

Employers Council®
Employment Law • HR • Training • Surveys

Membership Model Transition

Valorie Waldon, SPHR, SHRM-SCP

© Employers Council

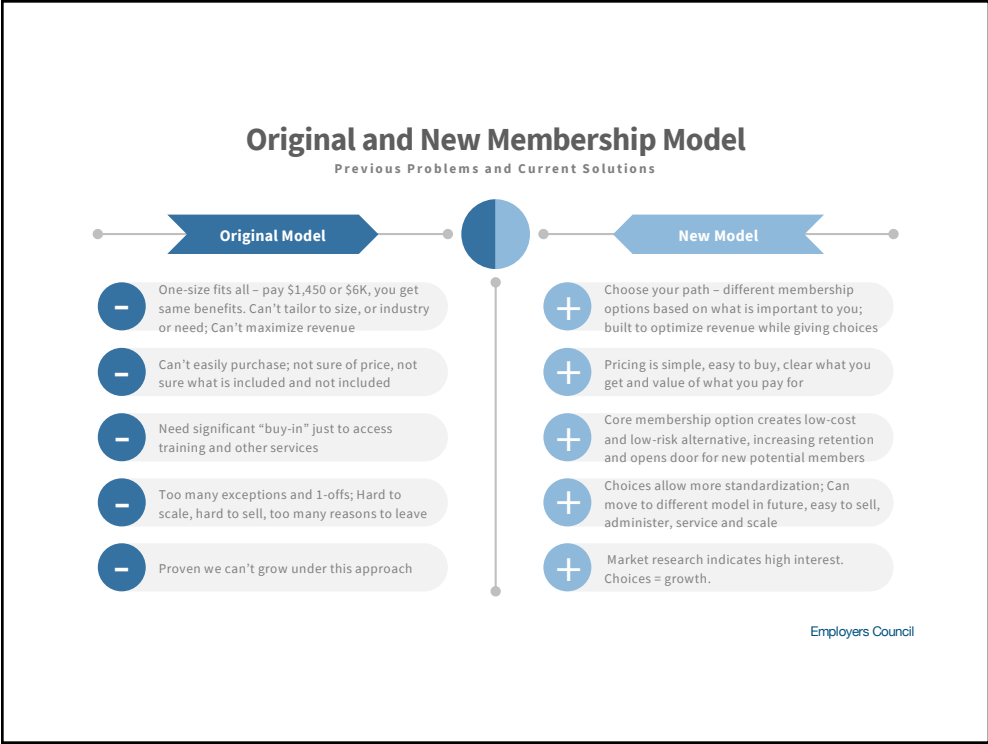
1

About Us

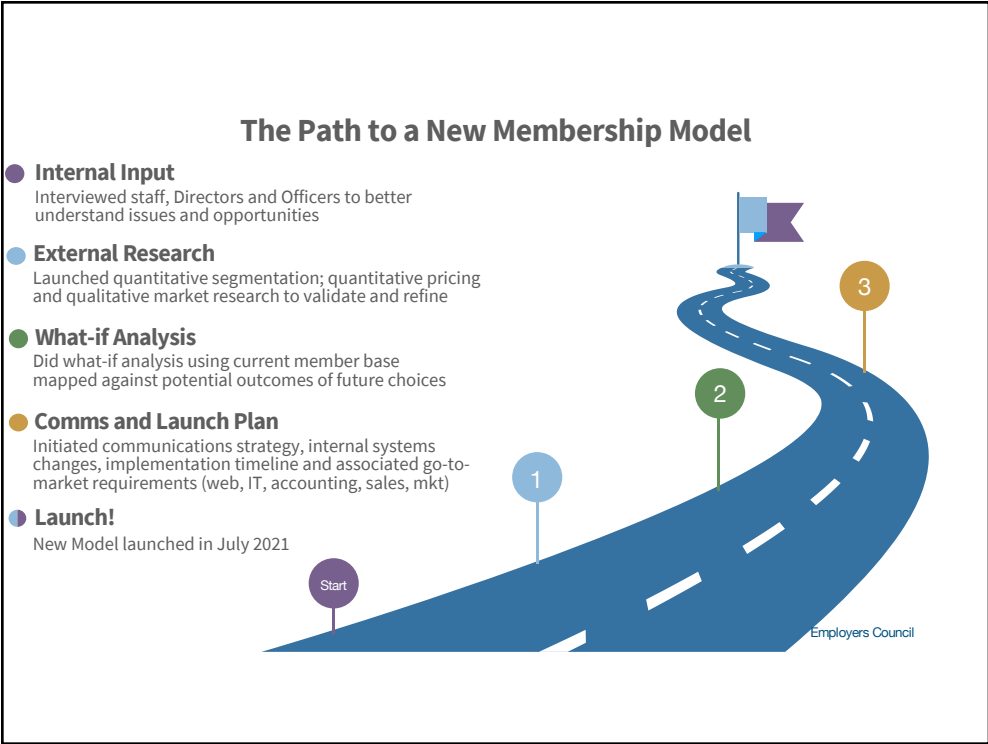
- Serving Colorado, Arizona, Utah, New Mexico, Wyoming, Idaho
- Offices in Denver, Colorado Springs, Loveland, Scottsdale, Salt Lake City
- Attorneys licensed in 17 states
- ± 4000 Employers
- ± 200 Employees



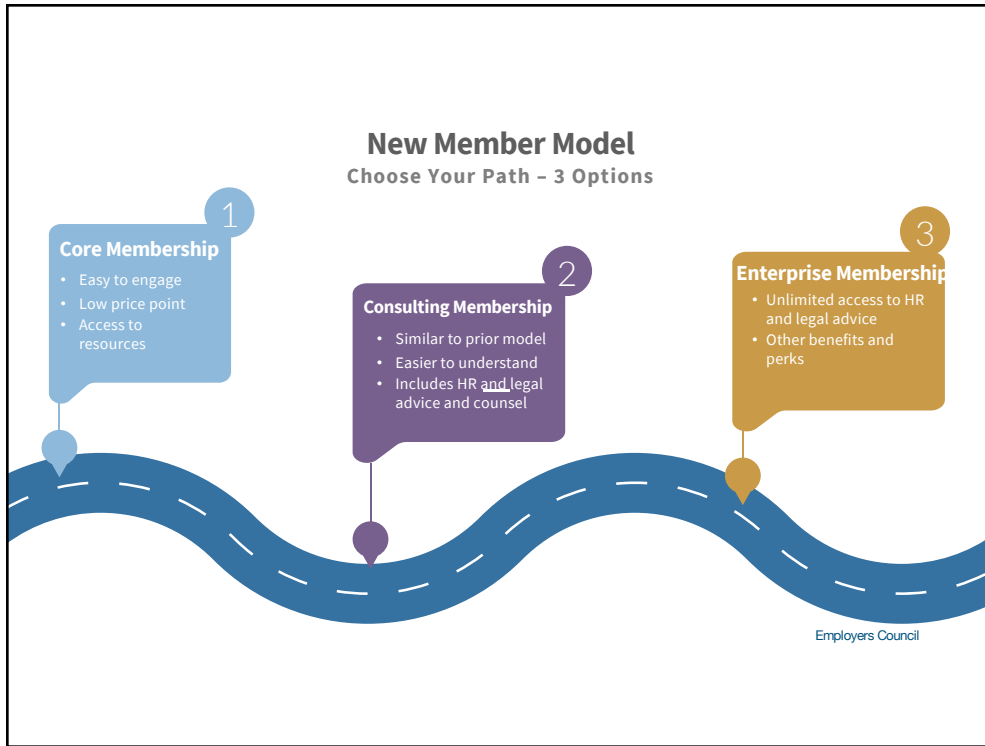
2



3



4



5

New Membership Model

Comparison of Choices

What Is Included	Core Membership	Consulting Membership	Enterprise Membership
Member exclusive content, blogs, analysis, guides, tools, hot topics, etc.	✓	✓	✓
Access to members only community portal (content, community, HR Chat)	✓	✓	✓
Access to HR Advice and Guidance	✗	Up to 30 total hours of HR and/or Legal included. HR only review of handbook	Unlimited HR consulting, HR review of handbook, Custom handbook
Access to Legal Advice and Counsel	✗	Up to 30 total hours of HR and/or Legal included. No Legal review of handbook	Unlimited Legal consulting, Legal review of handbook
For-fee Specialized HR and Legal Services	At Member Rates	At Member Rates	At Member Rates
Surveys	1 Benchmark Survey Others at member rates	HR Metrics, Benefits, Benchmark included Others at member rates	All surveys included
Training and Events	At Member Rates	At Member Rates	Member Rates

6

New Membership Model Pricing Grid

Number of Employees	Core Membership	Consulting Membership	Enterprise Membership
1 - 100	\$1,500	\$3,300	\$7,200
101 - 500	\$1,500	\$6,600	\$12,000
501 +	\$1,500	\$9,000	\$18,000

Notes: - Custom membership packages available upon request
- You can upgrade mid contract, but can't downgrade


Employers Council

7

Renewing Members

Questions and Reactions

- Why the change?
- What membership did I have before?
- What did usage look like previously?
- What tier should I choose?
- I miss having a staff person assigned.



8

Response to the Change



- Good response to the Member Experience team
- High participation in Member Central and the communities
- Sales process - High level of understanding of dues pricing
- Appreciate the flexibility to get just the benefits they need at a price point they choose

9

Lessons Learned

- Be sure internal systems support the change
- More intense employee training
- Eliminate employee counts with regard to tiers
- Expect reinstatements

Employers Council
Employment Law • HR • Training • Surveys

© Employers Council

The slide features a background of stylized blue and white geometric shapes on the right side. The text is arranged in a list format with blue icons to the left of each item. The Employers Council logo and tagline are positioned in the upper right corner, and a small copyright notice is at the bottom right.

10