The End of Expertise and How Associations Must Adapt

Session presented at

UST Education Session on January 24, 2024

PANELISTS



Melanie Gottlieb
Executive Director
American Association of Collegiate
Registrars and Admissions Officers
(AACRAO)

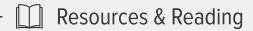


Joanna Pineda CEO & Chief Troublemaker Matrix Group International, Inc.



Tara Puckey
Executive Director
Radio Television Digital News Association
(RTDNA)





2022 Edelman Trust Barometer

 $https://www.edelman.com/sites/g/files/aatuss191/files/2022-01/2022\%20Edelman\%20Trust\%20Barometer\%20FINAL_Jan25.pdf$

Media Confidence Ratings are at Record Lows

https://news.gallup.com/poll/394817/media-confidence-ratings-record-lows.aspx

Americans' Trust in Scientists, Positive Views of Science Continue to Decline -

https://www.pewresearch.org/science/2023/11/14/americans-trust-in-scientists-positive-views-of-science-continue-to-decline/

Confidence in US Institutions Down; Average at New Low

https://news.gallup.com/poll/394283/confidence-institutions-down-average-new-low.aspx

U.S. adults under 30 now trust information from social media

https://www.pewresearch.org/short-reads/2022/10/27/u-s-adults-under-30-now-trust-information-from-social-media-almost-as-much-as-from-national-news-outlets/

Summary of The Death of Expertise

https://dmpi.pasca.radenintan.ac.id/wp-content/uploads/sites/14/2018/11/The-Death-of-Expertise.pdf

Blog on The Death of Expertise

https://thekeypoint.org/2017/06/08/the-death-of-expertise/

The Trust Project - Trust Indicators

https://thetrustproject.org/#indicators



Conversation Starters In Your Organization

- 1. What is your industry or profession?
- 2. What is your organization's area of **expertise**?
- 3. How does your organization assert its authority and expertise? Through research, reports, conferences, journals, testimony in front of Congress, etc.?
- 4. Is your area of expertise under attack?
- 5. How is Americans' increasing distrust of expertise affecting your association?
 - a. Is it affecting membership?
 - b. Is it affecting your community?
 - c. Is it impacting government affairs?
 - d. Is it impacting your ability to sway members re: government affairs?
- 6. Brainstorm ways to reassert or assert your authority and expertise.
- 7. What are other organizations in your space doing to reassert their authority?
- 8. What does success look like?
- 9. What monitoring do you need to put in place to alert you to potentially negative impacts on your organization's reputation, authority or brand?
- 10. What roles can volunteer leadership play in shoring up your organization's expertise and influence?