

CASE STUDY: Member Value, Recruitment & Engagement



<https://aisnet.org>

Association for Information Systems

- The Association for Information Systems represents individuals and organizations who lead the research, teaching, practice, and study of information systems worldwide.
- A truly global association, AIS has 4,750 members in more than 130 countries around the world.



<https://raybourn.com>

Raybourn Group International

- Accredited AMC offering full-service management, consultation and events-only services
- 30+ years in business serving state, regional, national and global associations
- RGI becomes one with our clients through a personalized approach designed to help them thrive, not just survive. In short, our mission is to make theirs possible.

Challenge:

Travel restrictions and a general lack of face-to-face interaction severely restricted academic members' ability to share their research and connect with one another during the COVID-19 pandemic.

Actions Taken

Step 1 Establish AIS Research Exchange, a series of one-hour sessions providing 30–40-minute presentations from industry leaders, followed by 20–30 minutes of networking time organized by research interests.

Step 2 Create Doctoral Student College, a dedicated online platform for doctoral students to connect with one another.

Step 3 Expand panel and webinar programming for members to advance their career, especially during uncertain times or times when university budgets may be more restrictive

Step 4 Create Information Systems Global Inclusivity Scholarship and Grant Program to promote membership in under-represented countries.

Goal

Continue advancing AIS' mission in the face of limited interaction opportunities by forming new creative networking and professional development platforms.

Results

Through these new programs, we have retained members, gained new members in previously under-represented countries, and increased member benefits for the entire field of Information Systems.

Insights/Learnings

Both the AIS Research Exchange and Doctoral Student College have been so popular, they will prove to be valuable member resources leveraging the power of a truly global membership even after the pandemic is over.

"Thank you for the rare opportunity to converse with the editor of a leading journal. All of these Research Exchanges have been excellent, as I have watched the recordings of all the ones prior. Just excellent."

--Research Exchange Attendee