

Managing Turnover Among Pool Members

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MUNICIPAL
INSURANCE
ASSOCIATION
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What is engagement?

An emotional involvement or
commitment.

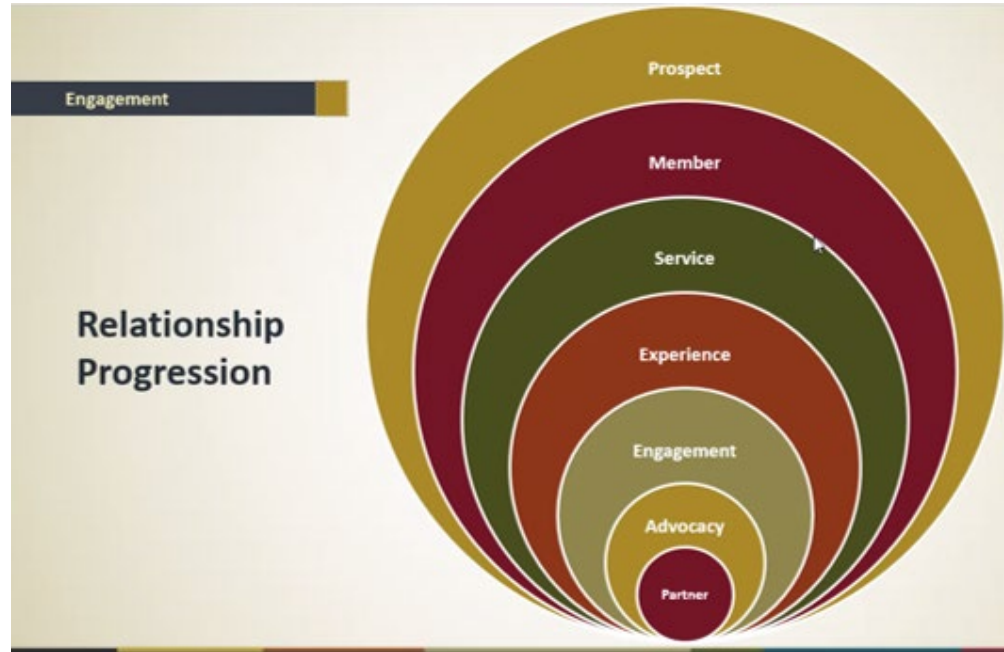


Why is engagement now more important than ever before?

- There is significant turnover within public entities
 - Public entity decision makers
 - Elected officials
 - Champions/influencers
- It takes time to cultivate the “Terry Pile Effect”



Relationship Progression

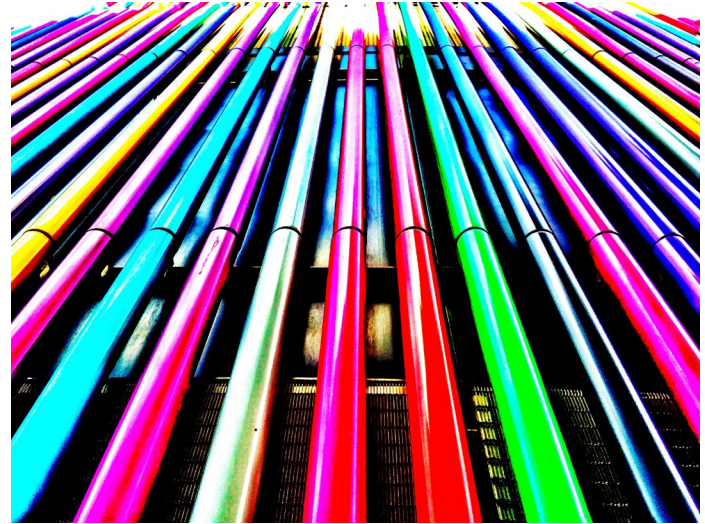


Courtesy of
CVMIC



Why is building engagement important now?

- Engagement can be a pipeline to recruiting future pool staff or directors.



How do you build engagement?



Create a Community

- Advisory groups/forums
- Online connection
- Connect early and regularly
- Connect members with each other
- DE&I



Cultivate Champions



- Expand breadth and depth of relationships
- Encourage all staff to build relationships



Cultivate Champions

- Build relationships in their space
- Focus on the decision makers
- Consider: How do you measure the quality of your connections?



Leverage your Data

- What data do you have? What story does it tell?
- Is there a better way to collect the data to fill out the picture?
- How are you going to present your data so it tells a story? To your staff? Board? Member contacts?



MIABC's Member Engagement Project

ME Score Chart - Overall

● Liability ● Property



Leverage your Data

- What data do you have? What story does it tell?
- Is there a better way to collect the data to fill out the picture?
- How are you going to present your data so it tells a story? To your staff? Board? Member contacts?
- How do you influence or change the story?



What are you doing to
manage turnover among your
pool members?

