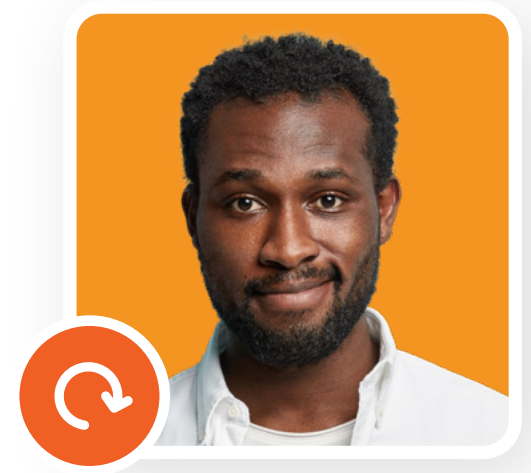


# 8 Tips to Help Members Recertify

We need quick but thoughtful tactics to help members recertify. Try our tips below (with some extra expert advice sprinkled in).



**(not so) fun fact:** the average worker gets interrupted every 15 minutes

(source: University of California, Irvine)

## TIP 1

### Countdown to recertification.

Well-placed calendar reminders are like good muscles: they should be active and consistent.

**Expert advice:** Former exec at AAAE Beth Arritt reminds us that dynamic content is key. For their events offering CEU credits, they'd add that specific info into event promotions to certain members.

## TIP 2

### Take out the guesswork with recommendations.

Send out personalized course suggestions based on data you already have.

## TIP 3

### Play nice with others (course providers, that is).

Members should be able to self-report to save time and help other providers track progress.

## TIP 4

### Give members the power.

Whether online, in-person or something in between, flexibility is a gift.

**Expert advice:** "This was one of the ways our members were able to thrive, because they were at different levels," says Beth.

## TIP 5

### Offer incentives (or what we like to call, positive bribes.)

Start with something simple like digital badges to show off on social or the community.

#### TIP 6

### Remind members they're doing great.

Recognition is simple and wonderful – newsletter, social, or even an event.

**Expert advice:** AAE touts their certified members via email, their annual conference, and even a drawing for a trip to Hawaii.

#### TIP 7

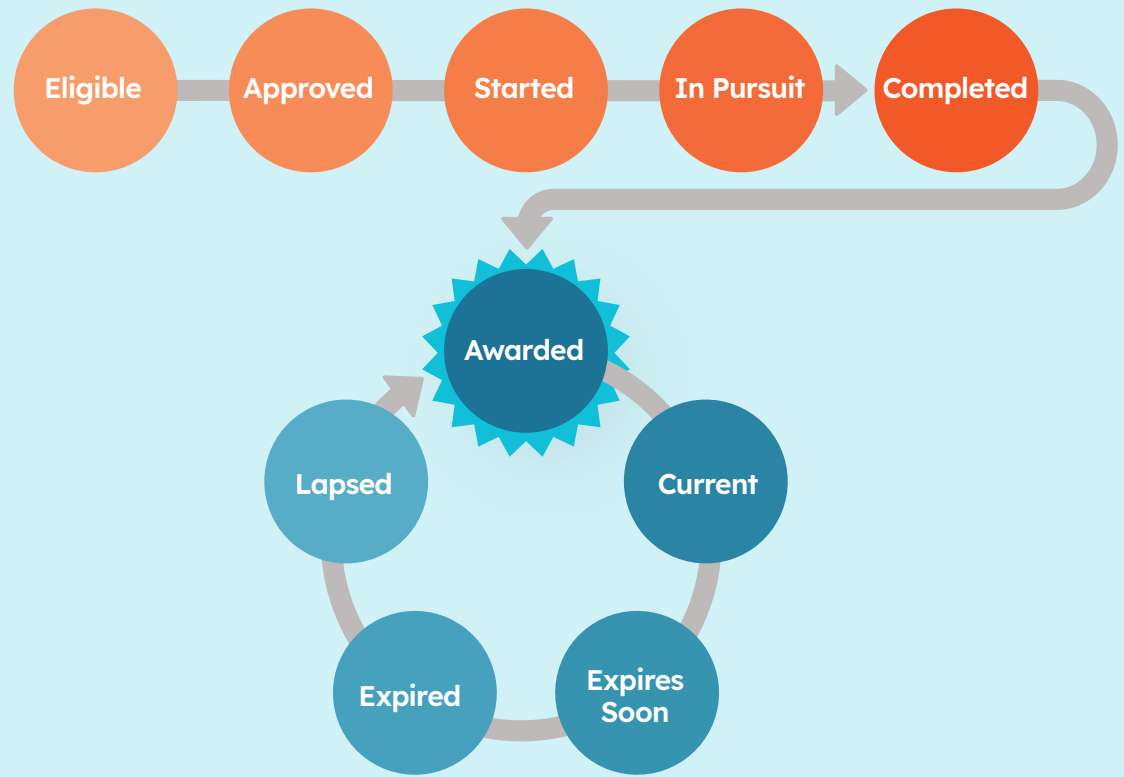
### Connect members to each other.

Provide a space for members to motivate and commiserate – as simple as a group email or a full-blown online community.

#### TIP 8

### Honor the feedback loop.

Don't harp on the specifics – just ask (and be prepared to adjust!)



The recertification process can be...hectic. Our tool can help you set automated reminders for your learning workflows to keep everyone on track.

Learn more at [cloudgeneration.com](https://cloudgeneration.com)