



Association Management Questions / Areas to Explore

This is intended as "brain storming" about questions we might ask of candidates and topics to explore.

Please send additional questions/topics to karlp.

<u>Question</u>	<u>What we're looking for with the question?</u>	<u>Importance</u> <u>H / M / L</u>
What is your management style?	How do they like to communicate and how do they work with both the board and the staff?	High
What kind of technology do you use? <ul style="list-style-type: none">• And what does a transition look like from "ours" to "yours?"• How about moving from you to another AMC?	Do they insist on using their proprietary platform? How do they feel about a "grow your own" platform like ours? If not, do they have a preferred platform? And how complicated is it to move from one to another?	Low (long term)
What happens if we change AMCs?	Do you have a process? What does it look like?	Low
How do you help Boards define and articulate their goals?	Since you're not "one of us," how do you work with the board on setting and achieving goals?	High
Tell us how you manage social media content?	Whether it's promoting events, rallying volunteers, or pushing members, our social media presence is important.	Med
What kinds of things do you do to help grow the membership? Give an example of a membership campaign you have recently run.	Is this this approach consistent with our brand?	Med
Our organization loves collaborating on documents. What systems do you have for this?	We're techies and everyone is in love with their own system.	Low



How will you help us manage committees?	Do they have a process? How does it mesh with our current process?	Low
What questions should we have asked that we haven't?	Find out a bit about "what we don't know."	Medium
How long are we locked before making a change?	Things might be a bad fit. If we see that right off, we will need to make a change.	High
Are we comfortable having this organization be the "first contact" with our Society?	They will truly represent the society.	High
Do you have experience relevant to the technology sector?	This may help a new AMC to get up to speed faster, and understand our members more easily.	Medium
What management training or certifications do you have?	Our society values include education and professionalism. This is what that looks like.	High