



ASSOCIATION OF
CHAMBER OF COMMERCE
EXECUTIVES

Dynamic Chamber Benchmarking Lunch & Learn Webinar

Wednesday, November 19, 2014

Tip Guide

The must-have tool for your chamber's strategic planning is here! See how easy and efficient it is to use [Dynamic Chamber Benchmarking](#) to prepare for your goal setting, staff and board retreats, annual reviews, and more. In this 30 minute demo, you'll learn how to:

- Understand how to enter Fiscal Year 2014 (just opened!), and update or review FY 2013 and 2012
- Use the new Year-Over-Year comparison analysis
- Update the Salary Survey section with expanded positions and obtain comparisons
- Access metrics on your chamber's functions including membership statistics
- Learn how completing the FY 2014 surveys in Dynamic Chamber Benchmarking makes you eligible to apply for the [2015 Chamber of the Year](#)

This powerful tool provides graphs and statistical comparisons of aggregate data from participating chambers as PowerPoint slides or PDFs. The system is easy to use for viewing dynamic comparisons and creating attractive reports of aggregated results.

Dynamic Chamber Benchmarking helps your chamber plan for tomorrow.

Get started by reviewing and entering your data for fiscal year (FY) 2012 and FY 2013. Note that FY 2014 was opened up for data collection in early November. Enter your data now and we'll have new FY 2014 reports available soon! For questions, email HERO@acce.org.

The platform has **three sections**: Chamber Profile (required section), Operations Survey and *Salary Survey (*open to CEO members or their delegates: permission can be emailed to hero@acce.org).

- For immediate results and comparisons, complete FY2013. The system currently defaults to FY2013. (FY 2012 and 2013 data for all sections, except non-CEO salary data, was migrated from earlier ACCE surveys to this new platform)
- FY2014 just opened for data entry on Nov. 5, 2014, and is available for those that have completed and audited their FY 2014. Reports and comparisons for FY 2014 will be available as soon as enough chambers participate for that fiscal year.
- Historical trending comparisons are **now available** for 2012 to 2013. Access Year over Year comparisons (accessible on the Compare Chambers tab for each survey section). This will compare the changes from 2012-2013 on a question by question basis for all numeric questions.
- For each survey section, note the new progress report graph showing your chamber's participation level. For each survey, 50% of the questions need to be answered before you have access to comparisons and reports.

- Data is shown in percentiles, 25th, 50th, and 75th, and your chamber's data and percentile are clearly shown so you always know where your chamber stands for true benchmarking.

Understand how to enter Fiscal Year 2014 (just opened!), and update or review FY 2013 and 2012

Note that the system is defaulting to FY 2013 right now. Select the year from which you'd like to work with, FY 2012, 2013 and now 2014.

Fiscal Year: For ACCE's surveys, we ask that you use your actual financial data ending in the fiscal year specified.

Examples:

- If your chamber's budget year ends October 2013, you will enter your data in FY 2013.
- If your chamber's budget year ends August 2014, you will enter your data in FY 2014.
- If your chamber's budget year ends December 2014, you will enter your data in FY 2014.

FY 2014 data collection is now open for entering your chamber's data. FY 2014 results will be available as soon as enough chambers add their FY 2014 data. If you need immediate comparisons and reports, you will need to use FY 2013. You can also catch up and enter or review your data for FY 2012 and view results. The benefit of adding your chamber's data to all fiscal years available is the ability to use the new Year over Year comparison feature.

Use the new Year-Over-Year comparison analysis

The Year over Year Comparison is available in Compare Chambers for each survey section and works for numeric data only.

In Compare Chambers, you can view metric-by-metric comparisons of data gathered in each section. Numeric metric comparisons are presented in line charts. Multiple choice metric comparisons are presented in bar charts. On-demand charts are available for download to either PowerPoint or PDF - just click on the pop-up chart icon.

In Compare Chambers, this selection is located next to the Year selection. Use the dropdown to select Year over Year. This page displays the variance between the current year and the previous year.

For example, if the median variance is 35%, that means the median chamber had actual results that were 35% greater than last year.

You can also apply any filters to this data for stronger comparisons.

Note: This selection currently only works for FY 2013 (compared to FY 2012) since these are the 2 full sets of data available. FY 2012 will not display results since there is no FY 2011 to compare with in the platform. Coming soon, FY 2014 can be compared to FY 2013, available as soon as there is enough FY 2014 data in the system.

Powerful Filters for each survey section's Compare Chambers and Reports & Charts

Be sure to apply the filter options available in each survey section when using the Compare Chambers tool and the Reports and Charts downloads. Filters include Total Annual Revenue, Chamber Membership size, Staff size, Region, State, Population Service Area, and the Peer Cluster filter.

By selecting any combination of filtering attributes, you will see how your chamber compares to a specific subset of the database. Filtering offers the most targeted benchmarking results and allows you to decide the most important comparison factors and ranges. All data is aggregated, and if there are not enough results in the database, comparisons will not be displayed - this always ensures participant anonymity.

Peer Clusters allow users to set up a defined, named group of Chambers, against which they can compare to the aggregated database. The Cluster must contain a minimum of five (5) Chambers that have contributed data. The chambers listed are those that had data migrated into Dynamic Chamber Benchmarking or have logged into the system but may or may not have a complete set of survey results. Click on the drop-down area in the Compare Chambers or Reports & Charts section to create a peer cluster group. Please note that while you are comparing your results to named Chambers, all data is displayed in the aggregate, ensuring participant anonymity.

Update the Salary Survey section with expanded positions and obtain comparisons

There are new questions asked in the Salary Survey. If you participated in the previous Salary Survey, the CEO data was migrated. All other positions are brand new questions. Complete the data for each level of staffing, from Senior Staff, Mid-Level, Sales Staff, and Support Staff. Use the Compare Chambers section, apply filters, and view or download the popups to the non-CEO positions. Salary Survey reports are being built now and we will have these available soon. At our December 17 Lunch and Learn, we'll review the new Salary reports available.

Use Reports and Charts to download the CEO Salary Survey report and apply the filters you'd like for the best comparisons. Simply select the year, choose your filters and click on the report to download a dynamically generated PowerPoint slide deck to your computer. Reports can be viewed online, saved as PDFs, printed, emailed, etc.

Access metrics on your chamber's functions including membership statistics

Be sure to review, update, or catch up with entering your data in the Operations Survey section for each year. If you need immediate reports, use FY 2013 data. Remember that you can access the platform for any of the survey sections, 24/7, 365 days per year to update your data and access the comparisons and reports anytime you wish.

Use Reports and Charts to download the full Operations Survey Report and Membership Statistics Report. Apply the filters you'd like for the best comparisons. Simply select the year, choose your filters and click on the report to download a dynamically generated PowerPoint slide deck to your computer. Reports can be viewed online, saved as PDFs, printed, emailed, etc.

Chamber of the Year eligibility

This question is asked in the Chamber Profile. Chamber Profile data is required and calculations throughout the platform draw on this data. Please answer the CoY question ***only*** for FY 2014. Chambers interested in applying for [Chamber of the Year](#) must complete the FY 2014 surveys in Dynamic Chamber Benchmarking by February 27, 2015. Chambers that meet minimum requirements will be notified and invited to proceed with the Chamber of the Year [application process](#). Dynamic Chamber Benchmarking is available all year long but only chambers that complete all three sections of the platform by February 27 will be considered for eligibility. For more information, please attend our upcoming webinar, [So, You Want to Apply for Chamber of the Year?](#) on December 4 from 3-3:30 pm (Eastern).

Peer Participation

Encourage your chamber peers to participate! The more data entered, the better the benchmarking results.

Support is a click away

In the platform, click on Support for definitions and examples. Downloads include:

- [Quick Start Guide](#) is a downloadable PDF that will walk you through all aspects of using the platform. It will answer most of your "how to" questions.
- [Data Collection Worksheet](#) is a downloadable EXCEL spreadsheet that will help you to collect the information needed to complete each survey section. It contains all of the questions and their associated help text, separated into three separate tabs (worksheets) for each survey section that can be easily printed or forwarded to others for assistance in collecting the necessary survey data.
- Join us at an [upcoming webinar](#) or schedule an individual web meeting for your chamber.
- Email HERO@acce.org for additional help. The HERO team is available by phone and can schedule individual web meetings to help answer your questions.

Thanks for your participation in Dynamic Chamber Benchmarking!