

# Guiding the planning process and driving insight for member engagement

The Psychologists' Association of Alberta is the voice of and for psychology in Alberta, supporting members and promoting psychological health and wellness.

## Problem

- The Psychologists' Association of Alberta (PAA) is a small but very energetic and ambitious organization with active programs in advocacy, professional development, member services, and public awareness and support.
- Knowing where to focus its energies for the best return on investment is a constant challenge. Signs of waning member engagement were appearing, even though market share was still strong.
- PAA wanted to stay ahead of any potential negative impact on membership growth sustainability.
- The association needed an objective, expert assessment of the issues and opportunities it faced, along with an action plan to help it prioritize and focus.

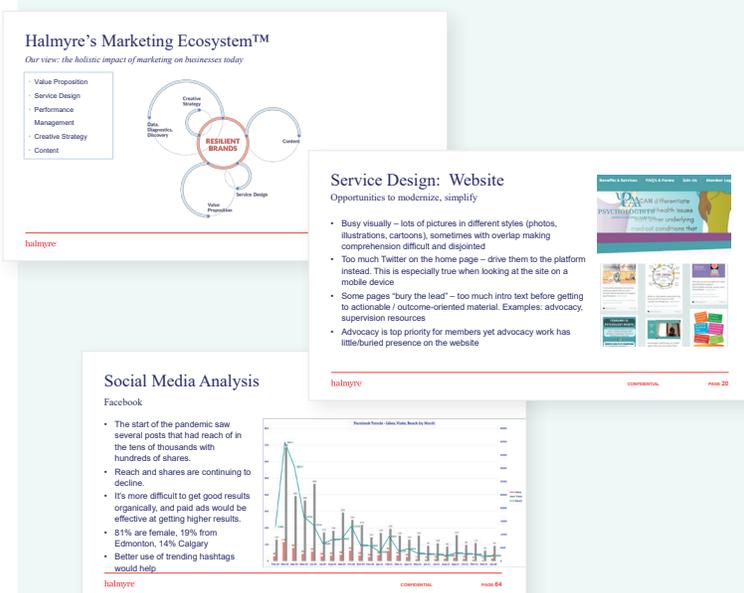
## Approach

Halmyre conducted a Value Proposition Audit, which unpacked PAA's issues and opportunities, and created a prioritized, tactical set of recommendations to guide next steps. To do this, Halmyre:

- Conducted a detailed review of existing PAA reports, surveys, and strategies;
- Interviewed key internal stakeholders to understand pain points, problems, and opportunities;
- Looked at comparator organizations to understand PAA's competitive positioning in its marketplace;
- Used the Halmyre Marketing Ecosystem™ to conduct a detailed, rigorous review of PAA's value proposition, service design, performance management, creative strategy, and content; and
- Summarized all findings in a prioritized tactical plan of quick wins and longer-term investment opportunities to focus efforts over the next 24-36 months.

## Outcome

- An honest, detailed assessment of what was working — and not working — across diverse association programs, services, and marketing strategies.
- Objective data on which to base decisions and priorities.
- The confidence to say no to low-ROI activities.
- Prioritized investment in PAA's social channels through the Halmyre Social Media Boost program.
- Clarity on how to improve engagement metrics through branding, member data, and social media insights.
- Board-ready analysis and recommendations to underpin key future decisions on pricing, content strategy, member engagement, and more.



*"It was a far more in-depth review than I had expected, with particular value for us. I very much appreciate this!"*

— DR. JUDI MALONE  
CEO, Psychologists' Association of Alberta