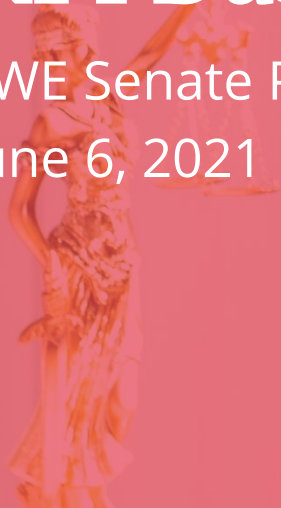




KPI Dashboard Metrics

SWE Senate Presentation

June 6, 2021



Content and Resource Usage Index



CONTENT
USAGE
PERCEPTION
SCORE:

2021	2.83
2020	2.75

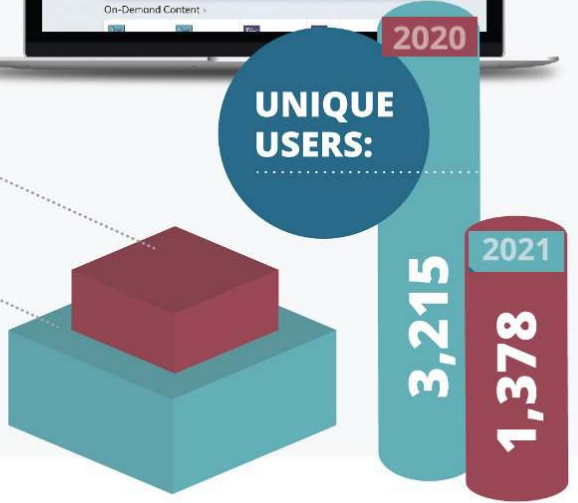


FY20/FY21 CONTENT AND RESOURCE USAGE INDEX (ADVANCE)



PLATFORM USAGE:

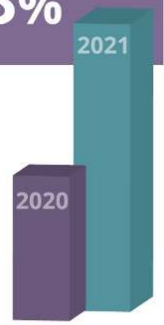
2021 VISITS: 10,774
2020 VISITS: 23,674



SWE.ORG WEBSITE

GROWTH= **+48%**

2021 USERS: 592,305
2020 USERS: 399,318



Brand Awareness



FY20/FY21 BRAND AWARENESS

WEBSITE SESSION SWE.ORG



SOCIAL MEDIA FOLLOWERS



2020 : 144,162

2021 : 160,643



MEDIA PLACEMENTS & IMPRESSIONS



2021 : IMPRESSIONS
2,543,400

2020 : IMPRESSIONS
2,119,500



Membership

LOCAL
2019

LOCAL
2019

MEMBER RETENTION



SWE MEMBERSHIP RETENTION RATE IS:



FY21 65% FY20 61%

MEMBERSHIP GROWTH

FY20 SWE MEMBERSHIP 41,950

FY21 SWE MEMBERSHIP 41,309



MEMBER SATISFACTION SCORE

FY21 4.24 OUT OF 5



FY20 4.09 OUT OF 5

SCORE

WHEN SWE MEMBERS WERE ASKED:

“Overall how satisfied are you with your membership so far?”



MEMBER CONVERSION



sweNEXT

FY21

16.11%

FY20

15.80%

PARENT & EDUCATOR ENGAGEMENT



2021 : 3,642
2020 : 6,516



SWE'S NET PROMOTER SCORE
(Member Survey)



- How likely would you be to recommend SWE membership to a colleague or peer?



THAT'S A **39%** INCREASE FROM FY20 TO FY21

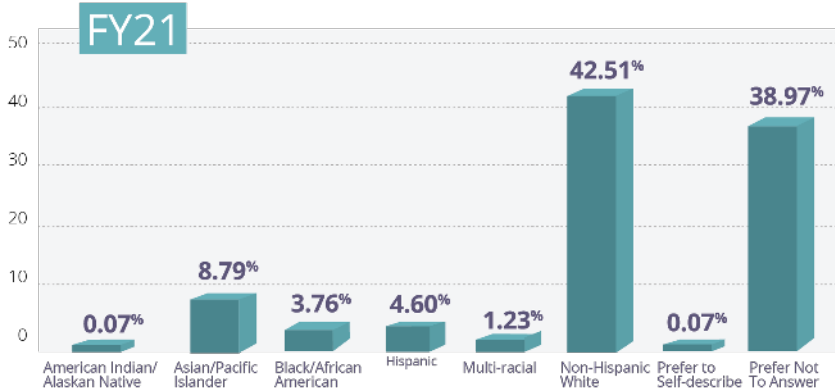
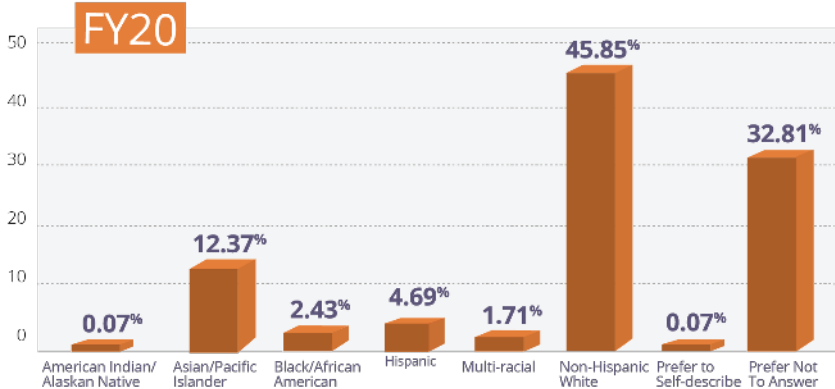
*Highest rating of any professional engineering society

Diversity

FY20/FY21 DIVERSITY LEADERSHIP & PERCEPTION SCORES



LEADERSHIP DIVERSITY



DIVERSITY PERCEPTION SCORE

FY20
3.96/5

FY21
4.02/5

