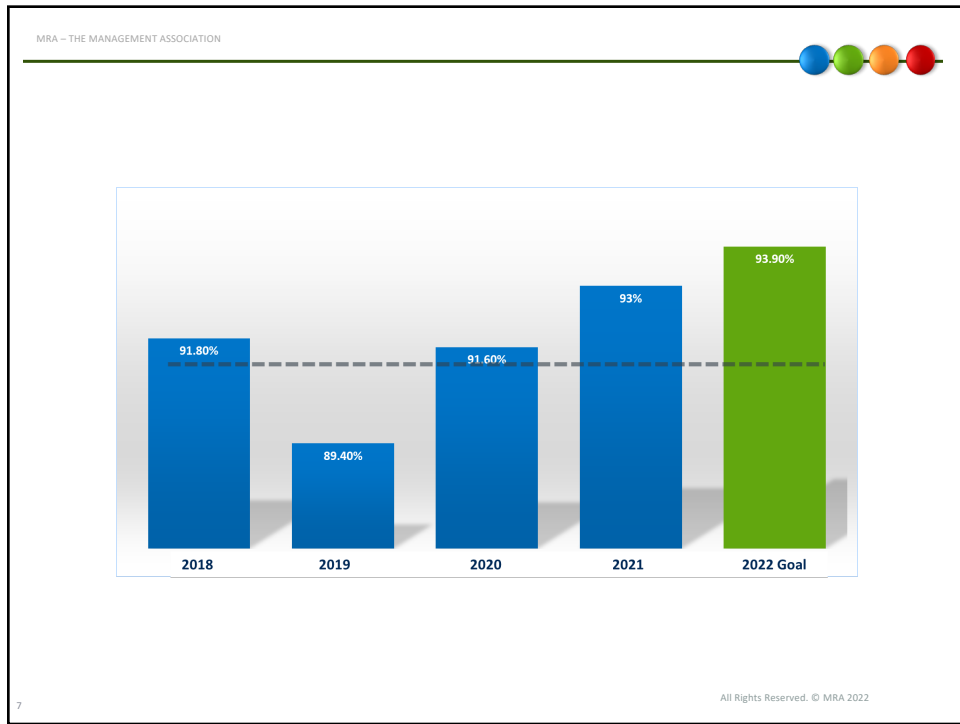
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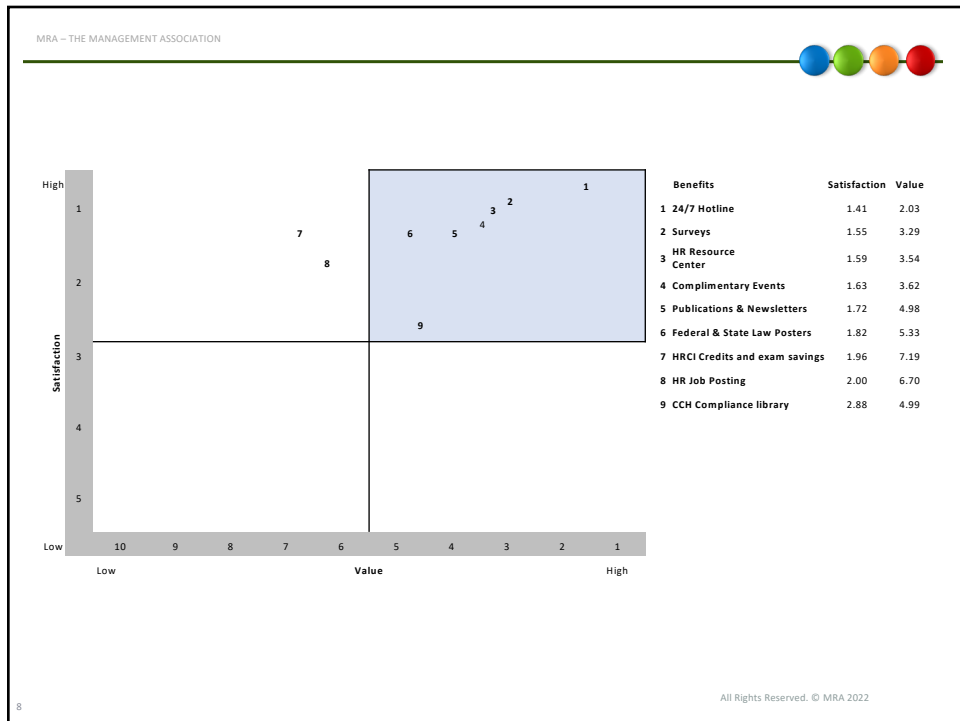
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Thoughts and Observations

- Would this new model be seen as simple, easy to explain?
- Do these new “bundles” ensure Members can buy what they want/need?
- How would the risk of buying down impact funding for Hotline?

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What Changes?


- Additional Content
 - All Events Pass
 - CHRO Roundtable
 - Strategic Talent Consultation
- A continuation of streamlining our Membership pricing tiers, at similar pricing levels.
- Tweaks vs. Drastic

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	2-100	101-250	251-500	500+
24/7 HR Hotline	Unlimited	Unlimited	Unlimited	Unlimited
Surveys- Compensation, Benefits, Business Trend industry specific, hot topics survey data	X	X	X	X
Complimentary events and select webinars	X	X	X	X
Publications & Newsletters	X	X	X	X
Federal and state employment posters	X	X	X	X
HR job posting on 20+ job boards	X	X	X	X
HR publications and e-newsletters	X	X	X	X
HR Resource Center	X	X	X	X
HRCI recertification credits & exam savings	X	X	X	X
CCH Compliance Library	X	X	X	X
Handbook Quickcheck	Year One	Year One	Year One	Year One
One DiSC assessment and 30-minute debrief	Year One	Year One	Year One	Year One
Roundtable Season	Year One	Year One	Year One	Year One
A complimentary review of your Affirmative Action Plan	Year One	Year One	Year One	Year One
50% Off Conference Room Rental	Year One	Year One	Year One	Year One
All Conference and Events Pass		X	X	X
CHRO Roundtable			X	X
Strategic Talent Consultation			X	X
Discount on MRA services	30%	30%	30%	30%
	\$1,250	\$2,500	\$4,250	\$6,000
	\$1,000 NFP			

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When Did Your Organization Change Its Model?

- Effective 2023
- Communication beginning now

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How Has Your New Pricing Model Been Received By Members, Both Existing And New?

Yet to be seen