The Society of Women Engineers

SWE FY20 Member Survey Results
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Member Survey Methodology

Three separate surveys were conducted to explore member needs and perceptions as they relate to SWE’s programs and services. Research was conducted through separate surveys to protect any individual SWE member or former member from being exposed to multiple or long survey research requests.

- **Needs Assessment Survey**: A broad research effort aimed at capturing member opinion on SWE programs and benefits.
- **New Member Survey**: A brief survey focusing on awareness of SWE, reasons for joining, and anticipated participation with the organization.
- **Lapsed Member Survey**: A brief survey that focuses on reasons for member lapse and usage, and opinion of SWE member benefits.
FY19 vs. FY20 Member Survey Strategy

SWE conducted fewer surveys in FY20 than it did in FY19 but worked with McKinley to conduct a more thorough analysis of our membership.

1. Collegiate vs. Professional

2. U.S. based member vs. Non-U.S. based member
Member Survey Methodology

Survey picks up where FY19 and FY18 surveys left off.

### Year Three Benchmark

<table>
<thead>
<tr>
<th></th>
<th>New Member (Wave 8)</th>
<th>Lapsed Member (Wave 4)</th>
<th>Needs Assessment (Wave 3)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Date</td>
<td>December 11, 2019</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Emails Sent</td>
<td>8,330</td>
<td>30,633</td>
<td>29,828</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>350</td>
<td>200</td>
<td>1,034</td>
</tr>
<tr>
<td>Partially Completed Surveys</td>
<td>162</td>
<td>72</td>
<td>449</td>
</tr>
<tr>
<td>Response Rate*</td>
<td>6%</td>
<td>1%</td>
<td>4%</td>
</tr>
</tbody>
</table>

*Response rates in 2019 based on the total emails sent, not based on total deliveries as in past years.

### Year Two Benchmark

<table>
<thead>
<tr>
<th></th>
<th>New Member (Wave 5)</th>
<th>Lapsed Member (Wave 2)</th>
<th>Needs Assessment (Wave 2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Date</td>
<td>November 29, 2018</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Members Emailed</td>
<td>9,358</td>
<td>15,777</td>
<td>25,625</td>
</tr>
<tr>
<td>Completed Surveys</td>
<td>258</td>
<td>192</td>
<td>954</td>
</tr>
<tr>
<td>Partially Completed Surveys</td>
<td>114</td>
<td>98</td>
<td>513</td>
</tr>
<tr>
<td>Response Rate</td>
<td>4%</td>
<td>2%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Member Survey Results
Primary Reason for Membership

**Primary Reason for SWE Membership**

_Differences greater than 10%_  
_by location_

**By Location**

<table>
<thead>
<tr>
<th>Reason</th>
<th>United States (N=951)</th>
<th>Global (N=69)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To find a supportive community</td>
<td>32%</td>
<td>19%</td>
</tr>
<tr>
<td>It is required or encouraged by my employer</td>
<td>6%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**By Membership Type**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Collegiate Member (N=118)</th>
<th>Professional Member (N=631)</th>
</tr>
</thead>
<tbody>
<tr>
<td>To access career and employment resources</td>
<td>31%</td>
<td>26%</td>
</tr>
<tr>
<td>To attend events and conferences</td>
<td>11%</td>
<td>26%</td>
</tr>
<tr>
<td>To stay connected or engaged with women and allies in the field</td>
<td>37%</td>
<td>38%</td>
</tr>
</tbody>
</table>
Participation in SWE

Participation in the Last 12 Months
Differences greater than 10%

By Location
- United States (N=951)
- Global (N=69)

- SWE Magazine [print version]: 58% (U) vs. 16% (G)
- Volunteer leadership opportunities: 35% (U) vs. 25% (G)
- Outreach programs: 24% (U) vs. 10% (G)
- SWE Magazine [mobile app]: 18% (U) vs. 28% (G)

By Membership Type
- Collegiate Member (N=118)
- Professional Member (N=631)

- Awards and recognition programs: 22% (C) vs. 12% (P)
- Scholarship opportunities: 31% (C) vs. 4% (P)
- All Together (SWE's 24/7 news blog): 13% (C) vs. 29% (P)
- Webinars and podcasts: 21% (C) vs. 41% (P)
- Online career center: 27% (C) vs. 11% (P)
## Factors in the Decision to Maintain SWE Membership

### United States vs. Global Market

<table>
<thead>
<tr>
<th>Feature</th>
<th>United States (N=931)</th>
<th>Global (N=65)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Networking opportunities offered by SWE</td>
<td>62%</td>
<td>82%</td>
</tr>
<tr>
<td>SWE’s meetings/conferences</td>
<td>61%</td>
<td>72%</td>
</tr>
<tr>
<td>SWE’s outreach opportunities and events</td>
<td>46%</td>
<td>58%</td>
</tr>
<tr>
<td>SWE’s volunteer leadership opportunities</td>
<td>42%</td>
<td>64%</td>
</tr>
<tr>
<td>SWE’s career resources</td>
<td>37%</td>
<td>50%</td>
</tr>
<tr>
<td>SWE’s online webinars and presentations</td>
<td>32%</td>
<td>50%</td>
</tr>
<tr>
<td>Speaking and publishing opportunities offered by SWE</td>
<td>18%</td>
<td>48%</td>
</tr>
<tr>
<td>SWE’s publication(s)/magazine(s)</td>
<td>14%</td>
<td>26%</td>
</tr>
<tr>
<td>SWE’s member discounts</td>
<td>13%</td>
<td>35%</td>
</tr>
<tr>
<td>SWE’s online blog (AllTogether)</td>
<td>6%</td>
<td>22%</td>
</tr>
</tbody>
</table>
Factors in the Decision to Maintain SWE Membership

Professional vs. Collegiate Member

By Membership Type

- SWE's career resources: Collegiate Member (N=113) 36%, Professional Member (N=617) 73%
- Networking opportunities offered by SWE: Collegiate Member (N=113) 60%, Professional Member (N=617) 72%
- SWE's volunteer leadership opportunities: Collegiate Member (N=113) 40%, Professional Member (N=617) 52%
- SWE's member discounts: Collegiate Member (N=113) 13%, Professional Member (N=617) 28%
- SWE's online webinars and presentations: Collegiate Member (N=113) 17%, Professional Member (N=617) 38%
What is your preferred method(s) for receiving the following information from SWE?

<table>
<thead>
<tr>
<th>Information</th>
<th>Email</th>
<th>Website</th>
<th>Social media</th>
<th>Blog post</th>
<th>Printed publication</th>
<th>Online form/group(s)</th>
<th>Mobile</th>
<th>By listserv</th>
<th>Would prefer not to receive this type of information</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information on conferences and events</td>
<td>71%</td>
<td>11%</td>
<td>5%</td>
<td>1%</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>General membership updates</td>
<td>68%</td>
<td>10%</td>
<td>5%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
<td>2%</td>
<td>1%</td>
</tr>
<tr>
<td>Education opportunities</td>
<td>57%</td>
<td>19%</td>
<td>5%</td>
<td>4%</td>
<td>1%</td>
<td>4%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>Career resources</td>
<td>43%</td>
<td>31%</td>
<td>5%</td>
<td>3%</td>
<td>1%</td>
<td>6%</td>
<td>3%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Advocacy and legislative updates</td>
<td>40%</td>
<td>18%</td>
<td>9%</td>
<td>11%</td>
<td>3%</td>
<td>3%</td>
<td>3%</td>
<td>2%</td>
<td>11%</td>
</tr>
<tr>
<td>General news in the field</td>
<td>38%</td>
<td>21%</td>
<td>12%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
<td>4%</td>
<td>2%</td>
<td>3%</td>
</tr>
<tr>
<td>Research and trend reports</td>
<td>37%</td>
<td>25%</td>
<td>7%</td>
<td>10%</td>
<td>7%</td>
<td>4%</td>
<td>2%</td>
<td>2%</td>
<td>4%</td>
</tr>
</tbody>
</table>
In general, who pays for the following association-related expenses?

- **Publications / books**
  - I pay 100%: 52%
  - My employer pays 100%: 7%
  - Unsure / not applicable: 4%
  - My university/section pays 100%: 36%
  - I share costs with my university/section: 1%

- **Membership dues**
  - I pay 100%: 51%
  - My employer pays 100%: 42%
  - Unsure / not applicable: 3%

- **Online learning opportunities**
  - I pay 100%: 50%
  - My employer pays 100%: 14%
  - Unsure / not applicable: 6%
  - My university/section pays 100%: 28%

- **Conference registration fees**
  - I pay 100%: 35%
  - My employer pays 100%: 32%
  - Unsure / not applicable: 13%

- **Conference travel expenses (hotel, travel, food, etc.)**
  - I pay 100%: 35%
  - My employer pays 100%: 29%
  - Unsure / not applicable: 14%

What one word best describes the role of SWE in your career?

Responses = 1,169
New Member Survey Results
First Learning About SWE

By Location
- United States (N=314) 31%
- Global (N=28) 7%
- Colleague within my organization 21%
- 71%

By Membership Type
- Collegiate Member (N=170) 12%
- Professional Member (N=109) 36%
- Colleague within my organization
Likelihood to Participate with SWE

Differences greater than 10%

By Location

- Online education (course or webinar) participant
  - United States (N=312): 46%
  - Global (N=27): 78%
- SWE public policy efforts
  - United States (N=312): 22%
  - Global (N=27): 36%
- Presenter at a conference
  - United States (N=312): 21%
  - Global (N=27): 44%
- SWE Magazine or blog author
  - United States (N=312): 14%
  - Global (N=27): 37%

By Membership Type

- Accessing the online career center
  - Collegiate Member (N=170): 62%
  - Professional Member (N=108): 41%
- Committee, task force or other leadership position volunteer
  - Collegiate Member (N=170): 36%
  - Professional Member (N=108): 58%
- Online education (course or webinar) participant
  - Collegiate Member (N=170): 33%
  - Professional Member (N=108): 68%
How do you prefer to interact with other professionals in the field?

- **Face-to-face local educational events**
  - 2019 (N=369): 48%
  - 2018 (N=272): 35%
  - 2017 (N=364): 20%

- **Face-to-face national global events (meetings, conferences, workshops, etc.)**
  - 2019 (N=369): 56%
  - 2018 (N=272): 29%
  - 2017 (N=364): 20%

- **Webinars or other online educational offerings with a participation component**
  - 2019 (N=369): 9%
  - 2018 (N=272): 10%
  - 2017 (N=364): 11%

- **Listserv/online community designed specifically for professionals in my role**
  - 2019 (N=369): 7%
  - 2018 (N=272): 4%
  - 2017 (N=364): 7%

- **Other**
  - 2019 (N=369): 1%
  - 2018 (N=272): 0%
  - 2017 (N=364): 1%
Preferences for Interactions with Professionals

Preferences for Interactions with Professionals

Differences greater than 10%

By Location

- United States (N=311)
- Global (N=28)

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>United States</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Face-to-face national global events</td>
<td>32%</td>
<td>64%</td>
</tr>
<tr>
<td>Face-to-face local educational events</td>
<td>50%</td>
<td>21%</td>
</tr>
</tbody>
</table>

By Membership Type

- Collegiate Member (N=169)
- Professional Member (N=107)

<table>
<thead>
<tr>
<th>Interaction Type</th>
<th>Collegiate Member</th>
<th>Professional Member</th>
</tr>
</thead>
<tbody>
<tr>
<td>Listserv/online community designed specifically for professionals in my role</td>
<td>4%</td>
<td>14%</td>
</tr>
<tr>
<td>Face-to-face national global events</td>
<td>30%</td>
<td>40%</td>
</tr>
<tr>
<td>Face-to-face local educational events</td>
<td>58%</td>
<td>35%</td>
</tr>
</tbody>
</table>
Preferences for Interactions with Professionals

**Preferences for Interactions with Professionals**

*Differences greater than 10%*

**By Location**

- United States (N=311)
  - Face-to-face national global events (meetings, conferences, workshops, etc.): 32%
  - Face-to-face local educational events: 50%

- Global (N=28)
  - Face-to-face national global events (meetings, conferences, workshops, etc.): 64%
  - Face-to-face local educational events: 21%

**By Membership Type**

- Collegiate Member (N=169)
  - Listserv/online community designed specifically for professionals in my role: 4%
  - Face-to-face national global events (meetings, conferences, workshops, etc.): 30%
  - Face-to-face local educational events: 58%

- Professional Member (N=107)
  - Listserv/online community designed specifically for professionals in my role: 14%
  - Face-to-face national global events (meetings, conferences, workshops, etc.): 40%
  - Face-to-face local educational events: 35%
Satisfaction with SWE Membership

By Location

- United States (N=313)
  - Very satisfied: 35%
  - Somewhat satisfied: 40%
  - Neither satisfied nor dissatisfied: 46%
  - Somewhat dissatisfied: 2%
  - Very dissatisfied: 0%

- Global (N=28)
  - Very satisfied: 11%
  - Somewhat satisfied: 46%
  - Neither satisfied nor dissatisfied: 36%
  - Somewhat dissatisfied: 7%
  - Very dissatisfied: 0%

By Membership Type

- Collegiate Member (N=170)
  - Very satisfied: 44%
  - Somewhat satisfied: 42%
  - Neither satisfied nor dissatisfied: 20%
  - Somewhat dissatisfied: 12%
  - Very dissatisfied: 2%

- Professional Member (N=109)
  - Very satisfied: 20%
  - Somewhat satisfied: 40%
  - Neither satisfied nor dissatisfied: 34%
  - Somewhat dissatisfied: 5%
  - Very dissatisfied: 1%
Lapsed Member Survey Results
Satisfaction with SWE Membership

How long have you worked in engineering? (N=199)

- 1 year or less: 6%
- 1-2 years: 13%
- 3-4 years: 11%
- 5-10 years: 23%
- 11-20 years: 20%
- Over 20 years: 19%
- Retired: 2%
- Student: 4%
- Prefer not to answer: 3%
What are your primary reasons for not renewing your membership? Please select up to three reasons.

- Membership dues are too high for what I get in return: 30% (2019), 18% (2018), 26% (2017)
- I was unaware that my membership had lapsed: 43% (2019), 24% (2018), 27% (2017)
- I do not feel included in SWE: 12% (2019), 10% (2018), 0% (2017)
- My needs are better met by another organization: 9% (2019), 5% (2018), 9% (2017)
- I have no need for SWE member benefits: 16% (2019), 11% (2018), 9% (2017)
Primary Reasons for Not Renewing Membership

By Location

- **United States (N=182)**
  - My company does not pay for membership: 34%
  - Membership dues are too high for what I get in return: 31%
  - I was unaware that my membership had lapsed: 21%
  - I do not feel included in SWE: 13%
  - I have no need for SWE member benefits: 9%

- **Global (N=14)**
  - My company does not pay for membership: 21%
  - Membership dues are too high for what I get in return: 7%
  - I was unaware that my membership had lapsed: 21%

By Membership Type

- **Collegiate Member (N=37)**
  - Membership dues are too high for what I get in return: 41%

- **Professional Member (N=121)**
  - Membership dues are too high for what I get in return: 28%
Which of the following words would you say describe SWE very well? Please select up to five options.
Which of the following words would you say describe SWE very well? Please select up to five options.

- Welcoming: 23%, 19%, 18%
- Leading: 14%, 15%, 13%
- Expensive: 14%, 10%, 8%
- Young: 13%, 10%, 10%
Words to Describe SWE

By Location

- **Helpful**: United States (N=182) - 26%, Global (N=14) - 43%
- **Impactful**: United States (N=182) - 19%, Global (N=14) - 36%
- **Young**: United States (N=182) - 14%, Global (N=14) - 36%
- **Cliquey**: United States (N=182) - 0%, Global (N=14) - 11%
- **Effective**: United States (N=182) - 9%, Global (N=14) - 29%
- **Innovative**: United States (N=182) - 8%, Global (N=14) - 21%
- **Adaptive**: United States (N=182) - 7%, Global (N=14) - 21%
- **Strategic**: United States (N=182) - 4%, Global (N=14) - 14%
- **Essential**: United States (N=182) - 4%, Global (N=14) - 14%
- **Confident**: United States (N=182) - 4%, Global (N=14) - 14%
- **Prestigious**: United States (N=182) - 3%, Global (N=14) - 14%
- **Curious**: United States (N=182) - 1%, Global (N=14) - 14%
Words to Describe SWE

- Innovative: 7% (Collegiate Member) vs. 19% (Professional Member)
- Inclusive: 19% (Collegiate Member) vs. 31% (Professional Member)
- Adaptive: 6% (Collegiate Member) vs. 16% (Professional Member)