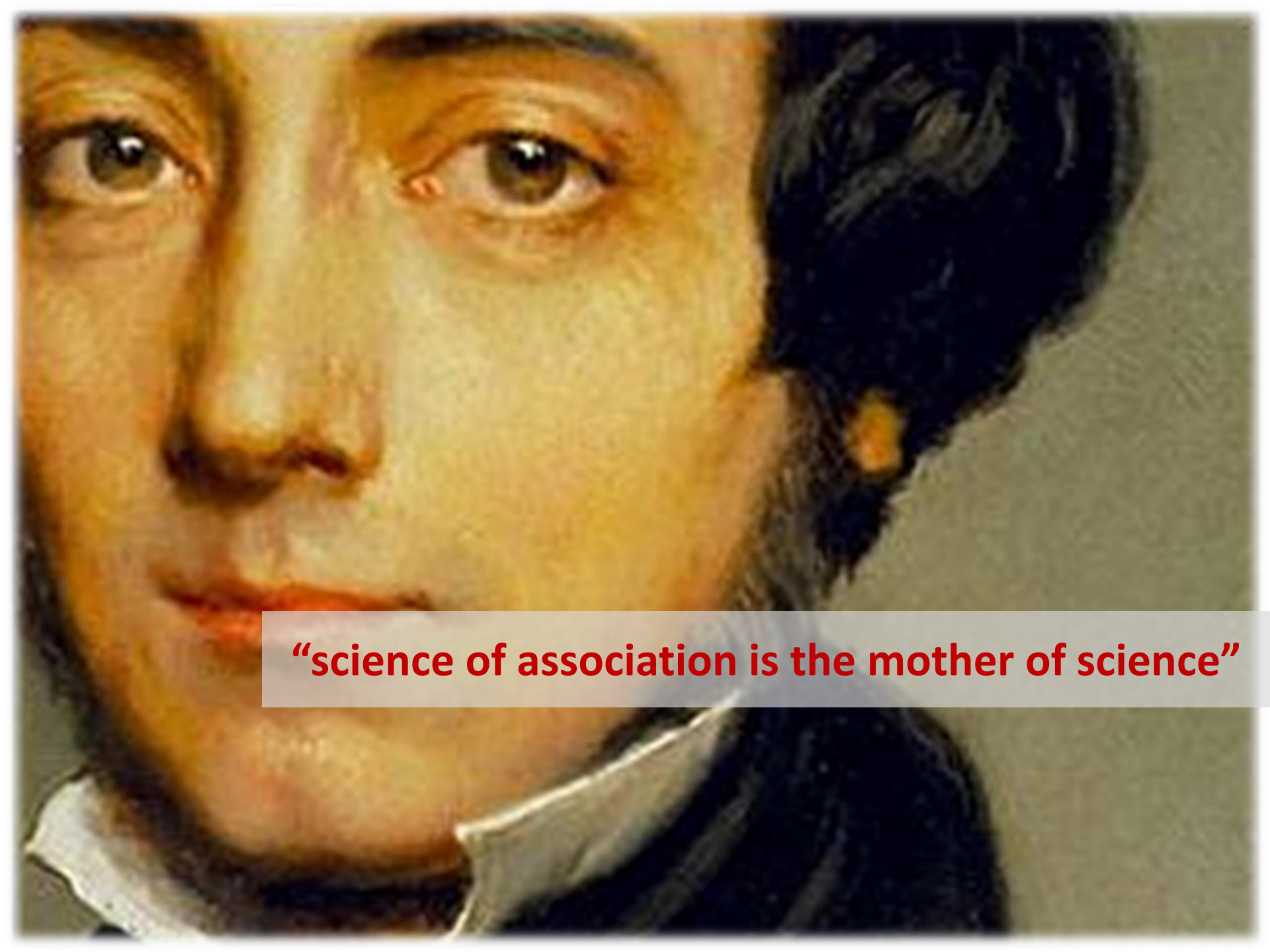


A bright sun with prominent rays is centered in a deep blue sky filled with wispy white clouds. The sun's light creates a lens flare effect across the scene.

Back to the Future for Associations



“science of association is the mother of science”

A group of people, likely a soccer team, are gathered around a white and black soccer ball. They are all wearing blue shirts and have their hands placed on the ball, symbolizing teamwork and unity. The background is a green field, possibly a soccer field.

DECISION TO AFFILIATE

**What do I do to engage
vs.
how do I do a better
program**

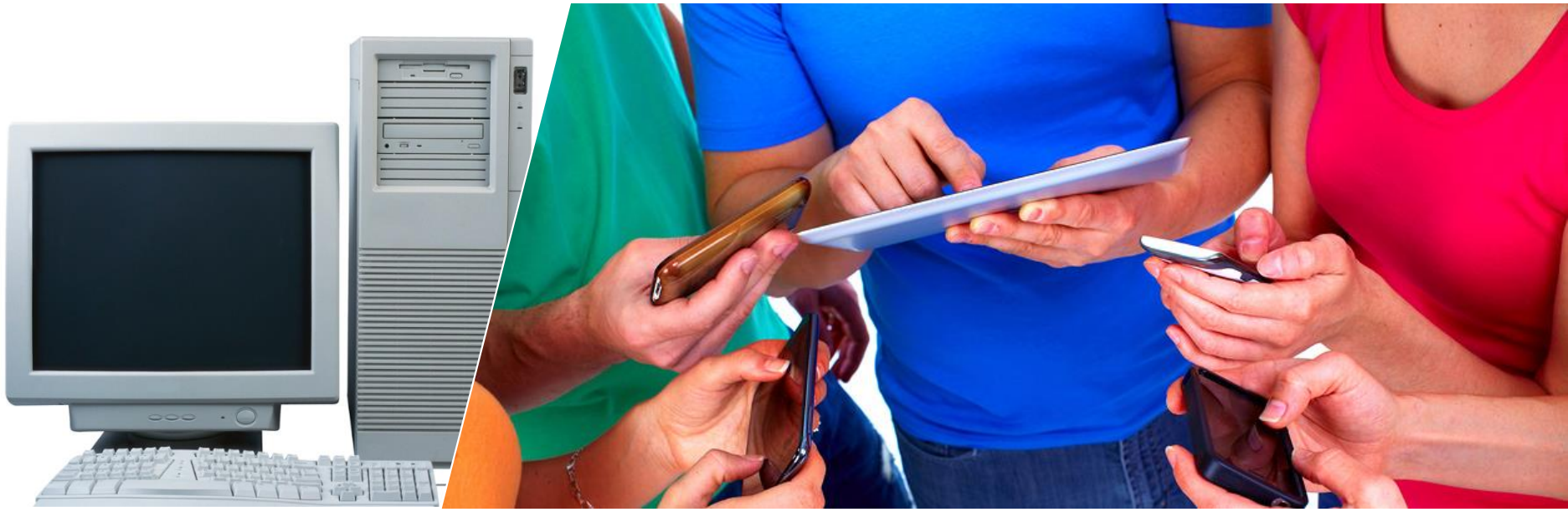


Cynical slackers

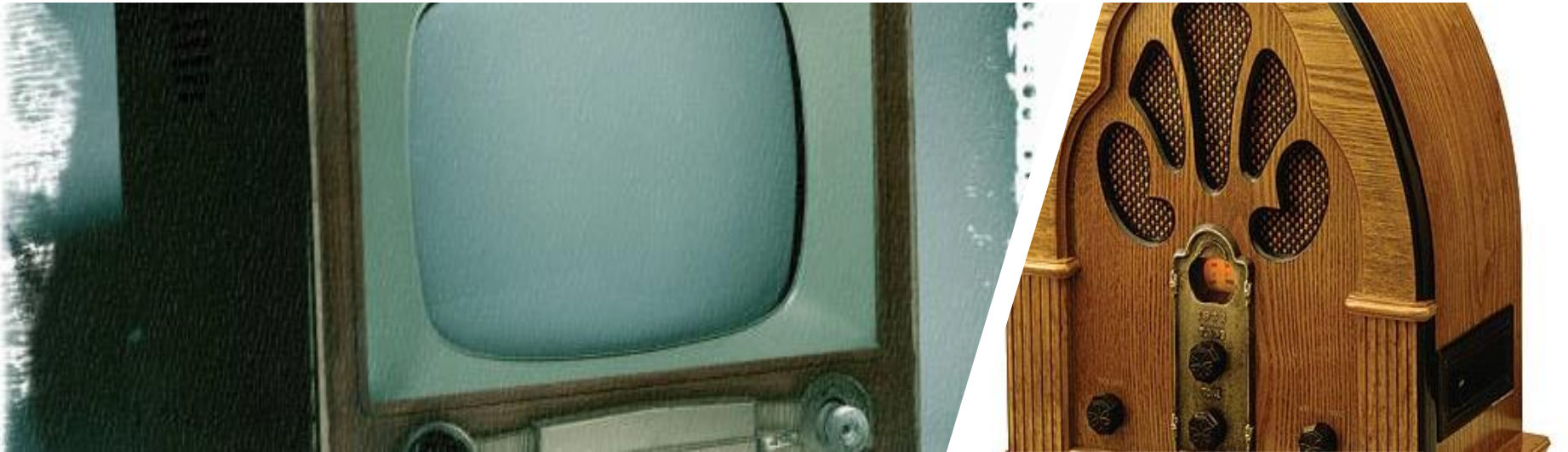
Long-haired, disrespectful hippies

EVERY SINGLE younger generation is blamed as the problem as they enter adulthood.

> Jamie Notter



4 Different Mindsets



The background of the slide features several dark silhouettes of people walking from left to right. The word 'Generations' is written in a large, white, sans-serif font on the left side of the slide, partially overlapping the silhouettes. A vertical white line is positioned to the right of the word 'Generations'.

Generations

- Boomers I
 - Born: 1946-1954
 - Coming of Age: 1963-1972
 - Age in 2016: 62 to 70
- Boomers II, Generation Jones
 - Born: 1955-1965
 - Coming of Age: 1973-1983
 - Age in 2016: 51 to 61
- Generation X
 - Born: 1966-1976
 - Coming of Age: 1988-1994
 - Age in 2016: 40 to 50
- Generation Y, Millennials
 - Born: 1977-1994
 - Coming of Age: 1998-2006
 - Age in 2016: 22 to 34

**Getting involved is
CYCLICAL**

**tied to family & profession
STAGES**

TOP BENEFITS BY GENERATION

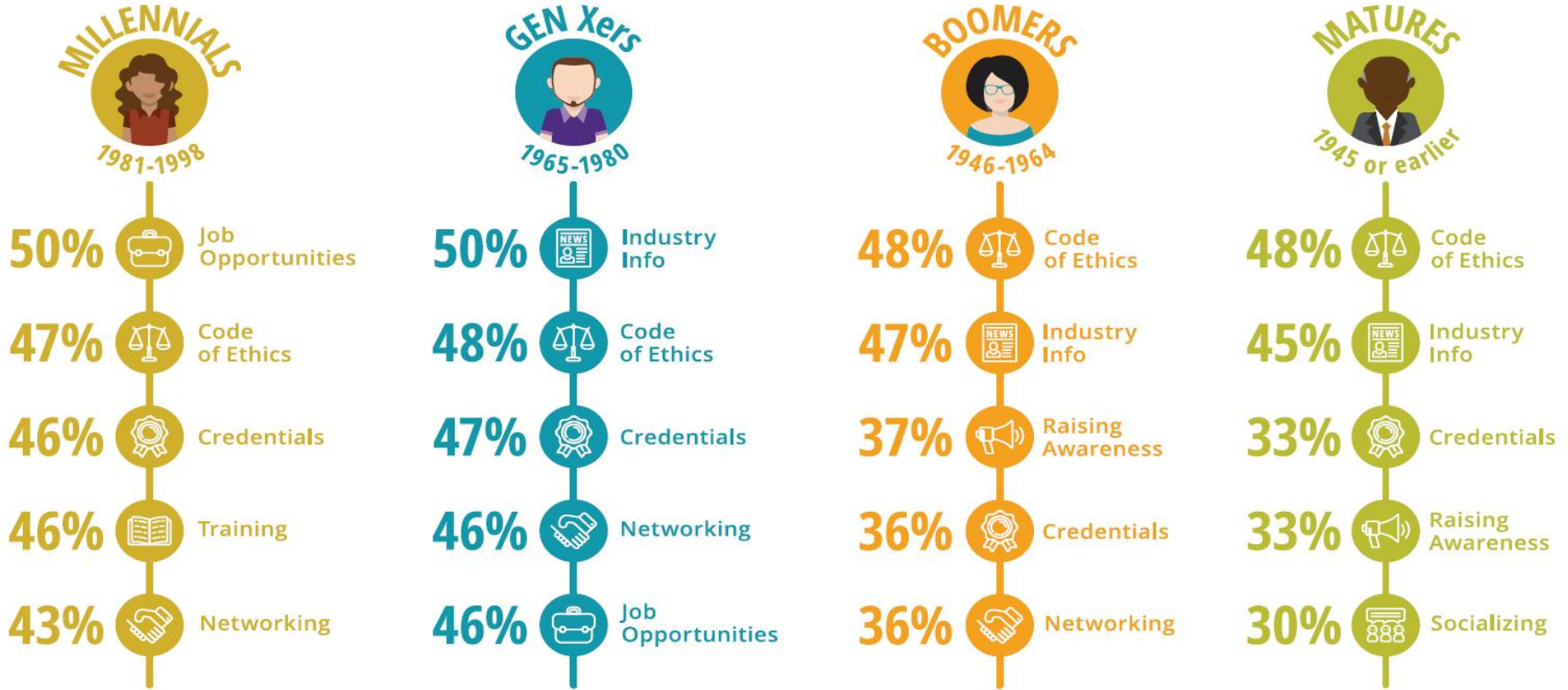
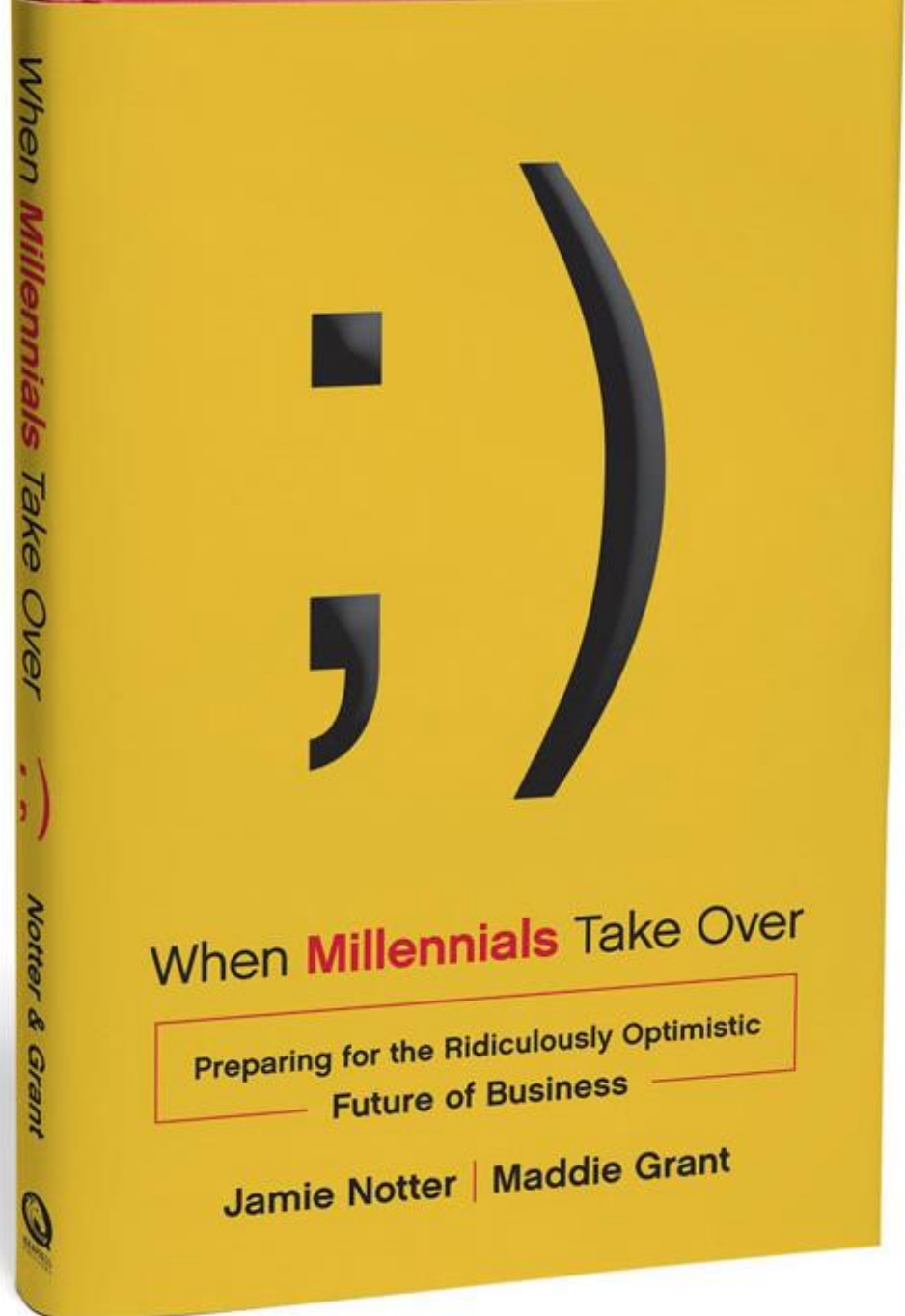


Figure 8: What matters most to members in different age groups (% very important)

Millennials act as a “secret decoder ring” to help us understand what drives customers and employees in today’s business climate.

> Daniel Pink



**How do we amplify
“relationships”?**



MUSX



ACCESS v. OWNERSHIP

**“Value is no longer created by
the association themselves,
but by the people within.”**

> Sarah Sladek

Knowing Y: Engaging the Next Generation Now

The problem lies in the practice of over-structuring in an increasingly unstructured world.

We are challenged to reduce structure to allow members to associate ***when and how they need and want to do so.***

> *Bruce Butterfield, Forbes Group*

**How can
we optimize access?**



PEOPLE-DRIVEN ECONOMY

- **transparency**
- **immediacy**
- **easy-access**
- **self-formation**
- **customer-centricity**



**Technology will be to
associations what the assembly
line is to manufacturing.**

**It will fundamentally change
the way we deliver value.**

Source: Race For Relevance

**How can we
leverage
technology?**

A neon sign with the text "IMMEDIATE SEATING" in a bright green color. The sign is composed of two rows of letters. The top row reads "IMMEDIATE" and the bottom row reads "SEATING". The letters are formed by glowing neon tubes. The background is dark, making the green neon stand out.

IT'S A DIFFERENT VOLUNTEER



CONSUMING



PROMOTING



CREATING



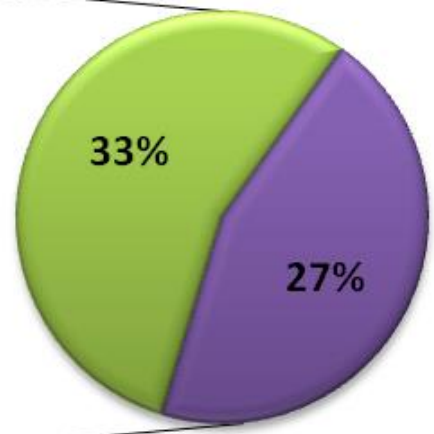
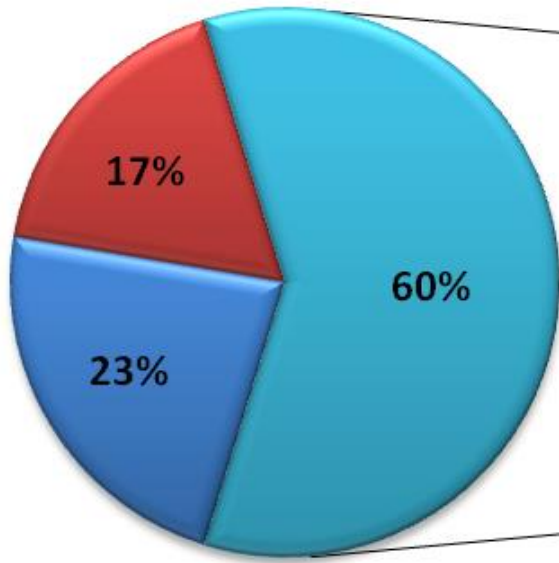
SERVING



GOVERNING







- Community Builders
- Shapers
- Coaches
- Content Contributors



CONSUMING



PROMOTING



CREATING

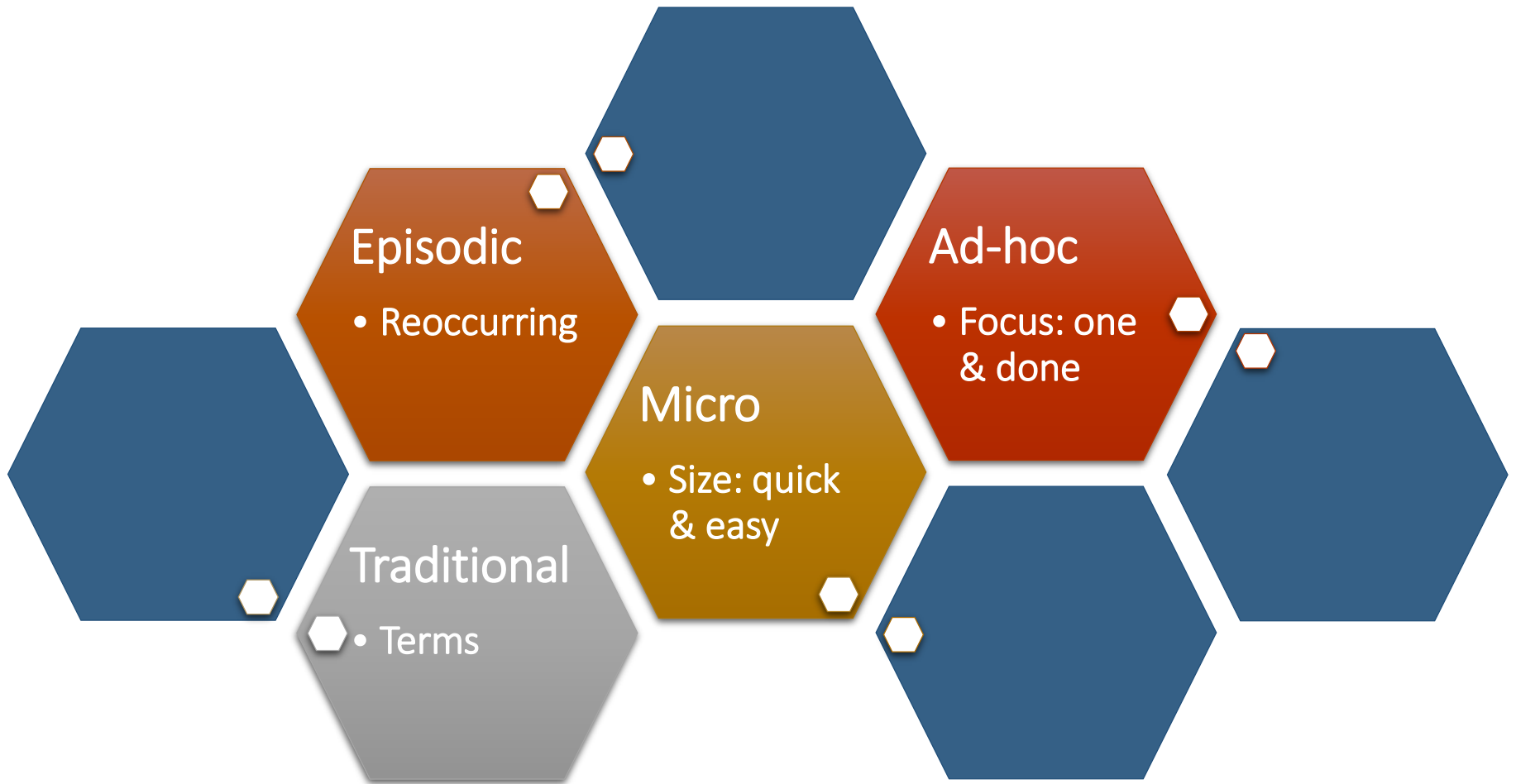


SERVING



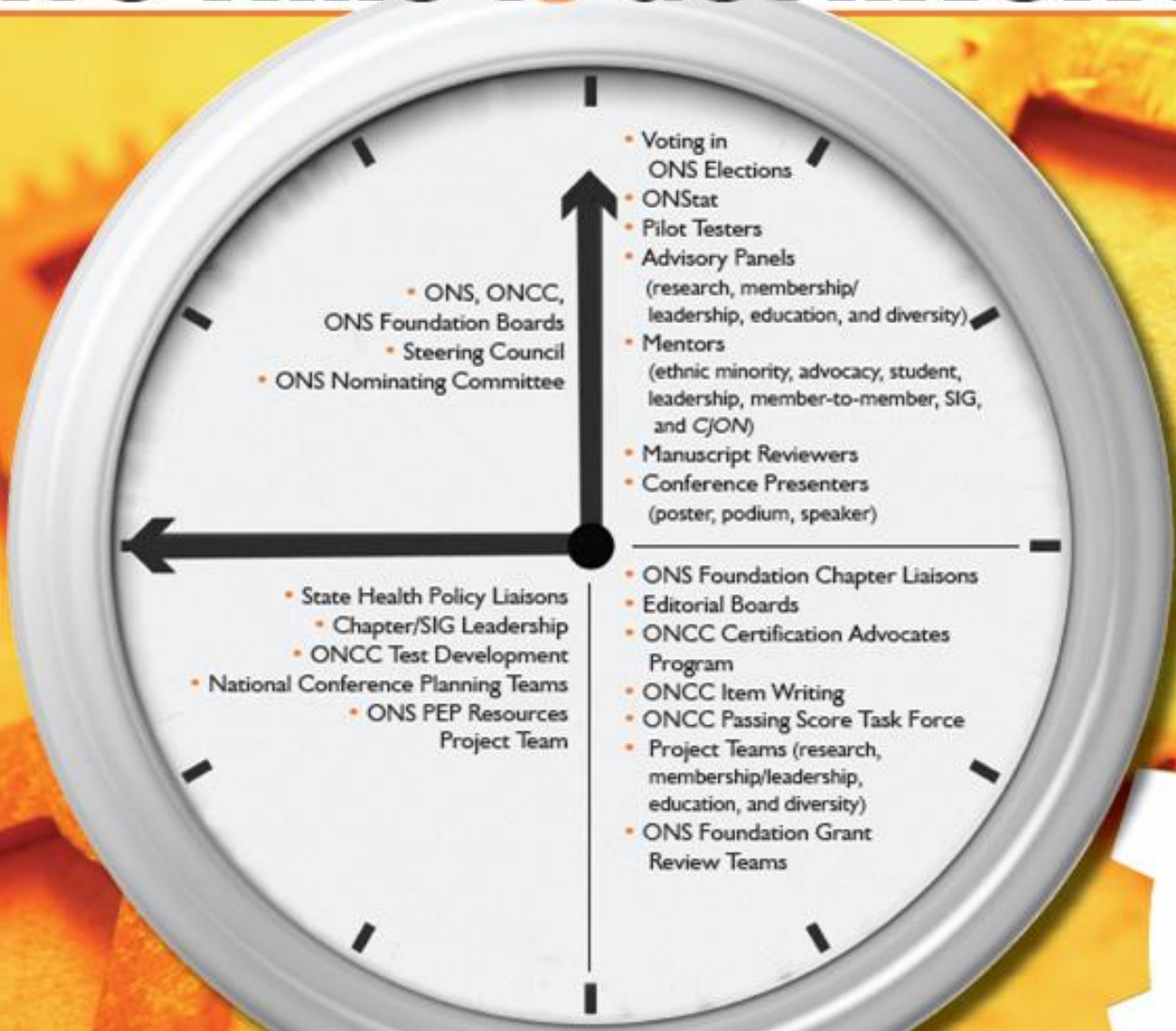
GOVERNING

viewing, reading, attending	liking, sharing, recommending	contributing, commenting, responding to surveys	volunteering in non-governing role	volunteering in a leadership role
Participatory & supportive; counted as a member of the community	Validating your association, your content, your mission	Directly (<i>e.g.</i> <i>speaks, writes,</i> <i>completes</i> <i>surveys,</i> <i>comments</i>) or Indirectly (<i>e.g.</i> <i>Member-owned</i> <i>blogs, white</i> <i>papers,</i> <i>webinars</i>)	Ad-hoc, micro, committee or TF member	Board, committee chair, TF chair



It's Time to Get Involved



- 
- Voting in ONS Elections
 - ONStat
 - Pilot Testers
 - Advisory Panels (research, membership/leadership, education, and diversity)
 - Mentors (ethnic minority, advocacy, student, leadership, member-to-member, SIG, and CJON)
 - Manuscript Reviewers
 - Conference Presenters (poster, podium, speaker)
 - ONS Foundation Chapter Liaisons
 - Editorial Boards
 - ONCC Certification Advocates Program
 - ONCC Item Writing
 - ONCC Passing Score Task Force
 - Project Teams (research, membership/leadership, education, and diversity)
 - ONS Foundation Grant Review Teams
 - ONS, ONCC, ONS Foundation Boards
 - Steering Council
 - ONS Nominating Committee
 - State Health Policy Liaisons
 - Chapter/SIG Leadership
 - ONCC Test Development
 - National Conference Planning Teams
 - ONS PEP Resources Project Team

We know you're busy, but we encourage you to make time to get involved with ONS. **Participating in the Society will help you improve oncology nursing and patient care.** ONS has a number of ways for you to get involved. Some take only a few hours, while others require a larger time commitment. **You pick the ones that fit your schedule.**

For more information on any of the projects listed above or on how you can get involved, contact ONS Customer Service

“The more that individuals experience the new power that the social internet is delivering, the more confused and frustrated they become trying to operating in traditional bureaucracies and hierarchies.”

> Jamie Notter & Maddie Grant
When the Millennials Take Over

**How can we be
accessible?**



Meeting members where they are



future awaits ...



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