81 people responded

- Largest age group: 65+
- Smallest age group: 55-60 & 20-25
- Membership segment with most potential for growth: 25-30

With the largest segment of our membership 65+, we need to focus on increasing/balancing our membership segments moving forward.
RESPONSE BREAKDOWN

RESPONSES BY ENGINEERING SPECIALIZATION

67 work in Civil/Structural
4 work in Mechanical
3 work in Electrical
2 work in Environmental

*4 work in another field*
WHAT DO YOU BELIEVE IS THE GREATEST BENEFIT OF BEING A MEMBER?

- Enhancing Image: 40%
- Upholding Ethics: 30%
- Education: 60%
- Networking: 80%
- Support: 20%
- Cont. Education: 50%

*Other: 7.69%*
MEMBERSHIP RESPONSES

WHAT ARE THE BEST METHODS FOR INFORMING POTENTIAL MEMBERS OF THE BENEFITS?

82.5% said email

55% said word of mouth

41.25% said VSE website
MEMBERSHIP RESPONSES

OVERALL HOW SATISFIED ARE YOU AS A VSE MEMBER?

- VERY SATISFIED: 40%
- SATISFIED: 46.25%
- NEUTRAL: 12.5%
- SOMEWHAT SATISFIED: 1.25%
- UNSATISFIED: 0%

WOULD YOU LIKE THE VSE BOARD TO DISTRIBUTE MEETING NOTES FROM BOARD MEETINGS?

- YES: 69.01%
- NO: 30.99%

IF ANNUAL MEMBERSHIP FEES WERE INCREASED TO $50, WOULD YOU BE WILLING TO PAY THE ADDITIONAL AMOUNT ($15 INCREASE)?

- YES: 83.54%
- NO: 16.46%
EVENT RESPONSES

WHICH VSE SPONSORED EVENTS DO YOU TYPICALLY ATTEND?

- VSE ANNUAL MEETING: 65%
- E-WEEK DINNER + GOLF TOURNAMENT: 52%
- PAST OFFICER DINNER: 47%
- SPOTLIGHT + SUMMER BBQ: 33%
- TOYS FOR TOTS: 24%
VSE now offers PDHS for attending VSE events. Does this increase your likelihood of attending VSE events?

- Yes: 77.5%
- No: 22.5%
RECOMMENDATIONS FOR INCREASING MEMBERSHIP

"Maybe a sliding scale for member dues"

"Emphasize the collegiality aspect of working together to accomplish better professional practice and business outcomes in an otherwise somewhat competitive business culture"

"Market the value of the continuing education that VSE provides"

"More informal networking events; more opportunities to gain PDHs"

"Establish a student membership and promote it"

"Have invited socials in various spots: Bennington, Brattleboro, Springfield, Vergennes, Burlington, St Johnsbury, Montpelier, Hartland"

"Offer more PDHs now that VT PEs are required to obtain PDHs"

"PDHs and/or free beer"
FINAL TAKEAWAYS

- PEOPLE VALUE OUR PDHS
- MEMBERS BELIEVE NETWORKING IS A GREAT BENEFIT
- UTILIZE EMAIL COMMUNICATION
- TARGET OUR MISSING DEMOGRAPHICS
VSE MEMBERSHIP SURVEY ANALYSIS

THANK YOU, ANY QUESTIONS?