

# Item 9.1.2 Attachment

## NATIONAL SOCIETY OF PROFESSIONAL ENGINEERS

### MEMORANDUM

Membership Marketing, Market Segmentation & Incentives Task Force

December 18, 2012 – Final Report

#### Participants:

Francis J. Stanton, Jr. PE, FNSPE (Chair)	Pennsylvania
Steven C. Bassett PE, FNSPE, LEED AP	Florida
Luther O. Cox, Jr, PE	Georgia
Richard L. Buchanan, PE, FNSPE	Ohio
Douglas W. Hendrickson, PE	Washington
David C. Howe, PE	Missouri
Tamara G. Johnson, PE	Oregon
Jesus Mancilla, PE	South Carolina
Kenneth Skinger, Esq, PE	Massachusetts
Mark E. Williams, PE	Kansas
Mary T. Detloff, CAE	Minnesota
Gregory O. Latreille, PE	Alaska
Steve Wadas, PE	Nebraska
Austin S. Lin, EIT	New Jersey
Betsy Bailey, CAE (SSEC Rep.)	North Carolina
Peter Staffeld, PE	Pennsylvania

#### The Mission

- *Develop a marketing program that will incorporate the states to promote three (3) tier membership highlighting the features and benefits of membership.*
- *Develop a marketing program to assist and transition State-only and National only members to three (3) tier members.*
- *Determine the current number of licensed, resident professional engineers in each state compared to historical records to determine the percentage of market penetration in each individual state. (Previously completed by NSPE and reported to HoD Report in San Diego)*
- *Identify target areas where the greatest efficacy can be realized for expended resources.*
- *Identify possible recruitment and retention activities.*

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### Membership Marketing, Market Segmentation & Incentives Task Force

## Recommendations

### *Recommendation #1:*

Market to recruit new members in **ALL** States, and incorporate membership recruitment as a deliverable listed in the NSPE/State agreement with the coordination, knowledge and input from the State Societies.

- a. Mailings to newly licensed PEs seem to have a higher response rate (28x) and may be a more efficient use of capital with state's coordination.
- b. Marketing via letter mailings are commonly used because there are no email addresses from the licensing boards, thus marketing on professional networks like LinkedIn can be more cost effective rather than mass mailings. Alternative methods of communication should be used and are being recommended by the Communications Task Force.

### *Action Recommendation for the Board:*

Approve Marketing in ALL States to Newly Licensed PE by mail and non-members via electronic means and methods.

### *Estimated Impact on Budget for 2012-2013 Year.*

Budget for direct mail to newly licensed PE and Non-Members~ \$ 20,000

### *Recommendation #2:*

Expand Membership Committee Activities to include Membership Marketing to help NSPE staff review marketing materials, assist in developing messages, survey members, and develop a marketing plan, and strategy

- a. The Membership Marketing Committee composition should be of staff, state society executives and members. If possible, one or two of the committee members should have a marketing background, and may be a marketing professional who is volunteered by a larger firm to assist NSPE with the development of messages and materials.

### *Action Recommendation for the Board:*

Approve the expanding the Membership Committee Activities to include membership marketing.

### *Estimated Impact on Budget for 2012-2013 Year.*

None

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#### *Recommendation #3:*

Develop a national marketing plan that sets priorities and strategies. A marketing plan will provide the following:

- a) define the market focus (consulting firms, educators, industry, government, construction)
- b) an overall strategy for three tier marketing
- c) consistent messaging in identified markets segments (Student, Young Engineer, Mid-Career, Senior Engineer)
- d) priorities for staff and will streamline activities
- e) create national marketing materials explaining the 3-Tier membership levels
- f) create national marketing materials explaining the value of becoming a member of a professional society (NSPE)

#### *Action Recommendation for the Board:*

Approve the creation of a marketing plan

#### *Estimated Impact on Budget for 2012-2013 Year.*

None

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#### **Executive Summary**

As an outcome of the San Diego NSPE Board approving the Race for Relevance task forces, the marketing task force was formed. The task force was charged with the mission stated above and started with reviewing existing information and materials.

The Marketing Task Force (MTF) met via email and conference calls during August, September and October. The MTF identified four market segments consisting of students, young, mid-career and senior engineers. The MTF decided to address these larger categories instead of focusing on the myriad of different market segmentations. Many more segments can be developed in the future that can consist of interest groups, and sub-groups.

The MTF found NSPE stands alone from other professional and technical societies in its ability to:

- protect the interests of the professional engineer
- promote interdisciplinary networking
- address PE interests within the three level government structure

Past NSPE marketing information focused on the benefits received when someone becomes a member, and did not provide motivation for non-members to join. New marketing material is needed with focused messages that convey:

- why a non-member should join
- describe the 3-tier membership structure & features in mailings and the website
- describe the features of membership
- publish the agenda of NSPE/State/Chapters that benefit the PE
- explain the difference between NSPE and technical societies

Existing recruitment efforts to nonmembers PEs consists of obtaining mailing lists from licensing boards, as emails are not always included. To contact the non-member a direct mail piece is usually sent asking them to join. This direct mail piece has to attract the attention of the non-member, and persuade them to join. As of this writing, the direct mail campaigns yield approximately a **0.5%** response rate, at a cost of ~\$200 to \$300 per new member (See 10/31/12 teleconference notes for details).

However, recent results from the PA January 2012 **direct mailing to New PEs** obtained a **14%** response rate. This mailing is **28 times more effective** than the other mailings, costing ~\$ 7.14 per new member. The recent membership survey shows that a number of members joined the society shortly after they were licensed, thus demonstrating the receptiveness of newly licensed engineers' willingness to join their professional society.

Our NSPE President's goal to increase membership by 2% or ~600 members would cost between \$120,000 to ~ \$180,000 in direct mail costs to non-members. But targeting newly licensed PEs, the

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goals may be achieved with \$ 10,000 in direct mail costs, because of the higher response rate in this population.

Information on direct contact (member-get-a-member) or other recruiting methods was not readily available, although it seems to be common knowledge in NSPE that NSPE needs to "touch" a non-member 7 times before they join. However, no data was reviewed that supports the 7 touch criteria. The point to take away is that NSPE needs to focus on recruiting membership with coordinated efforts with the State societies. Direct mailing efforts are expensive, and alternate means and methods should be employed to reach non-members. The other task forces will make suggestions to use Facebook, LinkedIn, Tweets, email and other technologies for marketing efforts.

### **The Review**

Prior to the first teleconference call existing marketing materials were collected and placed in a dropbox for MTF members review.

The materials used by NSPE promote service benefits to prospective members to join NSPE. These items typically include 15 Free PDHs, Career Advancement, Networking Opportunities, News of the Profession, Continuing Education, Advocacy & Outreach, and Benefit Partners: FedEx, UPS, Car Rentals, etc.

### **Findings**

#### **Promoting benefits of NSPE**

The service benefits to NSPE members are not unique to NSPE and are offered by State Societies as well as ASME, IEEE, AIChE, ASCE and even our local churches, schools, and community service organizations. MTF members agreed that PE's do not join NSPE to obtain services.

#### **Survey Results**

The NSPE Membership Marketing Task Force created a survey to members and nonmembers. The survey results are attached for reference. The response rate from current members is less than 10%, which is lower than expected. Nearly half of those respondents are not active at their Chapter level, State or National level. In question 10 of the survey over 90 percent of members are not involved with National. The results of this survey and the other task force information will be used to prepare a marketing plan for NSPE to support the state-centric approach for communications.

#### **NSPE Marketing Plan**

NSPE does not have a marketing plan, which was explained to the MTF to be, due to the NSPE Board direction to go State Centric a few years ago; the States were left to market membership by themselves. NSPE would only support the States marketing effort, when requested by the State. Thus, there is no

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overall strategy or NSPE marketing plan. Existing marketing materials are focused on State specific messages promoting benefits, licensure and recruitment on a state by state, first come first serve approach. The MTF members believe that a plan should be created, and new materials developed that are distributed per the recommendations of the Communication Task Force.

The NSPE/State agreement should be modified to show that marketing and recruitment is a deliverable from NSPE to the State Societies.

Marketing Results: Georgia and Pennsylvania, have been recent mailings identified.

Georgia :	7000 pcs mailed,	36 new members	FY2012
Pennsylvania:	10000 pcs mailed,	46 new members (6 mos. Free)	FY2012
Pennsylvania:	<b>400</b> pcs mailed,	<b>56</b> new member ( <b>New PE's</b> 6 mos. Free)	FY2012
Massachusetts:	5000 pcs mailed,	20 new members	FY2011
Nevada:	3000 pcs mailed,	0 new members	FY2011

NSPE Recruitment Results FY2012

Georgia 25 (\$220 rate), SC with 11 (\$220 dues)  
MA with 23 (6 mo free) NE with 14 (6 mos. Free)

Student Recruitment: FY2011-2012

Pennsylvania: Approximately 120 new student members with PSPE Student Chapters

Additional Recommendations:

- Create a resource list of information that can be viewed on the website for use for Chapter and State marketing efforts.
- NSPE should promote and communicate the "approved" agenda such as the Industrial Exemption, Licensure for Federal Engineers, Licensure for Educators in Engineering, etc. to gain support and enthusiasm that will identify issues for non-members to interest them to join.
- *Strategies for Member Retention and Attraction* was developed through the efforts of the NSPE/PEPP 2002-03 Young Engineers Advisory Council. This document provides a good source of messages that NSPE should follow, and may provide the basis of a marketing plan.

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## MESSAGES

### Market Segmentation by Career

Student Engineer– Undergraduate and Post-Graduate working towards a higher degree

Young Engineers- Under 35 years of age

Mid-Career Engineers – Over 35 years of age up to 50 years of age (\*)

Senior Engineers – Over 50 years of age (\*)

(\*) 50 years of age is assumed at this time

### Market Segmentation by Practice Area (messages were not created for these markets)

Education

Government

Industry

Private Practice (Consultancy)

Construction

## Student Messages

Join NSPE to make you "stand-out" in a crowded field of engineering applicants, pass the FE, show that you are member of NSPE, and obtain practical experience in your field of study.

Network with owners in engineering firms and engineering department heads at large corporations for employment opportunities at local state and chapter meetings, outing and professional development symposiums.

The PE license brings credibility and instant recognition throughout the United States and Internationally. The PE license tells the world, that you are a competent, skilled and capable professional engineer.

Professional Engineers "outreach" with young people at STEM programs like MATHCOUNTS. Student members volunteer at the local NSPE Chapter or State competitions, and help these young minds connect with the engineering profession.

### Key message for student members regarding NSPE value

- a. Student membership cost is \$0.00, involvement is the price for success.
- b. Increase your employment opportunities by create your own professional network with NSPE tools.
- c. Join NSPE and participate in NSPE LinkedIn before you graduate with your engineering degree.
- d. Develop professional and leadership skills employers will recognize through professional development credits and internships on your resume.

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- e. Obtain the wide professional viewpoint with broad based engineering perspectives involving interdisciplinary cooperation and team building at the NSPE LinkedIn, Facebook and Website Blog.
- f. The PE license provides career flexibility and financial security throughout your career.
- g. Make a difference and promote the engineering profession through NSPE.

Messages will only resonate if we deliver the goods to younger members. Mostly, they seemed to gravitate towards more interaction between senior professionals and students/EIs through a variety of means (mentoring, speakers, and events).

### Young Engineers

The State and National Societies form a unique team. NSPE is the only engineering society that promotes and defends the interests of Professional Engineers. Technical societies are correctly focused on the technical disciplines of the profession, whereas NSPE, your professional society focuses on the legal aspects of the engineering profession. Membership in your technical and professional society develops the respected professional.

The PE license brings credibility and instant recognition throughout the United States and Internationally. The PE license tells the world, that you are a competent, skilled and capable professional engineer.

**NSPE** and the State Professional Engineering Society are committed to enhancing the image of the professional engineer and dedicated to the ethical and competent practice of engineering. NSPE is singular in comparison to other engineering societies; we are the only society that promotes and defends the interests of Professional Engineers. Our unique membership structure provides the opportunity to influence engineering issues, at the National, State and Local level. As a member you belong to three levels of membership and can participate in one, two, or all three levels.

**Network** – Meet Professional Engineers in your community by attending chapter meetings and helping with MATHCOUNTS.

**Leadership** – Learn to build your career so that you are a leader in engineering. Take advantage of mentoring.

**Membership Features** - Our society can help you navigate the engineering licensing laws, give guidance with engineering ethics and provide opportunities for lifelong learning and networking with a community of like minded individuals.

**Professionalism** – Build your career by preparing yourself; have the best credentials, making you more valuable to your employer and future employers.



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**Ethics** – Learn and prepare yourself for difficult ethical questions for your chosen profession. See how others have dealt with similar situations.

**Giving back** – Participate in engineering expos, volunteer for MATHCOUNTS and other local events.

### Mid-Career

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The State and National Societies form a unique team. NSPE is the only engineering society that promotes and defends the interests of Professional Engineers. Technical societies are correctly focused on the technical disciplines of the profession, whereas NSPE, your professional society focuses on the legal aspects of the engineering profession. Membership in your technical and professional society develops the respected professional.

**Membership Features** - Our society can help you navigate the engineering licensing laws, give guidance with engineering ethics and provide opportunities for lifelong learning and networking with a community of like minded individuals.

**Network** – Continue to build and replenish your network with a diverse cross-section of experience and disciplines.

**Leadership** – Take on new challenges of leading groups and practice public speaking. Work on effective communication and team building.

**Legislative Activities** – Make a difference in the profession by meeting with State and Local legislatures about engineering issues that affect the professional engineer.

**Professionalism** – Understand and promote proper Standard of Care in your work. You are the engineer that people think of in their mind's eye.

**Ethics** – Share your experiences and how you dealt with them. Lead by example.

**Giving back** – Participate in school career days, MATHCOUNTS, leadership in volunteer events, mentoring of students and new engineers.

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**Chapters** offer local opportunities to obtain PDH hours for license renewal.

Our societies are **multi-discipline forums** that foster cross communication to address inter-discipline issues common to the professional engineer.

**Skills** development for the professional engineer that aid in career advancement or professional practice.

**Compliance** with regulations - Don't run afoul of professional registration laws, use the resources of members, and attend registration law seminars to become familiar with complying with the registration laws in your State.

Meet members of the Registration Board, as they are often members of the State and National Societies, and attend meetings frequently.

### **Sr. Engineers**

**Network** – Share your network and experiences with upcoming leaders in engineering by being a mentor. Build your connections with a diverse cross-section of experience and disciplines.

**Leadership** – Share your experienced perspective to influence regulatory proposals.

**Professionalism** – Work to understand the changes to the profession and lead the way to show how the old and new can work together symbiotically for the betterment of all engineers. Help redefine and promote engineering.

**Legislative Activates** – Make a difference in the profession by meeting with State and Local legislatures about engineering issues that affect the professional engineer.

**Giving back** – You see the big picture, share it with others, whether you are leading or the workhorse, you are providing stability to everything you participate in.

**Opportunities** share your experiences and provide Chapters with presentations to **meet PDH** hours for license renewal.

Our societies are **multi-discipline forums** that foster cross communication to address inter-discipline issues common to the professional engineer.

**Skills** development for the senior professional engineer that keeps skills sharp, incorporates new technologies, social media, and enhances professional practice.

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### Membership Marketing, Market Segmentation & Incentives Task Force

Teleconference Date: August 16, 2012

Time: 12 Noon (ET)

Call in Number: 1-866-704-2476

Participant Code: 792470

Leader Code: 6333538

#### Attendees / Participants:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, D. Hendrickson, T. Johnson, K. Skinger, M. Detloff, S. Wadas, A. Lin, B. Bailey, T. Austin

#### Distribution:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, D. Hendrickson, D. Howe, T. Johnson, J. Mancilla, K. Skinger, M. Detloff, M. Williams, G. Latreille, S. Wadas, A. Lin, B. Bailey, T. Austin, H. Hnatiuk, D. Wittliff, K. Granados

#### Agenda

- Role Call & Introductions
- Discuss Membership Marketing Task Force Charge
- Define the market
- Target the message
- Form teams to work on separate tasks

#### Homework:

Participants reviewed the NSPE/State marketing information samples placed in the DropBox prior to the teleconference call.

#### Our Charge:

Develop 3-tier marketing program with the states to

- 1) jointly promote state and NSPE benefits and membership and
  - 2) develop marketing program to assist transition state-only members to three-tier memberships. (Item 1, may take care of item 2).
- Discussion of Membership Marketing Task Force Charge

#### Comments:

To get started the task for should develop a priority list of what is important to NSPE Members.

Young engineers are in the career development mind set, interested in building networks to learn or create opportunities for themselves with intern experience, and associations with professional members and companies.

- Discussion of the message

#### Message

Niches - overall message – Why NSPE? What separates NSPE from other societies? Loosely rephrased... NSPE is the only Society where there are networking opportunities at local chapter, state and national meetings with multi-disciplinary exposure for engineers. Business development, career

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development, team building, resources, continuing education credits and protection to the PE License are attributes that set NSPE apart from other professional societies.

- Discussion of the Market

#### Markets:

Students & Young Engineers - they like the virtual or electronic medium of communication, easy, fast, & paperless. Incentives for a bump up in pay for FE and PE achievements should be promoted. Students and Young Engineers share the same needs, interests, goals. Costs are important and participation is constrained due to disposable income and family pressures.

PE Engineer – more senior engineers with responsible charge, with time constraints, family constraints, more disposable income, in leadership position in firms or self-employed.

Identify and narrow our focus

- Who needs to be licensed? Consultants
- Where do these people work? Consulting Firms – Small, Medium & Large
- Are there less PE's in Industry, Government or Education than in Consulting firms?
- Who needs the license in these work places? Engineers in responsible charge.
- How many Engineers are in responsible charge? Is that our base market?
- Are we comparing our market penetration of membership numbers to the wrong market all PE's versus PE's who use their license? (in leadership roles)
- Is NSPE nurturing the Young Engineers to be our leaders for tomorrow and feeding the pipeline with new PE's?

Survey:

Does NSPE have a survey of what PE's need? What do they want?

Age, generation, needs, wants, size of company, etc. Members and Non-Members. : Well thought out surveys are important and can collect data and promote the organization at the same time.

What are the existing Surveys of Non-Members: Mentoring Task Force, California, and South Carolina PE Non-Member Survey, are there others?

Homework Action Items:

Form two teams out of our 15 member group.

- 1) Survey Team (See attached Spreadsheet for team members)
  - a. Review existing surveys for member & non-member's needs and wants. (PENC, KSPE + others)
  - b. Consider a new NSPE survey that will collect information from PE's members and non-members Nationally.
  - c. Each member is expected to provide draft survey questions from the existing survey information. Add to/Edit the file 2012-08-17-Srv-A
  - d. We will discuss the survey questions at the next conference call.

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- 2) Message Team (See attached Spreadsheet for team members)
  - a. Review existing survey, and messages on web, and dropbox
  - b. Prepare draft messages to attract Student/Young Engineers, Mid-Career and Sr. Engineers with the message (see Niche above) to communicate NSPE's unique attributes that separate NSPE from competing societies (ASCE, IEEE, ASME, AiChe, etc.)
  - c. Each member is expected to provide draft messages from the existing survey information. Add to/Edit the file 2012-08-17-Msg-A
  - d. We will discuss the messages at the next conference call.
- 3) Separate Drop Box Folders will be created for each team to put information. Feel free to contribute to the other team's folder or if you are on no team at all.
- 4) Place Comments & Suggestions in Drop Box folders for next meeting. In about 2 weeks.
- 5) Overall Time Frame: Draft Report due by Sept (for Oct Board Mtg);

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Teleconference Date: August 28, 2012

Time: 12 Noon (ET)

Call in Number: 1-866-704-2476

Participant Code: 792470

Leader Code: 6333538

#### Attendees / Participants:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, T. Johnson, S. Wadas, A. Lin, T. Austin, D. Howe,

#### Distribution:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, D. Hendrickson, T. Johnson, J. Mancilla, K. Skinger, M. Detloff, M. Williams, G. Latreille, S. Wadas, A. Lin, B. K. Skinger Bailey, T. Austin, H. Hnatiuk, D. Wittliff, K. Granados, M. Detloff, D. Hendrickson

#### Roll Call

#### Agenda

1. Review draft survey questions for Members and Non-Members
2. Review draft messages to Market Segment
3. Next Steps
4. Next Meeting

#### Survey:

- Should have the ability to go back and forth during the survey
- Survey should be short and focused.
- It is important to have some optional comments.
- Multiple choice questions with optional comment box is well liked
- Reviewed survey questions
- NC Survey – No. 5, No. 6 - perception questions, answers do not provide thoughtful responses
- Survey to random number of lists can be generated by NSPE
- NSPE will be able to tell us what is the proper sampling size for the survey
- 25 words or less why is your state and national society is important to you
- recruitment

#### Message:

- Sample messages were discussed on a broad outline basis.
- Sample messages were added to DropBox file.
- Georgia did a mass mailing in July with the Letter A and Letter B samples in the DropBox  
7065 pcs mailed: 6 new members in the first 30 days. More to come...

#### Visual Message :

- Concept idea to link photos of a disaster to lack of oversight or lack of PE involvement  
Example: NASA – Challenger disaster – no PE's involved. The engineer who objected to the launch due to weather conditions later became a PE after leaving the defense contracting industry.

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#### Action Item:

1. Review and add a separate file to the drop box for Messages with your comments
2. Review and add a separate file to the drop box for Survey questions.
3. F. Stanton will consolidate the comments for messages and survey questions at the end of the week of September 3.

#### Next Meeting:

- Week of September , F. Stanton will send Doodle message.
  - Meeting agenda: Review draft messages, and survey questions
  - Discuss the Task Force report to NSPE – areas to highlight, recommendations etc.

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### Membership Marketing, Market Segmentation & Incentives Task Force

Teleconference Date: Sept 17, 2012 Time: 11:00 AM (ET)  
Call in Number: 1-866-704-2476 Participant Code: 792470 Leader Code: 6333538

#### Roll Call

Attendees / Participants: F. Stanton, S. Bassett, R. Buchanan, D. Howe, M. Detloff, G. Latreille, S. Wadas, P. Steffeld, T. Austin, H. Hnatiuk

#### Distribution:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, D. Hendrickson, D. Howe, T. Johnson, J. Mancilla, K. Skinger, M. Detloff, M. Williams, G. Latreille, S. Wadas, A. Lin, K. Skinger, B. Bailey, T. Austin, H. Hnatiuk, D. Wittliff, K. Granados, M. Detloff, D. Hendrickson, P. Staffeld

#### Agenda- Discussion

- 1) Review sample messages
  - a) A description of the market segments young engineer, mid-career and senior engineer should be added somewhere in the material.
  - b) There is a difference between Student Engineers and Young Engineers defined by NSPE up to 35 years of age. All agreed and the market segment for young engineers will be split into two segments for Students and Young Engineers.
- 2) Report on test market messages in GA and PA
  - a) Up to date information will be requested. As of this writing: PA received 10 applications out of 3000 pcs mailed and GA received 36 applications out of 7000 pcs mailed.
  - b) TF members wanted to know what the typical response rate is from email solicitations? No information was available.
  - c) NSPE has done mailings to non-members because the email addresses are not always available to the society from the state registration boards.
  - d) Do we have NSPE Past results..... what works and what doesn't. We need to ask NSPE Staff.
- 3) Review survey questions
  - a) Are we asking the right questions to find out what would make a non-member join?
- 4) Recommendations
  - a) It was indicated on the call that there is no standing committee for Marketing, but communications do have to be approved at NSPE headquarters before being released.
  - b) A standing marketing committee seems like a good recommendation to provide volunteer help to the NSPE Marketing Director with prioritizing of resources, preparing a marketing strategy and execution plan, preparing and updating marketing materials.

Mid December... wrap up reports for January meeting.



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### Membership Marketing, Market Segmentation & Incentives Task Force

Teleconference Date: October 31, 2012

Time: 1:00 PM (ET)

Call in Number: 1-866-704-2476

Participant Code: 792470

Leader Code: 6333538

#### Roll Call

Attendees / Participants: F. Stanton, S. Bassett, D. Howe, T. Johnson, M. Williams, M. Detloff, G. Latreille, S. Wadas, P. Steffeld, T. Austin

#### Distribution:

F. Stanton, S. Bassett, L. Cox, R. Buchanan, D. Hendrickson, D. Howe, T. Johnson, J. Mancilla, K. Skinger, M. Detloff, M. Williams, G. Latreille, S. Wadas, A. Lin, K. Skinger, B. Bailey, T. Austin, H. Hnatiuk, D. Wittliff, K. Granados, M. Detloff, D. Hendrickson, P. Stafford

#### Agenda- Discussion

#### Agenda:

##### 1) President & Board Comments of Preliminary Report

###### a) Standing Marketing Committee –

- i) Feedback from NSPE is to have the Marketing Committee report under the Membership Committee as a sub-committee Task Force. NSPE wants to minimize the creation of standing committees, and as a result there is the creation of the limited life Task Force committees. The appropriate placement of Membership Marketing Committee is to have it be a sub-committee under the Membership committee. Marketing committee recommendations will be done at the task force level, but acted at the committee level. Within this structure the Marketing TF should still be able to complete its function.
- ii) Committee Make up: Executive Committee Member, NSPE Staff, Marketing Professional, PE Members.
- iii) Messages should enhance membership recruitment, and NSPE branding.

###### b) 3 Tier marketing message

- i) State Only, National Only, marketing are not being acted upon by the committee
- ii) 3 Tier message / program
  - (1) States and National work in partnership.
  - (2) Define & Promote 3 tier membership on NSPE Web Pages
  - (3) Direct Mail Data:
    - (a) GA-7000pcs-36 new members (.5%); PA-3000-15 new members (.5%); MA-5000-20 new members (.4%); NV-3000-0 new members (0%) Costs for mailings ~ \$1/piece, Cost to get a new member from direct mail ~ \$ 200-300 / member
    - (b) What was the message? Are we promoting features of membership vs. benefits?
    - (c) Where did the lists come from NSPE, Licensing Boards?
    - (d) Are expectations too high with the direct mailing results, since history shows that it takes a message to touch a prospective member 7 times before they join as a member.
    - (e) Do we highlight the Return on Investment (ROI) with 15 PDHs assumed @\$25/PDH = \$750 value and if for National+State+Chapter dues are assumed at \$450/year

$$ROI = ( \frac{\text{Return}}{\text{Cost of Investment}} ) * 100.$$

$$ROI = (750/450) * 100 = 166\%$$

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## MEMORANDUM

### Membership Marketing, Market Segmentation & Incentives Task Force

- (f) Car rentals, FedEx shipping, Life Insurance, Long term care, etc. – Should not be marketed, potentially dropped because NSPE members can get these from any organization, nothing new is offered here – Under review by another committee
  - (g) NSPE 3 tier membership is unique, so be unique. NSPE should offer items that are different from other organizations and of interest to PEs.
- 2) Survey to Members and Non-Members
  - a) Pete Staffeld and Doug Hendrickson to work with Kim Granados to get the surveys out with a 1 week turnaround.
- 3) Future marketing committee composition (touch upon above in 1.a.ii)
- 4) Draft final report by Dec 15 with Exec. Summary and prioritized list
- 5) Any other business:
  - a) It was reported that the The Missouri Society of Professional Engineers (MSPE) saw the draft membership marketing task force report as a positive direction for the society.

## View Summary

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### PAGE:

1. Are you a member of NSPE?

	Response Percent	Response Count
<b>Yes</b>	<b>99.2%</b>	<b>949</b>
<b>No</b>	<b>0.8%</b>	<b>8</b>
<b>answered question</b>		<b>957</b>
<b>skipped question</b>		<b>10</b>

2. Which category below includes your age?

	Response Percent	Response Count
<b>under 20</b>	<b>0.2%</b>	<b>2</b>
<b>21-29</b>	<b>3.8%</b>	<b>37</b>
<b>30-39</b>	<b>11.8%</b>	<b>114</b>
<b>40-49</b>	<b>14.5%</b>	<b>140</b>
<b>50-59</b>	<b>27.7%</b>	<b>267</b>
<b>60 or older</b>	<b>42.0%</b>	<b>405</b>
<b>answered question</b>		<b>965</b>
<b>skipped question</b>		<b>2</b>

## 3. How did you first find out about NSPE?

	Response Percent	Response Count
<b>Professional colleague</b>	<b>64.7%</b>	<b>624</b>
<b>Conference/meeting</b>	3.4%	33
<b>Mail (letter/brochure)</b>	10.8%	104
<b>Email</b>	1.1%	11
<b>Facebook</b>	0.2%	2
<b>LinkedIn</b>	0.1%	1
<b>Other (please specify)</b> <a href="#">Show replies</a>	19.6%	189
<b>answered question</b>		<b>964</b>
<b>skipped question</b>		<b>3</b>

## 4. How would you rank your interest in the following current, or proposed, NSPE programs and services?

	Not Interested	Neutral	Interested	Very Interested	Response Count
<b>Licensure requirements and support</b>	3.3% (32)	15.8% (152)	<b>48.0% (461)</b>	32.8% (315)	960
<b>Educational opportunities</b>	4.8% (46)	17.5% (167)	<b>52.1% (498)</b>	25.6% (245)	956
<b>answered question</b>					<b>965</b>
<b>skipped question</b>					<b>2</b>

## 4. How would you rank your interest in the following current, or proposed, NSPE programs and services?

<b>Career development</b>	10.0% (95)	33.9% (323)	<b>41.4% (395)</b>	14.8% (141)	954
<b>Leadership skills development</b>	9.0% (86)	33.6% (321)	<b>42.9% (410)</b>	14.5% (139)	956
<b>Legislative/Regulatory interaction</b>	5.4% (52)	28.2% (270)	<b>47.9% (459)</b>	18.5% (177)	958
<b>Networking opportunities</b>	9.2% (88)	<b>39.1% (375)</b>	38.4% (368)	13.3% (128)	959
<b>Multidiscipline resources</b>	10.5% (100)	<b>46.7% (446)</b>	36.5% (349)	6.3% (60)	955
<b>Virtual meetings</b>	20.4% (194)	<b>52.3% (498)</b>	22.9% (218)	4.4% (42)	952
<b>A PE online directory</b>	11.4% (109)	<b>40.0% (382)</b>	37.8% (361)	10.9% (104)	956
<b>answered question</b>					<b>965</b>
<b>skipped question</b>					<b>2</b>

## 5. How would you rate the value of each level of your membership?

	Little Value	Neutral	Valuable	Very Valuable	Response Count
<b>National membership</b>	9.3% (89)	31.4% (301)	<b>47.3% (454)</b>	12.1% (116)	960
<b>State membership</b>	5.7% (55)	22.5% (215)	<b>51.1% (489)</b>	20.7% (198)	957
<b>answered question</b>					<b>960</b>
<b>skipped question</b>					<b>7</b>

5. How would you rate the value of each level of your membership?

<b>Local chapter membership</b>	10.0% (95)	25.8% (246)	<b>40.3%</b> <b>(384)</b>	23.9% (228)	953
<b>answered question</b>					<b>960</b>
<b>skipped question</b>					<b>7</b>

6. Please indicate your membership(s) in other professional engineering organizations:

	Response Percent	Response Count
<b>American Academy of Environmental Engineers</b>	2.1%	15
<b>American Institute of Aeronautics and Astronautics</b>	0.8%	6
<b>American Institute of Chemical Engineers</b>	2.9%	21
<b>American Society for Engineering Education</b>	1.8%	13
<b>American Society of Agricultural and Biological Engineers</b>	1.7%	12
<b>American Society of Civil Engineers</b>	<b>43.9%</b>	<b>314</b>
<b>American Society of Heating, Refrigerating and Air-Conditioning Engineers</b>	8.8%	63
<b>American Society of Mechanical Engineers</b>	14.0%	100
<b>answered question</b>		<b>715</b>
<b>skipped question</b>		<b>252</b>

6. Please indicate your membership(s) in other professional engineering organizations:

<b>American Society of Naval Engineers</b>	0.7%	5
<b>American Society of Plumbing Engineers</b>	2.2%	16
<b>American Society of Safety Engineers</b>	1.1%	8
<b>American Society of Test Engineers</b>	0.1%	1
<b>Institute of Biological Engineering</b>	0.0%	0
<b>Institute of Electrical and Electronics Engineers</b>	11.2%	80
<b>Institute of Industrial Engineers</b>	1.0%	7
<b>Institute of Transportation Engineers</b>	4.8%	34
<b>National Academy of Forensic Engineers</b>	1.4%	10
<b>Society of American Military Engineers</b>	6.6%	47
<b>Society of Automotive Engineers</b>	2.1%	15
<b>Society of Broadcast Engineers</b>	0.3%	2
<b>Society of Fire Protection Engineers</b>	1.8%	13
<b>Society of Manufacturing Engineers</b>	0.4%	3
<b>Society of Marine Port Engineers</b>	0.0%	0
<b>Society of Naval Architects and Marine Engineers</b>	0.6%	4

**answered question** **715**

**skipped question** **252**

6. Please indicate your membership(s) in other professional engineering organizations:

<b>Society of Petroleum Engineers</b>	2.0%	14
<b>Society of Women Engineers</b>	2.4%	17
<b>Other (please specify)</b> <a href="#">Show replies</a>	33.0%	236
<b>answered question</b>		<b>715</b>
<b>skipped question</b>		<b>252</b>

7. Who currently pays for your NSPE membership?

	Response Percent	Response Count
<b>I do</b>	42.9%	413
<b>My employer does</b>	<b>50.2%</b>	<b>483</b>
<b>Other (please specify)</b> <a href="#">Show replies</a>	7.0%	67
<b>answered question</b>		<b>963</b>
<b>skipped question</b>		<b>4</b>

8. Would a dues increase (up to 10%) influence your decision to maintain your NSPE membership?

	Response Percent	Response Count
<b>answered question</b>		<b>953</b>



8. Would a dues increase (up to 10%) influence your decision to maintain your NSPE membership?

Yes	40.7%	388
No	59.3%	565
answered question		953
skipped question		14

9. What can NSPE do to enhance your membership?

		Response Count
Show replies		372
answered question		372
skipped question		595

10. How are you active with the Society in its tiers?

Officer	Committee	MATHCOUNTS			
	or Task	or other	Attend	Not	Response
	Force	Society	meetings	active	Count
	member	sponsored			
		events			
			answered question		956
			skipped question		11

## 10. How are you active with the Society in its tiers?

<b>Chapter</b>	13.0% (122)	9.6% (90)	20.3% (191)	41.6% (391)	<b>46.0% (433)</b>	941
<b>State</b>	7.4% (69)	10.0% (93)	9.8% (91)	20.8% (193)	<b>66.8% (621)</b>	929
<b>National</b>	1.1% (10)	4.8% (43)	2.1% (19)	3.7% (33)	<b>91.1% (809)</b>	888
<b>answered question</b>						<b>956</b>
<b>skipped question</b>						<b>11</b>

## 11. At what level would you like to participate more?

	Response Percent	Response Count
<b>National Society</b>	21.8%	112
<b>State Society</b>	45.6%	234
<b>Local Chapter</b>	<b>62.8%</b>	<b>322</b>
How would you prefer to participate? <a href="#">Show replies</a>		323
<b>answered question</b>		<b>513</b>
<b>skipped question</b>		<b>454</b>