

Michelle Mills-Porter

Membership Director

membership.director@thepsa.co.uk



My role in the PSA

My role in the PSA My role in the PSA is to act as a link between members, at all levels of membership, and the Board of Directors. I am here to listen to any ideas, views or concerns of Associates, Professional Members and Fellows and take them to the board on their behalf ensuring that members interests are at the forefront of all decisions made by the Board. I aim to encourage and support members of all levels to make the most of their membership. My role also includes supporting the PSA office in reviewing and assessing applications for Professional Membership and Fellowship of the PSA.

Projects I've worked on in 2020

Following a successful launch of "Why the PSA events" for those who have attended PSA events but not joined yet, I have held several more, alongside PSA Membership days for new members, and members who have not been to one before.

Both of these events are free of charge and have been well attended. We have seen some new members as a result of the Why the PSA events and I urge anyone who has not been to a members day to come along to ensure that you know what benefits you can take advantage of.

I designed a membership survey and with the help of the core admin team, we ran this survey in the Spring. The results provided the board with feedback into the reasons that people join, stay with or leave the PSA along with some really useful insights that we can work with in order to serve our membership. This survey will be an annual one and hope that more people will help by participating year on year.

I presented a proposal of a membership benefits package to the board, but it was suggested that a further survey was completed to ensure that we are meeting the needs of the members with the services that we provide with this service.

The results of that has been gathering of further information which was used to home in on

benefits that would be most useful at this moment in time. I am pleased to announce the subsequent agreement of a trial of two benefits to be launched very shortly. I'm pleased to be working with an expert in this field in new member, Dave Plunkett. I am hoping that we get good engagement and a healthy uptake of these services that have been designed exclusively for the PSA and if we do, then we will be able to continue rolling out further benefits for our members to enjoy.

Day to day tasks include speaking with members on a whole host of issues and I have also been delivering a Storytelling Masterclass to the Regions that have asked for it, where I reverse engineer my keynote and explain my reasons for constructing my keynotes in the way that I do, along with tips, advice and strategies for PSA members to use. There are still two more of these to deliver in 2021 and I shall be running a workshop at our annual summit on Team Harmony.