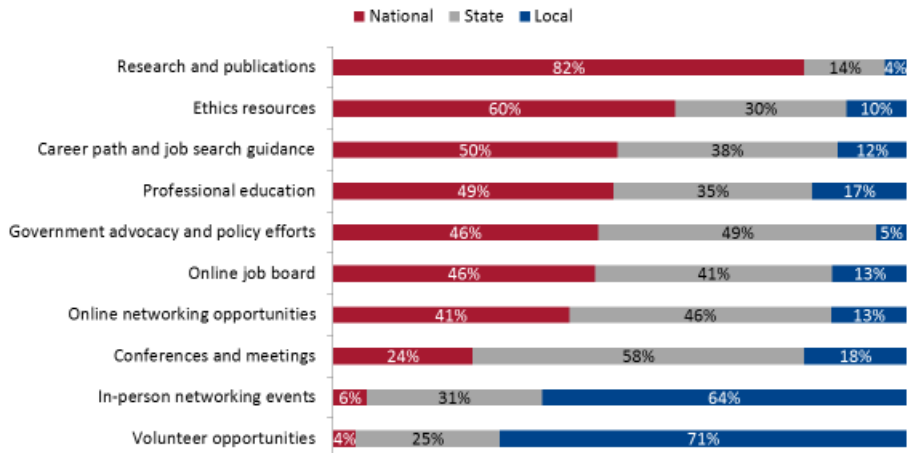


Value Proposition – NSPE Services

This new model and the new services being offered help NSPE and state societies respond as *one* organization and *one* voice to its members wants and needs, and provides those services from where the member expects to receive them. This approach allows each partner to focus on what it can do best.

Benefits and Services

At which level would you like NSPE to focus on providing the following products and services in the future? Please select the level at which you think it is most important for NSPE to provide each product or service. (N = 1,002)



Benefits and Services

How would you rate the importance of the following NSPE national products and services to you and your organization? (N = 1,349)



Below is a brief description of NSPE's service levels for state partners, depending on their level of need:

- **Lower Capacity/Full Service:** The full service package provides comprehensive support that elevates the member experience in your state beyond those services you are currently offering, and ensures being a member in your state will be comparable or greater than the member experiences in other states. With NSPE National handling the heavy lifting related to the administrative- and communication-based services members need to see ROI, *you* have the time and capacity to focus on delivering direct member value at local meetings and events, and building community and engagement with your members.
- **Moderate Capacity/Premium Service:** Lessen the variability members may feel in your state/territory versus others by accessing NSPE's premium service package to fill gaps in your current member portfolio.
- **Moderate-High Capacity/Standard Service:** Continue to deliver member value, but expand the suite of services you offer by leveraging NSPE national's standard-level marketing, administrative, and program services for only a small share of member dues revenue.
- **High Capacity/Basic Service:** Enhance your ability to deliver quality and comprehensive member value by electing the basic service package and funneling a majority share of member dues directly into your state's programs and services.

Additional refinement of differences in level of support between the tiers is to be addressed by Study Group II on implementation.

A la Carte Service: Following implementation of the new model, NSPE will pursue offering services on an a la carte basis for state/territories where those services are not already included in a state/territory's service level. Such potential offerings are labeled as "Future Options" in the matrix that follows.

NSPE Service Packages

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
Advocacy					
<p>Regardless of the nature of the business relationship with state society partners (integrated or non-integrated), national’s first priority (per the strategic plan) is and will remain maximizing the credibility and efficacy of the PE license and licensing system and insuring no harm to the license is allowed to occur anywhere in the US. National will continue to work as it does today with every state society, regardless of form of affiliation, in responding collaboratively to such threats and leveraging advocacy opportunities. National will continue to monitor legislative and regulatory developments in all 50 states and alert a state society if a serious issue arises (as it does today, regardless of whether the state society is a three-tier or state-only state under the current model); we will continue to rely upon state societies, whether integrated or non-integrated partners, to do the same, so that national and state can collaborate effectively in advocating for the PE, just as they do today. M = Value to Member S = Value to State Society</p>					
(NEW) Helps develop individual state legislative agenda aligned with NSPE’s mission (as requested) S M	Annually	Annually	<i>Review of state’s draft agenda for alignment.</i>	<i>Future option¹</i>	<i>Not Included</i>
Legislative and regulatory tracking system: This is an internal system available to state society staff to monitor state and federal legislation and regulations. S	☑	☑	☑	☑	<i>Not Included</i>
<i>Approximate Annual Savings:</i>	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
<u>Action Alert System</u> : This is a system where constituents can find legislation and officials, and take action on advocacy issues. M S	☑	☑	☑	☑	☑
<i>Approximate Annual Savings:</i>	\$5,000	\$5,000	\$5,000	\$5,000	\$5,000
Fund state lobbying activities as needed on an issue-per-issue basis through the NSPE Legal Fund S M	☑	☑	☑	☑	<i>Not Included</i>
State-by-state assessment of key trends M S	☑	☑	☑	☑	☑
Access to NSPE staff experts for advice S	☑	☑	☑	☑	<i>Issue based</i>

¹ *Future Option*: Following implementation of the new model, NSPE will pursue offering of these services on an a la carte basis.

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
Branding & Communications					
(NEW) State society website (design and hosting on NSPE's Microsite platform) (HTML compliant and mobile responsive) S M	<input checked="" type="checkbox"/>	<i>Future option</i>	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	<i>\$3,000</i>				
(NEW) State society website domain name (nspe-xx.org) S	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	<i>\$100</i>	<i>\$100</i>	<i>\$100</i>	<i>\$100</i>	
Linkage to state society on NSPE.org S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>TBD</i>
(NEW) Host Email address	<input checked="" type="checkbox"/>	<i>Future option</i>	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i> S M	<i>\$50</i>				
Participation in image campaigns S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
	<i>Level of participation/support required from participating states society increases at higher capacity levels.</i>				
Educational programs listed on PE Institute S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
PE Magazine for members; ability for state society to reuse content with permission S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included²</i>
(NEW) Individual Community platform for state and chapters (can be used to replace mass e-mail services) S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	<i>\$3,250</i>	<i>\$3,250</i>			
Customized digital image products such as logos for states/chapters S	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>

² National members will receive PE Magazine in Non-Integrated states.

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
Borrowing of booth, table tops, table cover displays S	☑	☑	☑	☑	<i>Not included</i>
<i>Approximate Annual Savings:</i>	\$300	\$300	\$300	\$300	
Provide design assistance of additional materials/templates S	☑	<i>Limited Support</i>	<i>Limited Support</i>	<i>Future option</i>	<i>Not included</i>
National social media assistance for state societies S M	☑	☑	<i>Limited Support</i>	<i>Future option</i>	<i>Not included</i>
Branded NSPE or state society logo merchandise (Lands' End) S M	☑	☑	☑	☑	<i>Not included</i> ³
Access to resources in NSPE online Leadership Toolbox S M	☑	☑	☑	☑	<i>Only members with national membership</i>

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
Member Content, Programs and Product Services					
15 free webinars for members M S	☑	☑	☑	☑	<i>Only members with national membership</i>
(NEW) Customized state webinar (as requested) M S	0-2 (annually)	0-1 (annually)	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	\$600	\$300			
Legal and ethics hotline for members M	☑	☑	☑	☑	<i>Only members with national membership</i>

³ Full access provided to PEOutfitters for NSPE branded merchandise. NSPE will not cover the cost of setting up a store for a non-integrated state and a non-integrated state may not use the NSPE branded logo. Members may of course purchase products.

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
(NEW) Customized state society electronic newsletter with dynamic content	Monthly	Quarterly	Articles as requested 1-2x a year	Future option	Not included
Approximate Annual Savings:	\$1,000	\$500	\$300		
Contract document (EJCDC) creation and 50% member discount M	☑	☑	☑	☑	Only members with national membership
PE Magazine: Print and digital versions M	☑	☑	☑	☑	Only members with national membership
Daily Designs e-newsletter M	☑	☑	☑	☑	Only members with national membership
PE Scope: Bimonthly e-newsletter M	☑	☑	☑	☑	Only members with national membership
NSPE Update: Monthly e-newsletter M	☑	☑	☑	☑	Only members with national membership
NSPE “Open Forum” Community: access to members across the country and across disciplines M	☑	☑	☑	☑	Only members with national membership
Ability to participate in national committees or run for national office M S	☑	☑	☑	☑	Only members with national membership
Eligible, if requirements are met, to become an NSPE Fellow Member M S	☑	☑	☑	☑	Only members with national membership ⁴
Member Discounts: affinity programs, licensure review materials, webinars, Professional Engineers Conference M	☑	☑	☑	☑	Only members with national membership

⁴ Nominations come from Delegate to the HoD, not the state society.

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
Membership Services					
Billing and Renewal Services Dues collection: invoice creation, e-mailing, mailing, phone follow up, and exit survey (for three-tier memberships only) (one invoice for members) S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/> ⁵	<i>Not included</i>
<i>Level of participation/support required from participating states society increases at higher capacity levels.</i>					
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of members:	\$1,000	\$5,000	\$10,000	\$22,000	
Use of NSPE database or other system to maintain member records (one log in for members) S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of members	\$3,400	\$4,200	\$5,280	\$6,360	
State-specific member recruitment campaigns S	2x a year	2x a year	<i>National to pay 50% of the cost of the mailing</i>	<i>Future option</i>	<i>Not included</i>
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of prospective members	\$2,000	\$5,000	<i>varies</i>		
Membership marketing materials S	<input checked="" type="checkbox"/>	<i>Future option at cost</i>	<i>Future option at cost</i>	<i>Future option at cost</i>	<i>Not included</i>
Customer service for members ⁶ S M	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of members	\$6,000	\$12,000	\$24,000	\$40,000	
(NEW) Assistance with membership surveys and electronic polls S	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
Approximate Annual Savings:	\$100	\$100			

⁵ Quarterly retention calls with the expectation these state societies will complete monthly calls on their own. All other tiers will have retention calls placed on their behalf by national unless requested otherwise.

⁶ Billing questions, website comments or questions, personal profile updates or questions, membership questions.

Activities	Lower Capacity/ Full Service	Moderate Capacity/ Premium Service	Moderate-High Capacity/ Standard Service	High Capacity/ Basic Service	Non- Integrated Society (or state only members in those states)
General Administration & Governance					
Instantly updated rosters of state and local members S M	☑	☑	☑	☑	<i>Not included</i>
State society general liability coverage under NSPE’s plan, and the ability to purchase additional coverage S	☑	☑	☑	☑	<i>Not included</i>
<i>Approximate Annual Savings*: Savings are higher for larger states as cost is based on number of members</i>	\$450	\$450	\$1,000	\$2,000	
NSPE speaker for one conference per year as requested and available S M	☑	☑	<i>Shared Expense</i>	<i>Shared Expense⁷</i>	<i>Expenses paid by state</i>
<i>Approximate Annual Savings:</i>	\$1,500	\$1,500			
HOD delegate travel and per diem funding for PECON governance meeting	☑	☑	<i>Shared Expense⁸</i>	<i>Shared expense</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	\$700	\$700			
(NEW) State leadership training S M	☑	<i>Future option</i>	<i>Future option</i>	<i>Future option</i>	<i>Not included</i>
Access to State Society Executive Community, State and National Leader Community, etc. S	☑	☑	☑	☑	<i>National only members upon request</i>

⁷ National pays only airfare and parking expenses to attend.

⁸ The shared expense division will be less than what is shared for the moderate-high/standard state societies.