

for association leadership


Associations Now's Excellent Crowdsourcing Adventure

Sunday, August 16, 2009
1:30 - 2:45 p.m.

Content Leaders:
Lisa Junker, IOM, CAE, Editor-in-Chief, *Associations Now*
Samantha Whitehorne, Managing Editor
Joe Rominiecki, Managing Editor, Newsletters

www.asaecenter.org

Connecting Great Ideas and Great People



Agenda

- What is Crowdsourcing?
- How did Associations Now crowdsource its May 2009 issue?
- What lessons did we learn?
- Q & A
- Crowdsourcing exercise (results in Daily Now)



for association leadership
www.asaecenter.org



What the Heck is Crowdsourcing?

All of us are smarter than some of us.

- "The act of taking a job traditionally performed by a designated agent (usually an employee) and outsourcing it to an undefined, generally large group of people in the form of an open call." —Jeff Howe



for association leadership
www.asaecenter.org



A Few Examples




Why Associations Should Care

Engagement, engagement, engagement!

- Connect with readers
- Short tasks appeal for time-starved volunteers
- Tap into interest in social media tools



3 Easy Steps

Easy to do, easy to explain.

- **Brainstorm**
 - Submit ideas for articles.
- **Vote**
 - Rate submitted ideas on 1-5 scale.
- **Recommend resources**
 - Suggest angles, sources, etc.



Finding Volunteers

- Inform as many members and staff as possible.
- Different member segments to get buy-in.
- Regularly communicate at each step.



Volunteer Engagement

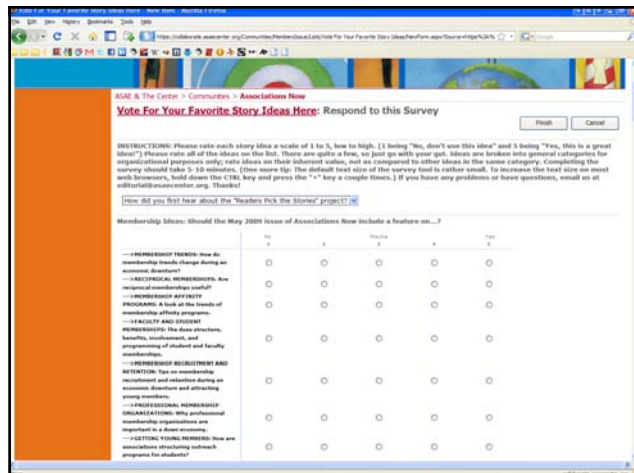
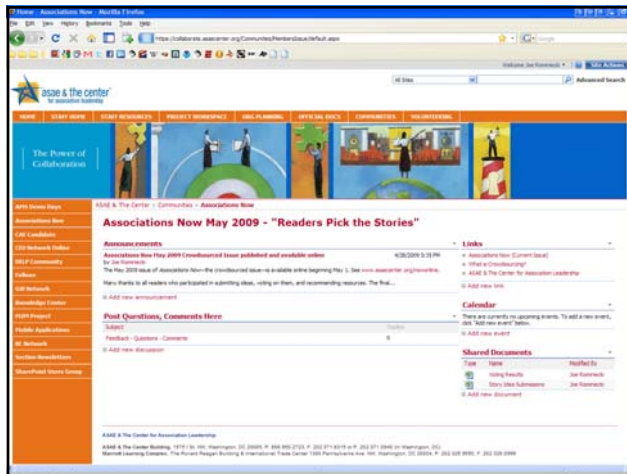
Step	Number of Volunteers
Brainstorm	50 (total of 80 ideas)
Vote	70
Recommend Resources	15 to 20



Technology

Focus on tasks, then pick platform.

Step	Function	Tool
Brainstorm	Submit text	Threaded discussion board
Vote	Rate items	Survey
Recommend Resources	Comment on items	Threaded discussion board



Slinkset.com

Associations Now - Ideas & Suggestions

- Popular Recent Submit
- Test post**

This is a test post

1 point by associationsnow 27 days ago comment edit delete
 - Test post 3**

Yet another test post. How many do I need to try before I can see that it works?

1 points by associationsnow less than a minute ago comment edit delete
 - Test post 2**

This is another test post. This is where an idea would go.

1 points by associationsnow 1 minute ago comment edit delete



Final Results

Content for almost all of the magazine.

- Entire feature well
- Most of departments

Final Results

Art director designed "Crowdsourced Issue" logo carried throughout magazine.

Keep Crowd Involved

Ideas credited to participants on each crowdsourced article.

Asked for final feedback on SharePoint, magazine websites.

This article was inspired by an idea contributed by Kimberly Gray.

Control

- "Bad" ideas, voted highly
- Ideas already covered
- How far do you take the crowdsourcing?

Communication

- Advertise, spread word
- People forget
- After process is over



Technology

- Minimize hurdles
- Tech isn't always free



Transparency

- Developing ideas into viable articles
- Members only or open to public?
- Unused ideas?
- Keep participants in the loop



Questions & Answers

- To read a whitepaper about the crowdsourcing project, bring up your business card before you leave.



Exercise

Results published tomorrow in Daily Now!

- **Brainstorm**
 - Write one new, cool, or innovative idea that your association is doing right now.
- **Vote**
 - Place a sticker on your favorite 5 ideas.
- **Recommend resources**
 - For the top 10 ideas, offer tips and tools for doing them at other associations.



Contact Information

Lisa Junker, CAE, Editor-in-Chief
p. 202-626-2732 e. ljunker@asaecenter.org

Samantha Whitehorne, Managing Editor
p. 202-626-2708 e. swhitehorne@asaecenter.org

Joe Rominiecki, Managing Editor, Newsletters
p. 202-626-2734 e. jrominiecki@asaecenter.org



SEE YOU NEXT YEAR!
Annual Meeting & Expo
August 21 - 24, 2010
Los Angeles, CA



Associations Now's Excellent Crowdsourcing Adventure

Key Takeaways

1. **What is crowdsourcing?** “Crowdsourcing” is accomplishing a large task via opening it to the public and breaking it into many small, easy tasks. It’s really just a fancy word for “getting people involved.” For example, you can plan, write, and publish an entire issue of your magazine by opening the process and inviting your members to participate.
2. **Make it easy.** The crowdsourced tasks must be very short and very easy in order to encourage wide participation; this means both easy to grasp (the actual task) and easy to do (the technology). Remember that people have different levels of comfort with engagement and technology.
3. **Spread the word.** Advertise the process thoroughly, via traditional means and word of mouth. Make sure that as many people know about it as possible. Be sure to reach all portions of your audience (large/small, evangelists/mailboxers, etc.) Make it exciting; promise small recognition. Plan and publicize well in advance to get as many participants as you can.
4. **Be transparent.** Crowdsourcing is about relinquishing control, so all rules and parameters of the process should be made public from beginning to end. Decide what to crowdsource and what not to crowdsource; then, once you’ve begun, stick to your plan. In the final product, denote that the issue was crowdsourced (via special logo, different bylines, etc.)
5. **Get feedback and weave crowdsourcing into your permanent workflow.** Ask for feedback from participants so that you can continue to involve readers via crowdsourcing in the future.