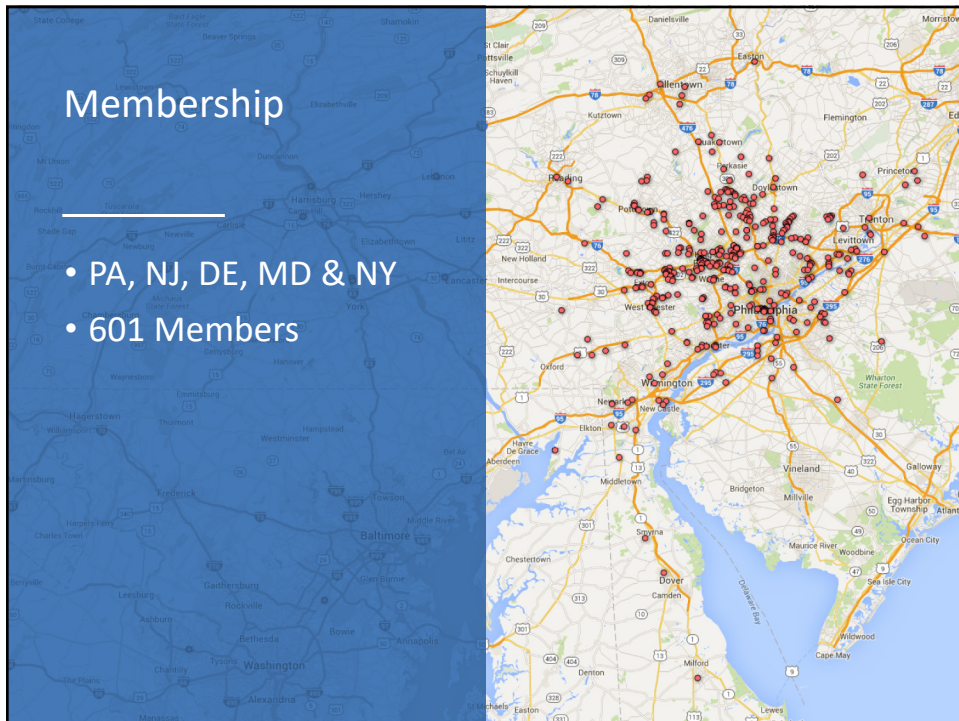
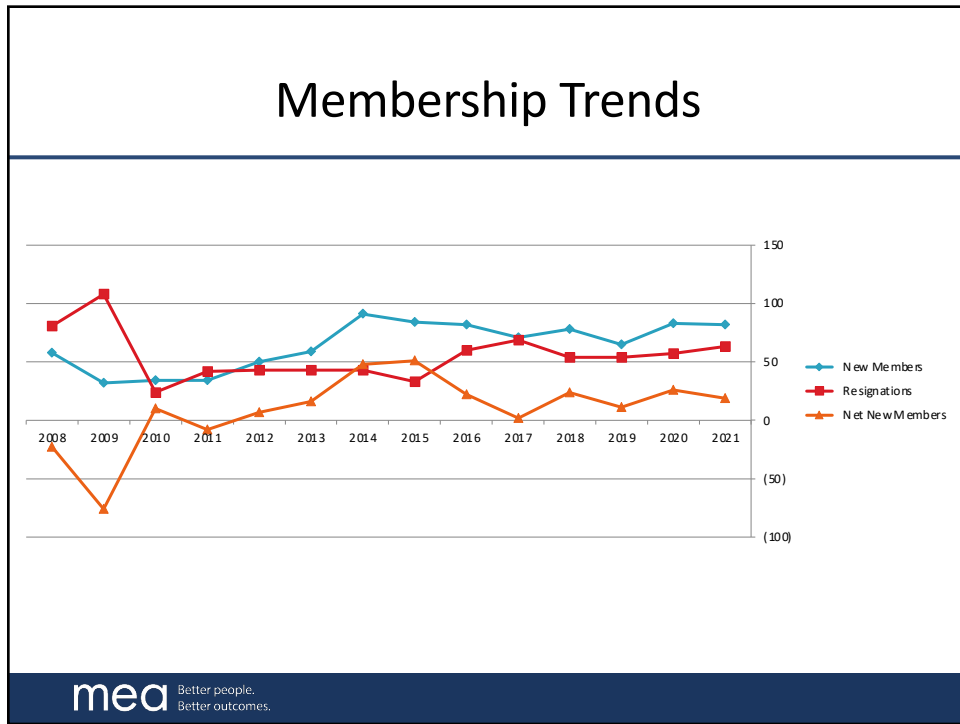




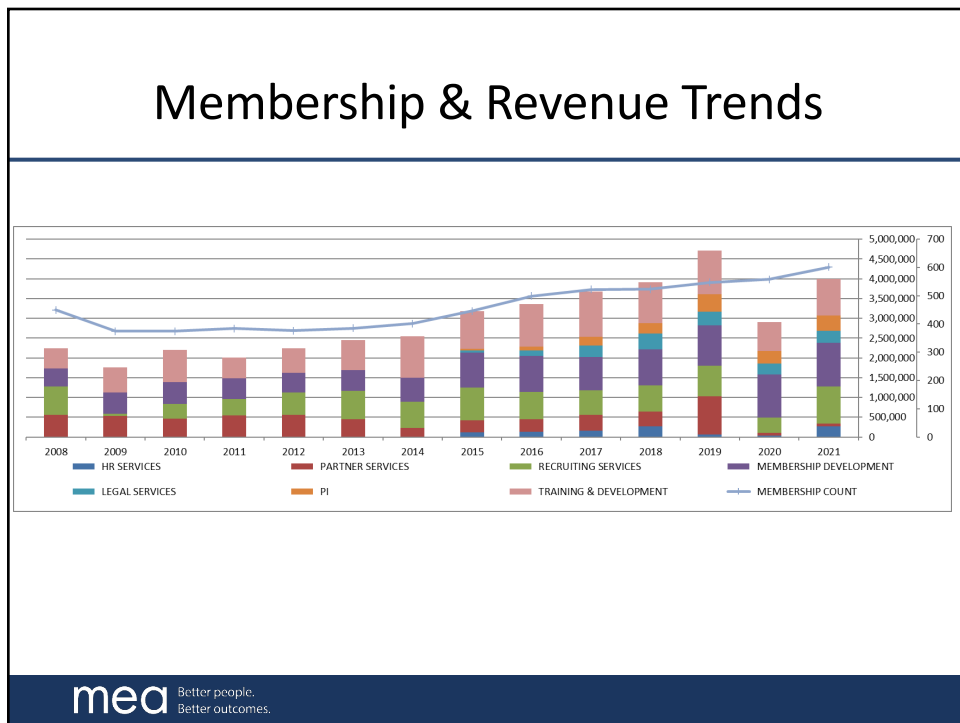
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4

## MEA's Dues Structure

### 2011 Dues Amount # of FTEs

\$902	1-49
\$1326	50-99
\$1857	100-199
\$2387	200-299
\$3130	300-399
\$3660	400+

Non-profit organizations receive a 20% discount on membership.

### 2021 Dues Amount # of FTEs

\$1200	1-24
\$1500	25-49
\$1800	50-99
\$2400	100-149
\$2700	150-199
\$3000	200-249
\$3300	250-299
\$3900	300-399
\$4200	400+

Non-profit organizations receive a 10% discount on membership.

Additional ranges added in 2015

\*Proposed 2012 Dues Restructure to tiered model not implemented

## EA Dues Structure

- Investigated and evaluated the dues structure of 29 associations
  - Majority still employ the traditional structure based on number of employees
  - The other EA's range from a single dues rate to four distinct tiers opted into by the member organization
- Our analysis was focused on the following four associations
  - Archbright: <https://www.archbright.com/why-join-membership#Benefits-Membership>
    - Changed to three tier structure in about four years ago.
  - California Employers Association: <https://www.employers.org/pages/member-services/>
    - Have used a three-tier structure for at least ten years.
  - ERC: <https://www.yourerc.com/membership/pricing?hsCtaTracking=a52ddd80-559e-4b8e-b430-a58a15285f82%7C62183ff0-3434-4984-b6ba-47a363ae4f3f>
    - Switched to a three-tier matrix in Fall 2021
  - Catapult: <https://letscatapult.org/membership/benefits-of-membership/>
    - Switched to a single tier, single price in 2021 (½ price for small employers)

## Financial & Business Impact - Questions

### General

- Keep existing dues by number of employees, move to tiers, or move to a single fee?
- **Impact any decision will have on retention?**
- **What is easy to understand as a new buyer/member (least complicated - reduce barriers to sale)?**
- **Is our current pricing set up for small companies who use a disproportionate number of services - hotline/legal?**
- **What size companies do we want to target?**
- What is easier for sales, accounting, marketing?
- Members will need to select an option and sign a document? Retention concern vs upsell opportunity?

### Tiers

- Number of tiers?
- **Should we have a tier that is all electronic service (no hotline/legal) at a lower price point than our lowest current level?**
- Should the lowest level be the same price we have now (\$100/month)?
- Should we reserve legal advice for a different tier?
- **What would a member pay up for in a higher tier?**
- How can we expect members to react?

### Single Fee

- Would we keep benefits the same or bundle more in at a higher price point?
- Member reaction?
- **What price would allow us to absorb a higher retention rate and still come out with the same or more dues revenue?**

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## Financial & Business Impact – Current State

# of Employees	# of Companies	% of Membership	2021 Monthly	Annual Dues Revenue
1-24	109	19%	\$100	\$130,800.00
25-49	124	21%	\$125	\$186,000.00
50-99	161	28%	\$150	\$289,800.00
100-149	63	11%	\$200	\$151,200.00
150-199	47	8%	\$225	\$126,900.00
200-249	27	5%	\$250	\$81,000.00
250-299	11	2%	\$275	\$36,300.00
300-399	14	2%	\$325	\$54,600.00
400+	28	5%	\$350	\$117,600.00
	<b>584</b>	<b>100%</b>		<b>\$1,174,200.00</b>

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## Financial & Business Impact – Single Rate

# of Employees	# of Companies	% of Membership	2021 Monthly	Proposed Monthly	Monthly Inc/Dec	Retention	Annual Dues Revenue
1-24	109	19%	\$100	\$200	100%	84%	\$219,744.00
25-49	124	21%	\$125	\$200	60%	84%	\$249,984.00
50-99	161	28%	\$150	\$200	33%	84%	\$324,576.00
100-149	63	11%	\$200	\$200	0%	84%	\$127,008.00
150-199	47	8%	\$225	\$200	-11%	84%	\$94,752.00
200-249	27	5%	\$250	\$200	-20%	84%	\$54,432.00
250-299	11	2%	\$275	\$200	-27%	84%	\$22,176.00
300-399	14	2%	\$325	\$200	-38%	84%	\$28,224.00
400+	28	5%	\$350	\$200	-43%	84%	\$56,448.00
	<b>584</b>	<b>100%</b>					<b>\$1,177,344.00</b>

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## Financial & Business Impact – 3 Tiers

# of Employees	# of Companies	Tier 1	% of Membership	2021 Monthly	Proposed Monthly	Monthly Inc/Dec	Retention	Annual Dues Revenue
1-24	109	27	5%	\$100	\$100	0%	90%	\$29,430.00
25-49	124	31	5%	\$125	\$100	-20%	90%	\$33,480.00
50-99	161	40	7%	\$150	\$100	-33%	90%	\$43,470.00
100-149	63	16	3%	\$200	\$100	-50%	90%	\$17,010.00
150-199	47	12	2%	\$225	\$100	-56%	90%	\$12,690.00
200-249	27	7	1%	\$250	\$100	-60%	90%	\$7,290.00
250-299	11	3	0%	\$275	\$100	-64%	90%	\$2,970.00
300-399	14	4	1%	\$325	\$100	-69%	90%	\$3,780.00
400+	28	7	1%	\$350	\$100	-71%	90%	\$7,560.00
								<b>\$157,680.00</b>
		<b>Tier 2</b>						
1-24	109	76	13%	\$100	\$200	100%	90%	\$164,808.00
25-49	124	87	15%	\$125	\$200	60%	90%	\$187,488.00
50-99	161	113	19%	\$150	\$200	33%	90%	\$243,432.00
100-149	63	44	8%	\$200	\$200	0%	90%	\$95,256.00
150-199	47	33	6%	\$225	\$200	-11%	90%	\$71,064.00
200-249	27	19	3%	\$250	\$200	-20%	90%	\$40,824.00
250-299	11	8	1%	\$275	\$200	-27%	90%	\$16,632.00
300-399	14	10	2%	\$325	\$200	-38%	90%	\$21,168.00
400+	28	20	3%	\$350	\$200	-43%	90%	\$42,336.00
								<b>\$883,008.00</b>
		<b>Tier 3</b>						
1-24	109	5	1%	\$100	\$563	463%	90%	\$33,108.75
25-49	124	6	1%	\$125	\$563	350%	90%	\$37,665.00
50-99	161	8	1%	\$150	\$563	275%	90%	\$48,903.75
100-149	63	3	1%	\$200	\$563	181%	90%	\$19,136.25
150-199	47	2	0%	\$225	\$563	150%	90%	\$14,276.25
200-249	27	1	0%	\$250	\$563	125%	90%	\$8,201.25
250-299	11	1	0%	\$275	\$563	105%	90%	\$3,341.25
300-399	14	1	0%	\$325	\$563	73%	90%	\$4,252.50
400+	28	1	0%	\$350	\$563	61%	90%	\$8,505.00
	<b>584</b>	<b>584</b>	<b>100%</b>					<b>\$1,218,078.75</b>

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# Membership Value Proposition - 2021

## Member Support

**Benefits Included with Membership**

HR departments come in all shapes and sizes. And so do workforce challenges. That's why MEA offers a broad scope of services, tools, and programs designed to keep your organization current and compliant. Whether you are a department of one, a non-HR professional wearing an HR hat, or a team of HR specialists, MEA has you covered.

We understand that navigating complex regulatory changes, shifting workplace demographics, and the New Normal can be daunting. MEA provides Members with the tailored support you need to meet these unique challenges and thrive in today's climate.

Membership includes all of the following services:

**Compliance & Legal Services**

- Legal work provided by experienced, in-house employment attorneys
- Unlimited 24/7 Hotline Calls
- Compliance alerts & newsletters

**Training & Development**

- Peer Groups for HR, CEO & CFO
- One free training workshop (valued at up to \$315)
- HRCI recertification credits

**Recruiting**

- Recruiting Checkup

**Compensation Tools**

- Payfactors Free Salary Data
- Salary and benefits surveys

**Tools & Resources**

- Enhanced online Member Tools featuring guides, sample handbook policies and more
- AnswersNow compliance database of federal & state laws and more
- Annual HR planning meeting with your membership experience representative

"Thank you so much for all the excellent information you and your team have provided during this COVID-19 crisis. Your weekly webinar updates have been so informative and helpful for a small business such as ours. All the sessions have helped shape, inform and guide our thinking as we have navigated our way through this unprecedented situation — from HR issues, to the PPP loan application process and now implementation and documentation. Thank you!"

— Susan M., CEO

Better people.  
Better outcomes.

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# Membership Value Proposition – 2022

## Member Support

**Benefits Included with MEA Membership**

HR departments come in all shapes and sizes. And so do workforce challenges. That's why MEA offers a broad scope of services, tools, and programs designed to keep your organization current and compliant. Whether you are a department of one, a non-HR professional wearing an HR hat, or a team of HR specialists, MEA has you covered.

We understand that navigating complex regulatory changes, shifting workplace demographics, and the New Normal can be daunting. MEA provides Members with the tailored support you need to meet these unique challenges and thrive in today's climate.

Review our new membership tiers to see which option is the right fit for your organization.

Better people.  
Better outcomes.

BENEFITS INCLUDED	Core \$100/Month	Essential \$200/Month	Premier \$562.50/Month
Unlimited 24/7 Expert Hotline Calls	✓	✓	✓
Members-Only Online Portal Including Community & Help Center	✓	✓	✓
50-State HR & Compliance Database	✓	✓	✓
Payfactors Quick Price Compensation Tool	✓	✓	✓
Regional and National Compensation & Benefits Surveys	✓	✓	✓
Town Halls, Webinars, and Employment Law Updates	✓	✓	✓
Access to Partner Discounts	✓	✓	✓
HRCI Recertification Credits	✓	✓	✓
Online State & Federal Posters	✓	✓	✓
Discount on MEA Services*	10%	20%	30%
Company-Wide Credit for MEA Public Workshops and Events		\$1,000	\$2,500
Consultation with Employment Law Attorneys		✓	✓
Peer Groups for HR, CEO & CFO		✓	✓
LifeSpeak Well-Being Platform for Your Employees**		✓	✓
1 Recurring MEA Jobs Slot			Credits
Choice of Handbook Review, HR Total View, Engagement Survey, or Day of Harassment Training***			✓
Rock Star® Events Pass for 1 Person			\$1,000

\*Excluded services: Compensation Consulting, HRIS, Predictive Index License & Training, and Staffing  
\*\*The Member with 200-500 employees, \$1,000 fee will apply  
\*\*\*\$1,000 Credit towards Total Project Fees

Better people.  
Better outcomes.

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## Members-Only Online Portal

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Pricing Talent Services Training Events About **Member Portal**

Member Portal Welcome smcguire@meainfo.org!

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Labor Law Poster Order +

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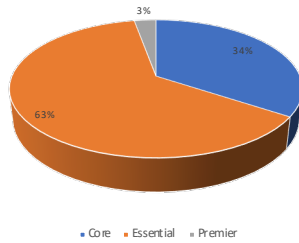
## Conversion Timeline/Process

- 11/23/21 – Board approval and adoption along with change to MEA's Bylaws
- 1/1/22 – New tier structure used for all new member prospects
- 1/1/22 to 2/28/22 – Existing member communication via Town Hall webinars, email, and one on one conversation
- 3/1/22 – Extended ability of any member to elect a tier immediately or put off until their next renewal
- 3/1/22 to 2/1/23 – Monthly membership renewals forced to select a tier

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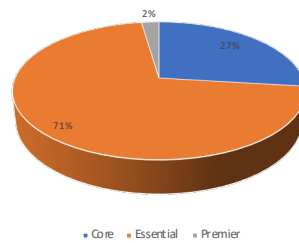
# Initial Findings

New Member Tier Allocation (35)



Average Membership Fee  
2021 = \$1,916.57  
2022 = \$2,064.86

Renewing Member Tier Allocation (260)



Average Membership Fee  
2021 = \$2,145.58  
2022 = \$2,154.23