



**Society of Women Engineers  
FY16 Senate  
Amend Senate Procedures**

<b>Date:</b>	April 26, 2016	<b>Item #:</b> S1618	Type: Consent /Administrative
<b>Section:</b>			
<b>Description:</b>	Approve Employer Sponsored Membership Program (no longer a pilot)		
<b>Motion Maker:</b>	Cindy Hoover	<b>Second:</b>	Jonna Gerken

The employer sponsored membership pilot will conclude its fourth year at the end of FY17. The initial pilot was approved for four years (ending at the conclusion of FY17) with a progress report due to the Senate during FY16. That report was given to the Senate on February 13, 2016 in Philadelphia. The Society would like to move from a pilot to an official membership program beginning in FY17. The Board shall conduct analysis on the program every three years or at any time when the professional membership dues are increased. And they will report to the Senate on this program when requested.

**DISCUSSION PRO**

- Increased membership for the Society
  - Positive impact on non-dues revenue, i.e. advertising, registrations, etc.
  - Speaking for more women engineers is impactful when talking to employers, legislators and the media
  - Removes dues cost as an individual’s barrier to entry
- Improve corporate ability to leverage SWE as a platform for all women engineers
- Improve visibility of sections with major local employers
  - Build stronger partnership with major local employers
  - Opportunity to partner with Employee Resource Groups at local employers
- Increases SWE reach/impact
  - SWE Reach number = member, friend, customer or contact
  - Impacted by SWE = SWE Reach x 8 touch points (conservative formula)

FY15 example: 5700 x 8 = 46,000 impacted by SWE brand just through ESM

And even for those who may not have renewed, they now know about SWE and can share with others who might benefit from engagement with us

- Very low acquisition cost
  - A traditional direct marketing campaign can average \$20/member acquisition and securing qualified lists can be difficult
  - Since this was a pilot, we did not broadly market; some outreach to CPC and word of mouth
- Did not significantly increase our membership service costs
  - 9% increase from FY14 to FY15
  - So while we did not make a significant amount of revenue on each new member, we did not have a significant increase in expenses either to service those members
- New Association Membership System will make it easier to track and market to these members

## **DISCUSSION CON**

- Communications to this group of members needs to be customized and high touch
- Not everyone who joins via this channel will be active in their local section; sections should not consider this a failure if attendance in section meetings does not spike. Training and communications will be developed to help sections with this point
- Since this was a pilot, we are still learning. Further adaptations may be required as the program matures.

## **STAFF RECOMMENDATION**

Staff supports.

## **PROCEDURE**

Employer identifies the number of employees eligible

- Minimum of 200 to participate; additional members can be added
- Eligible employees will be as defined by employer
  - All in the organization, all in a business unit, part of select group (high potential women for example)

Dues payment calculation:  $\$100 * \#participating * 15\%$

- Minimum:  $\$100 * 200 \text{ employees} * 15\% = \$3,000$ 
  - \$100 or applicable dues rate if outside the US (all to date have used \$100 even for international participants)

Re-evaluate supplemental rebate in FY17; determine is root cause is ESM or other retention factors

Employer provides all eligible employees with a code to complete membership application or renewal

- Employees become members only upon completion of a membership application or renewal of existing membership
- If employee leaves the firm, the individual SWE membership remains valid until the end of the fiscal year
- Cannot be part of CPC \$30K allocations; must be additional funding