



The Society of Women Engineers

Member Survey

FY21 (7/1/2020 – 6/30/2021)

SWE FY21 Member Survey Results

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.

- **Member 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.

FY21 Member Survey Strategy

In keeping with the FY20 pace, SWE conducted one member survey in FY21 over a slightly longer period than in FY20. Again, in FY21, SWE worked with McKinley to conduct a more thorough analysis of our membership. SWE also re-asked COVID-19 questions posed to SWE membership by SWE Research in late FY20.

1. Collegiate vs. Professional
2. U.S. based member vs. Non-U.S. based member

Member Survey Methodology

Year Four = FY21; Year Three = FY20

Year Four Benchmark			
	New Member (Wave 9)	Lapsed Member (Wave 5)	Needs Assessment (Wave 4)
Launch Date	October 7, 2020		
Total Emails Sent	7,873	18,557	22,812
Completed Surveys	432	115	909
Partially Completed Surveys	188	59	365
Response Rate*	8%	1%	6%

Year Three Benchmark			
	New Member (Wave 8)	Lapsed Member (Wave 4)	Needs Assessment (Wave 3)
Launch Date	December 11, 2019		
Total Emails Sent	8,330	30,633	29,828
Completed Surveys	350	200	1,034
Partially Completed Surveys	162	72	449
Response Rate*	6%	1%	4%

Key Findings

1. For the third year in a row, building connections and networking remain the top reasons for individuals to become SWE members.
2. Overall satisfaction also remains very high for SWE members.
3. As in previous years, the perceived value of SWE membership is “equal to the cost of dues.”

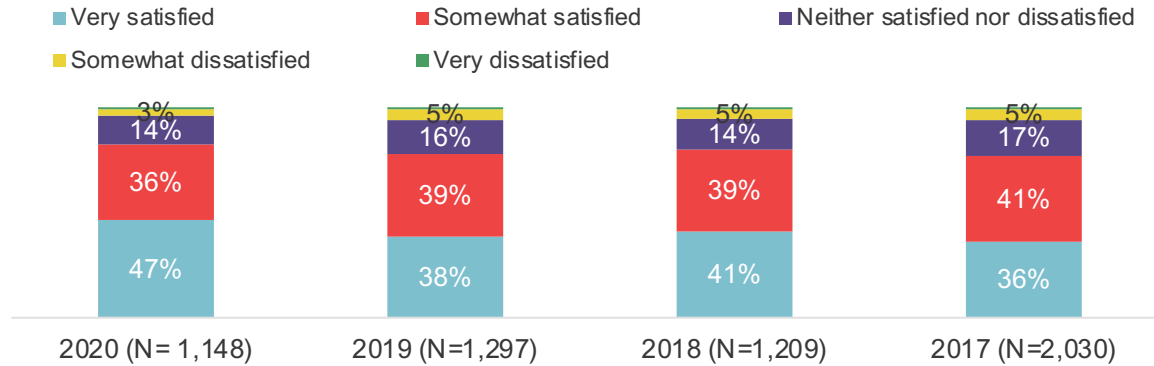
Key Findings

4. **New:** SWE's Net Promoter Score increased significantly (to 46) from FY20 (at 33) and remains much higher than the association average.
5. Networking, professional development and education consistently emerged as important benefits for members.
6. **New:** Although cost remained a major reason for not renewing membership in 2020, respondents were more likely to report that they were unaware of a lapse in membership.
7. **New:** The impact of COVID-19 can be felt for all SWE current members, new members and lapsed members.

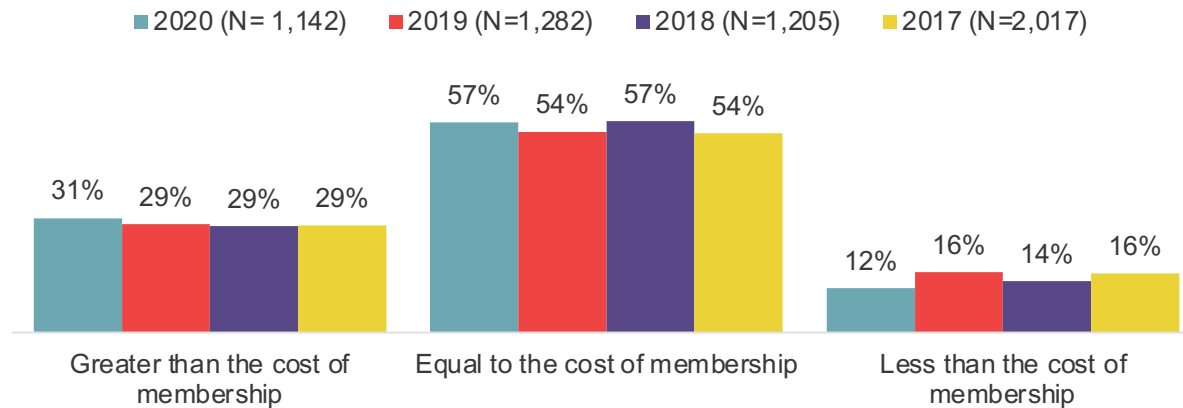
Member Survey Results

Primary Reason for Membership

Overall, how satisfied or dissatisfied are you with your membership so far?

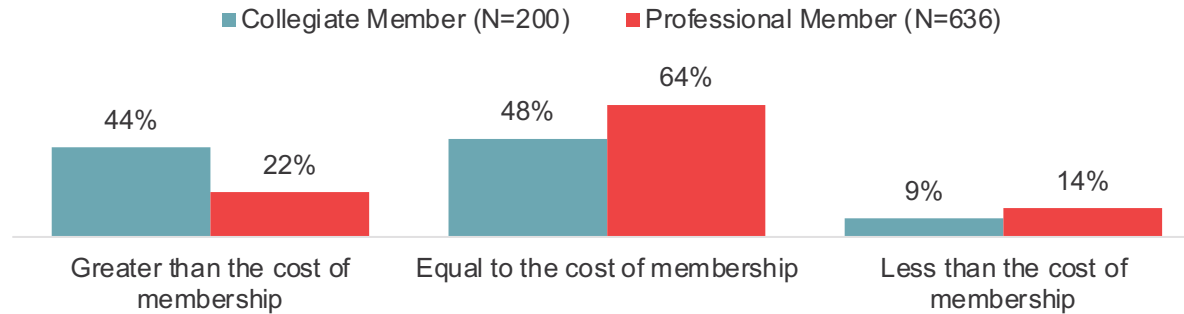


Based on what you pay in dues, would you say the value you receive from SWE membership is...



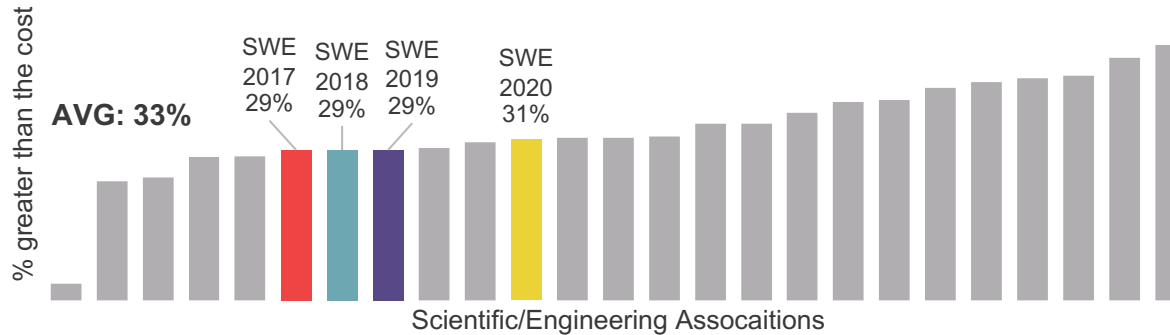
Value to Cost Comparison

Value to Cost by Membership Type



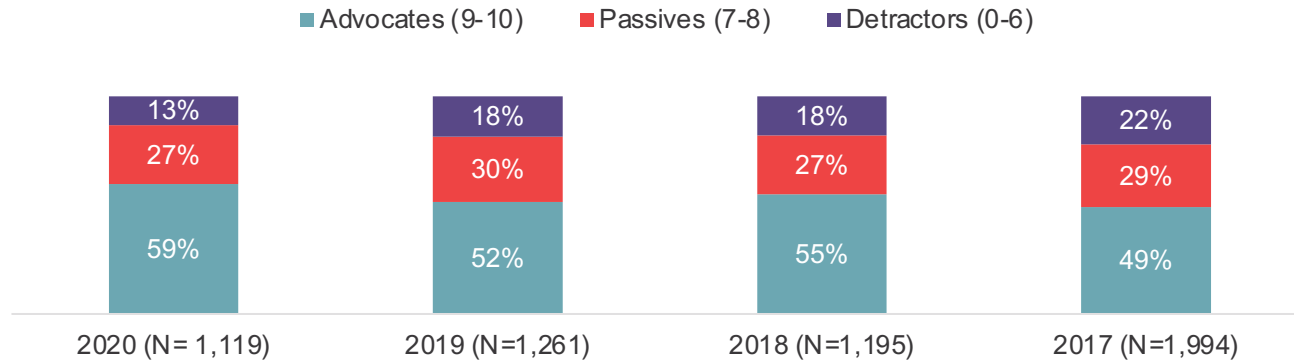
Value to Cost - Scientific/Engineering Associations

% greater than the cost
(N = 25)

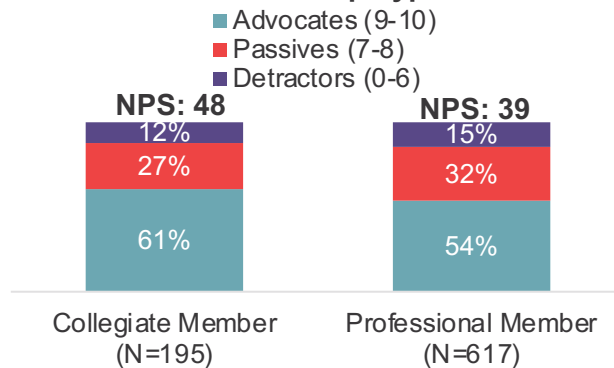


Net Promoter Score

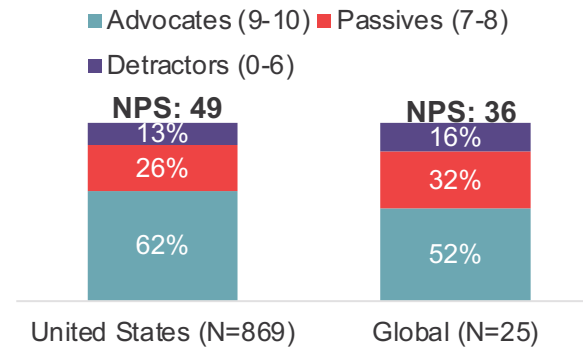
How likely would you be to recommend SWE membership to a colleague or peer?



Net Promoter Score by Membership Type

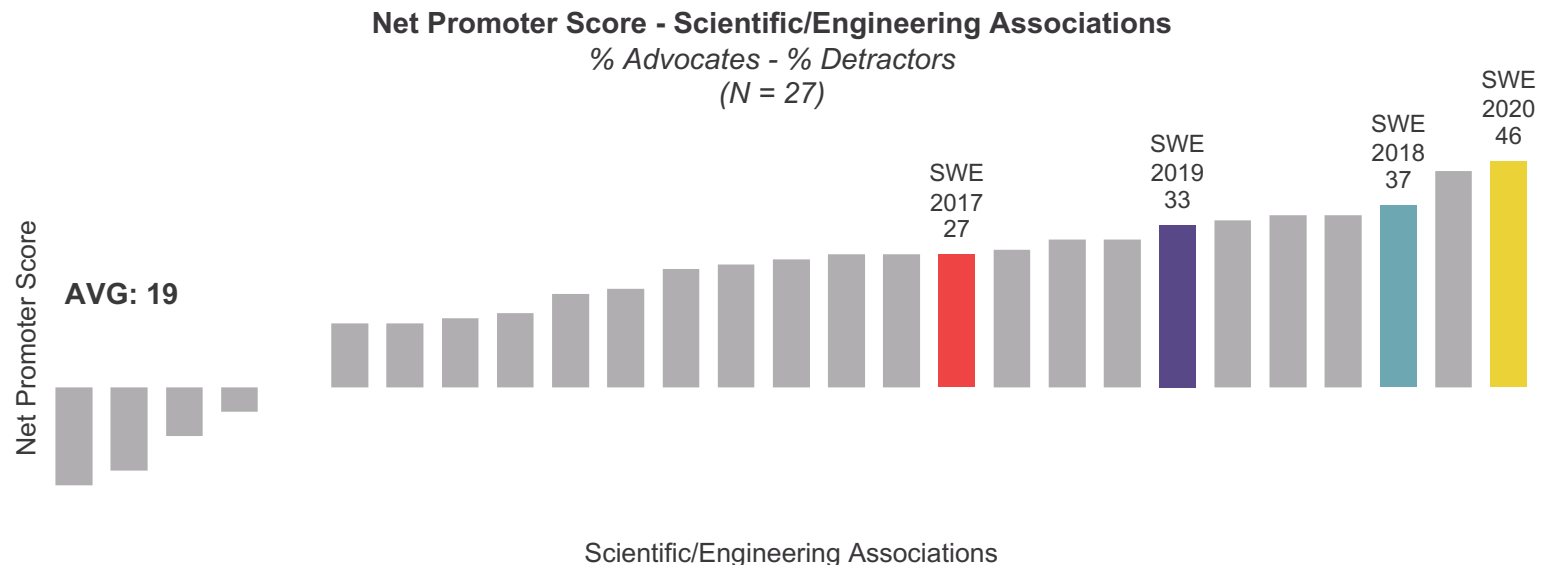


Net Promoter Score by Location



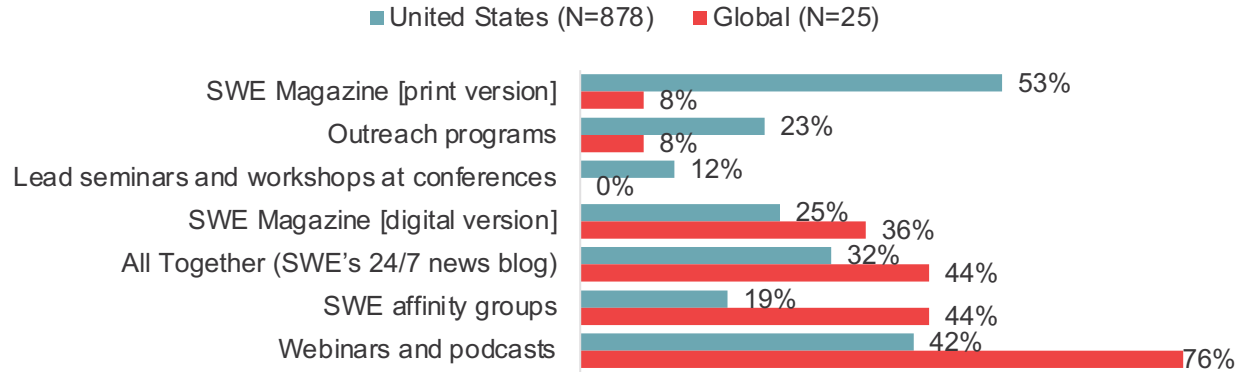
Net Promoter Score: SWE vs. Industry

Compared to other related associations, SWE's current member NPS score of 46 is significantly higher than the industry average of 19. The graph below benchmarks SWE against other associations in the scientific/engineering field, displaying SWE's rank of first place out of 27 related associations.

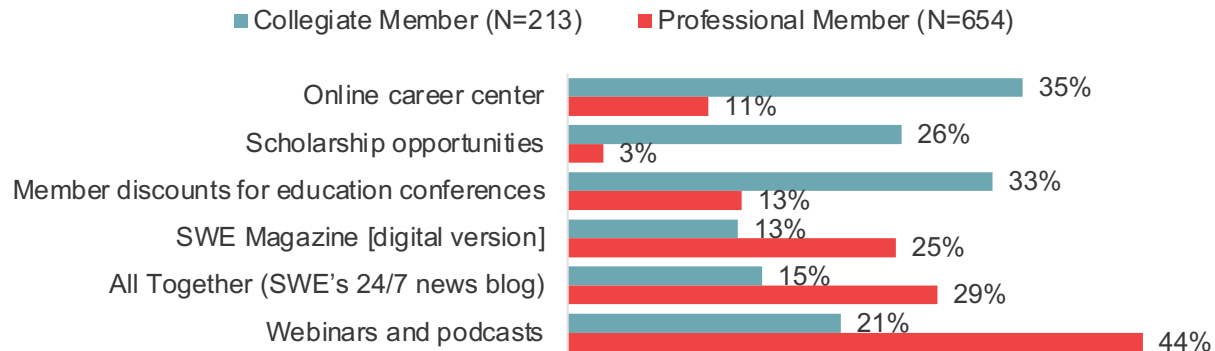


Participation in SWE

By Location

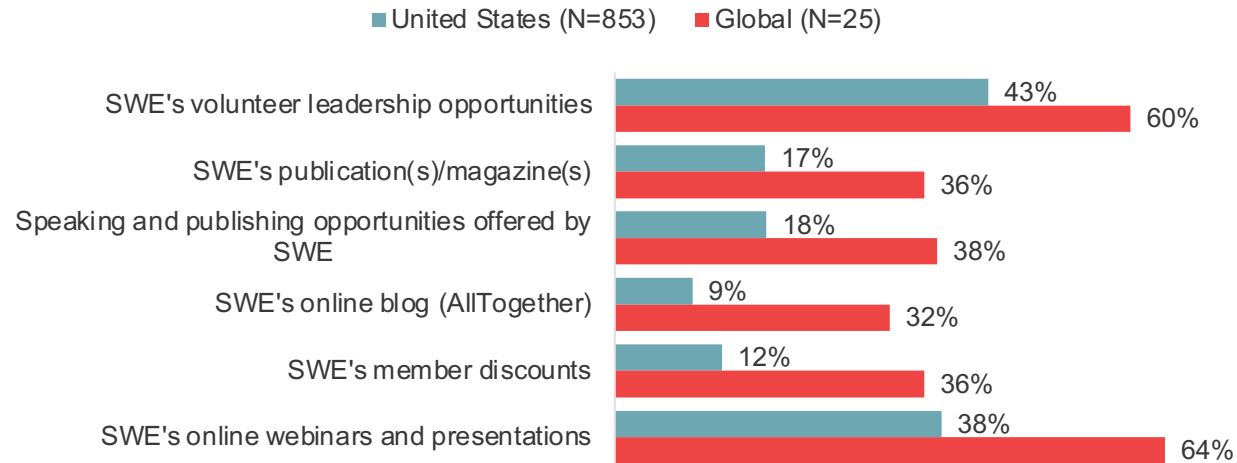


By Membership Type

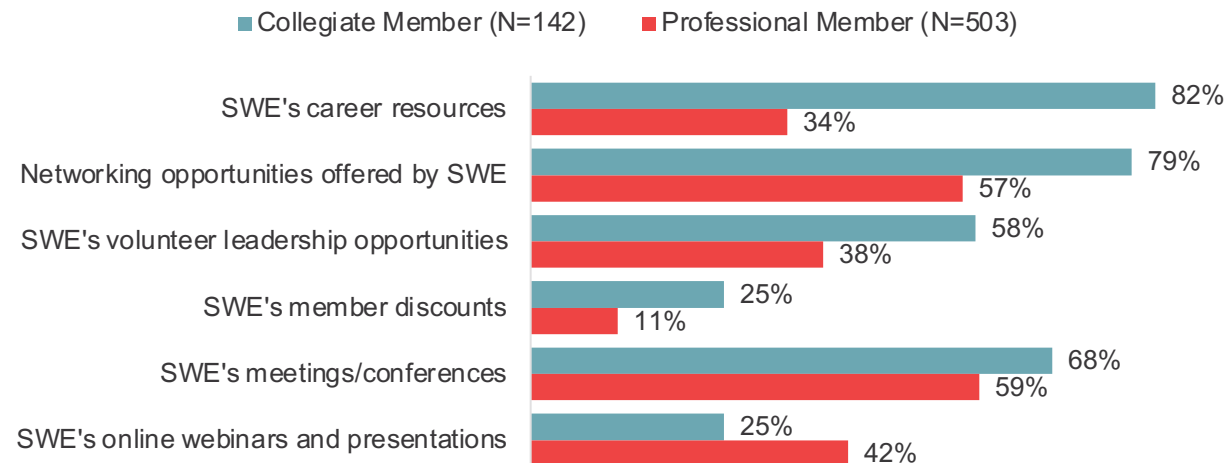


Factors in the Decision to Maintain SWE Membership

By Location

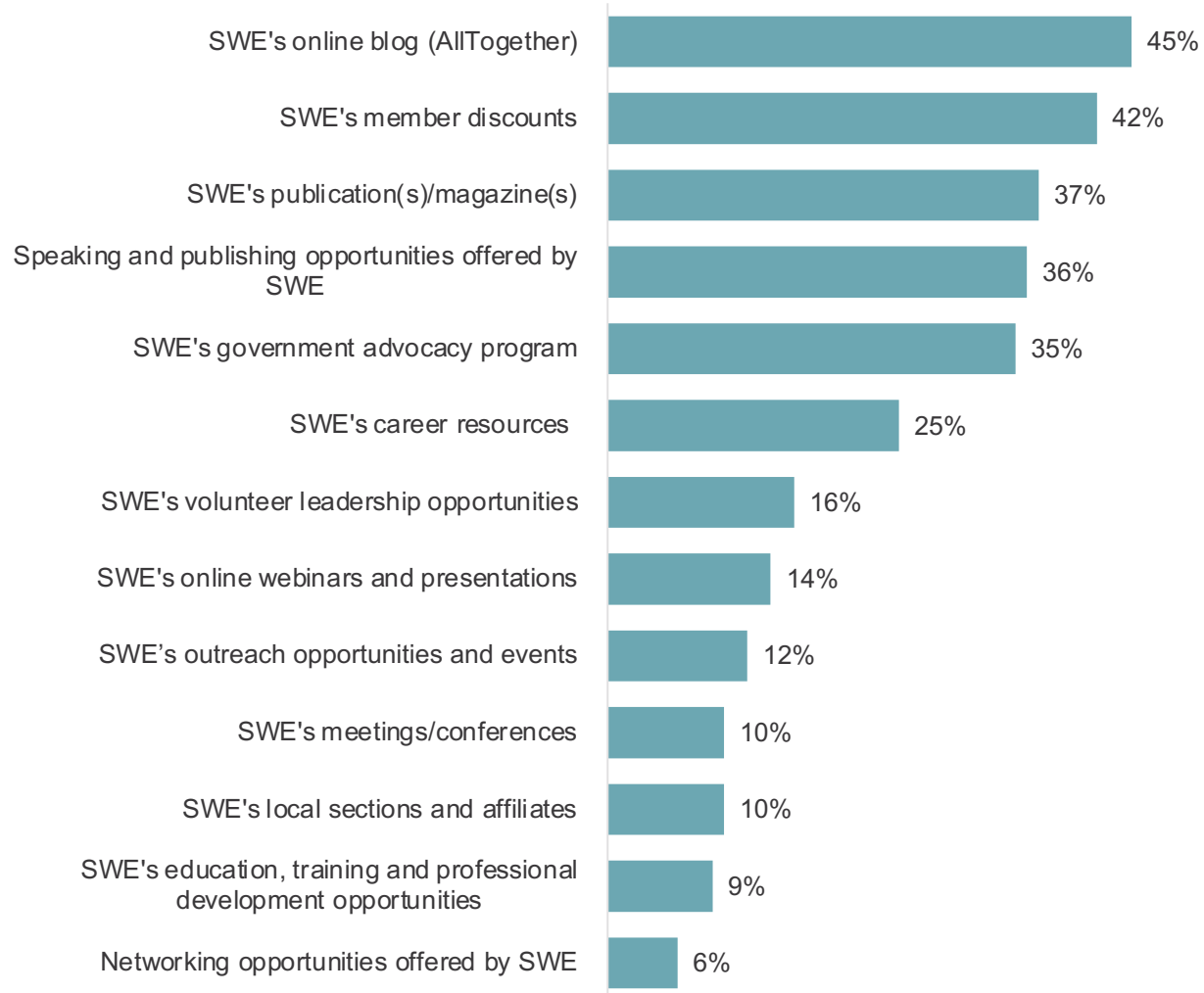


By Membership Type



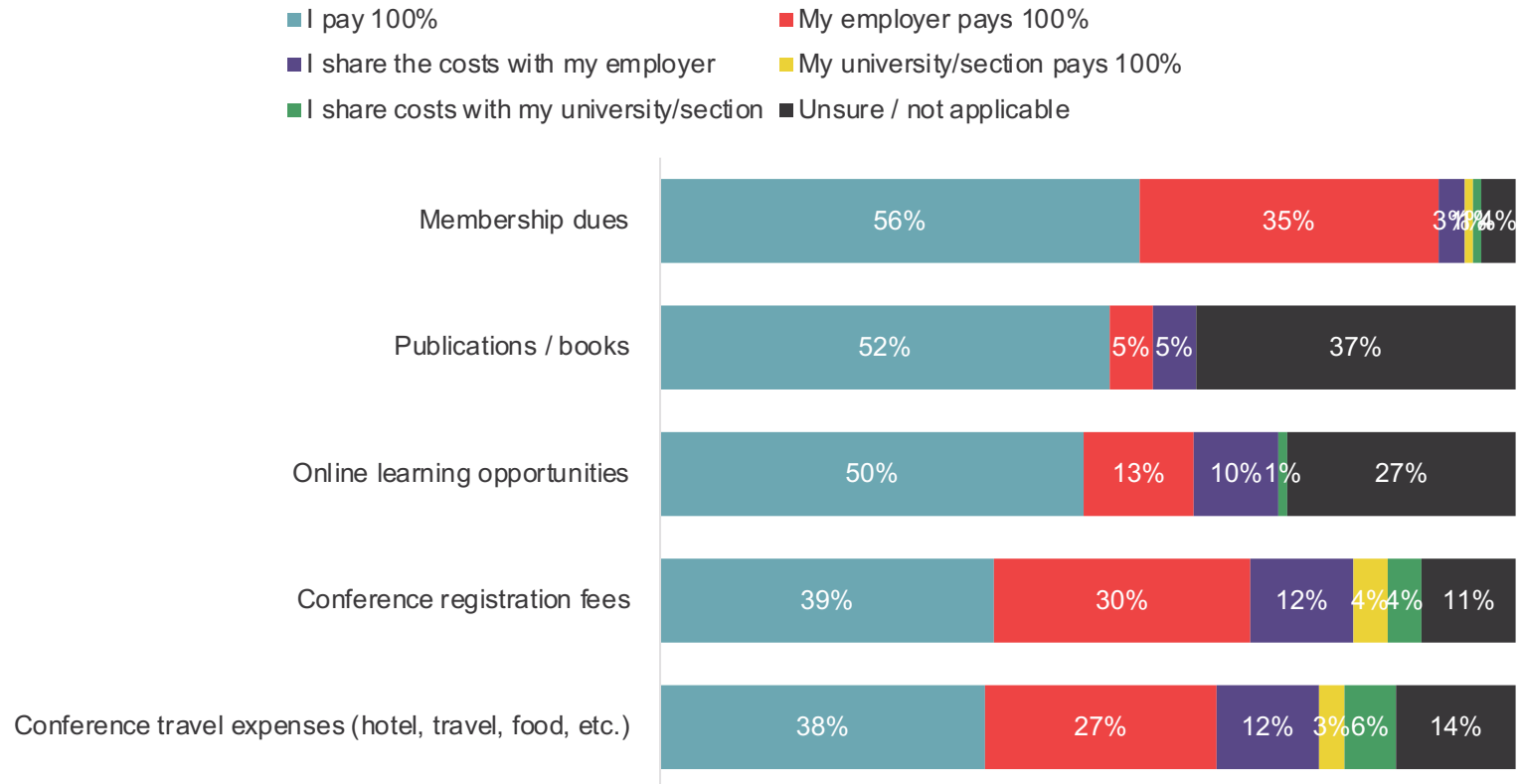
Not a factor in maintaining membership

% "Not a factor" in Decision to Maintain Membership (N=899)



In general, who pays for the following association-related expenses?

In general, who pays for the following association-related expenses? (N=881)

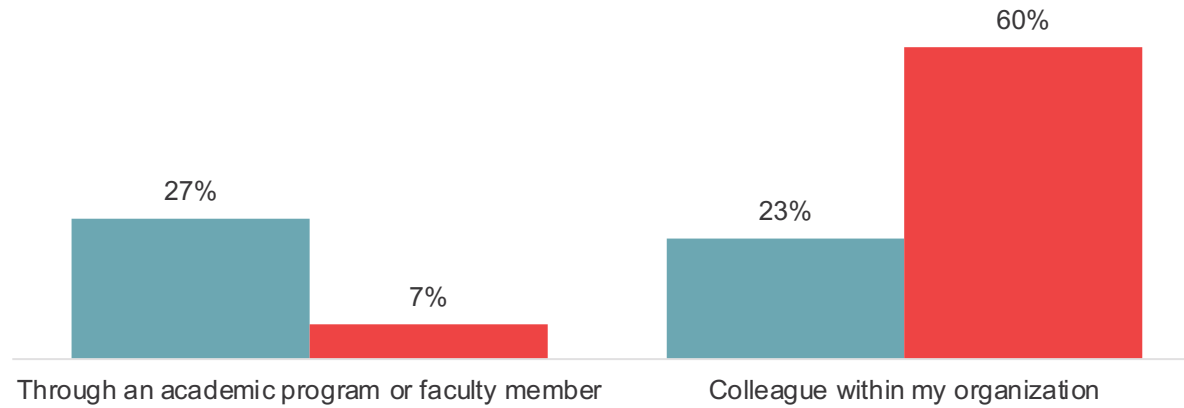


New Member Survey Results

First Learning About SWE

By Location

■ United States (N=392) ■ Global (N=30)



By Membership Type

■ Collegiate Member (N=369) ■ Professional Member (N=127)

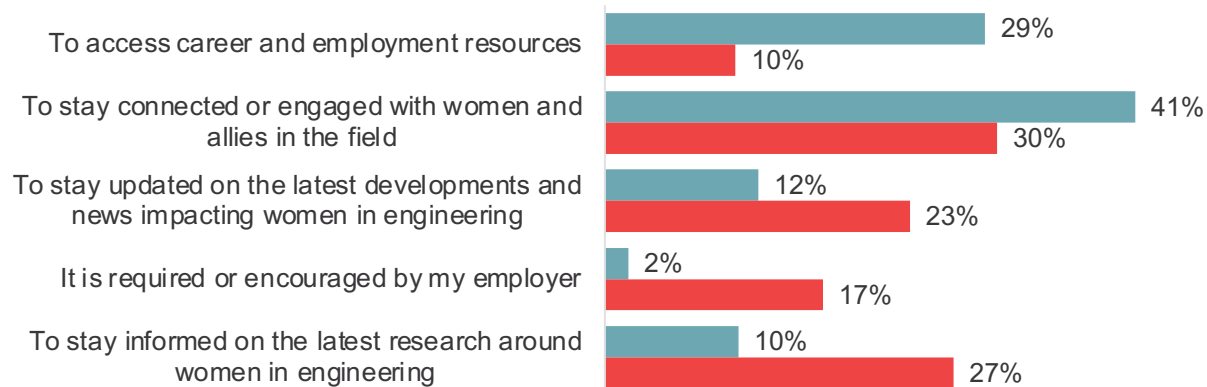


Reasons for Joining SWE

Differences greater than 10%

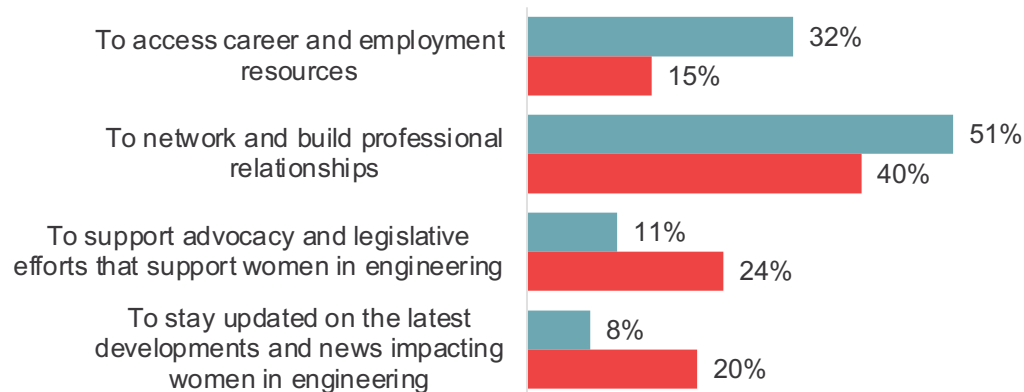
By Location

■ United States (N=392) ■ Global (N=30)



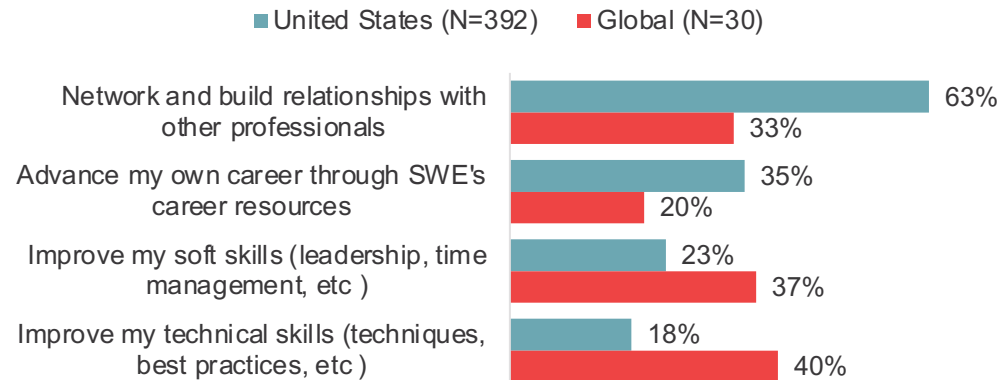
By Membership Type

■ Collegiate Member (N=369) ■ Professional Member (N=127)

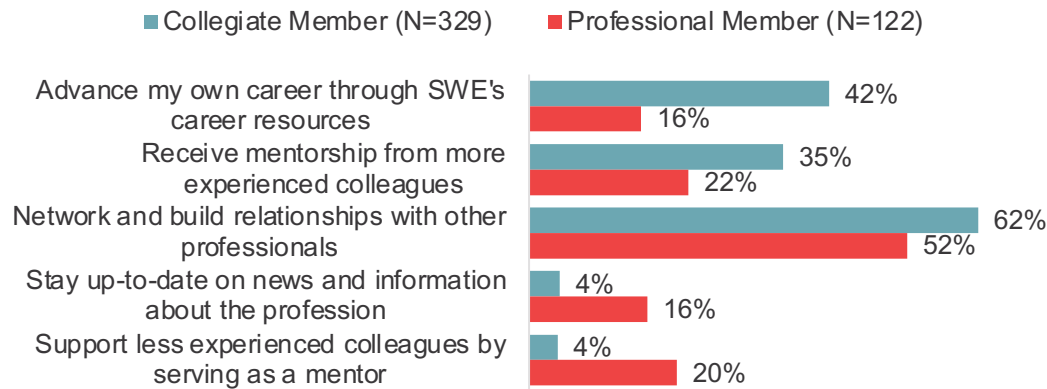


What do you hope for your SWE membership?

By Location

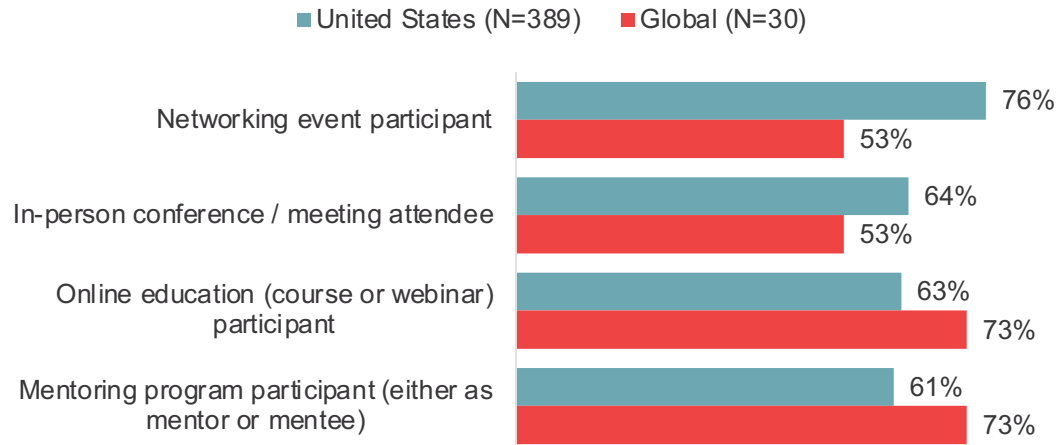


By Membership Type

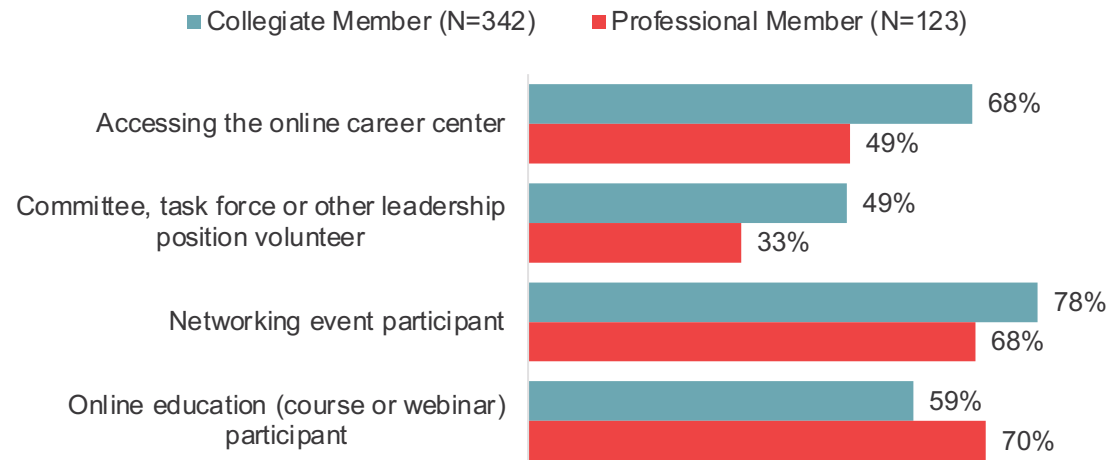


Likelihood to Participate with SWE

By Location

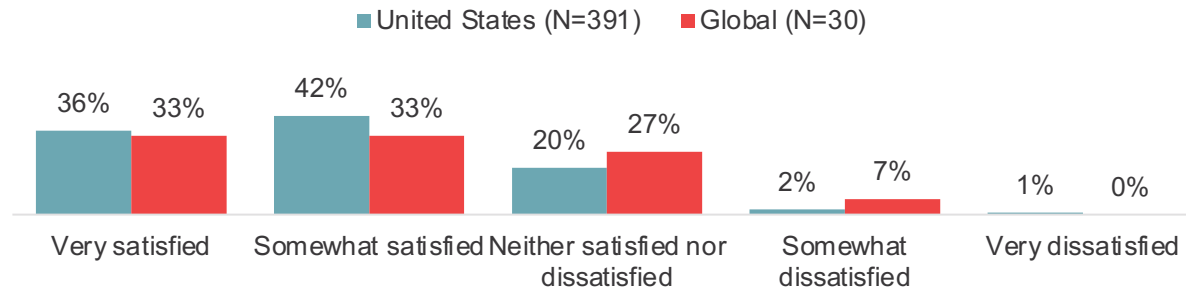


By Membership Type

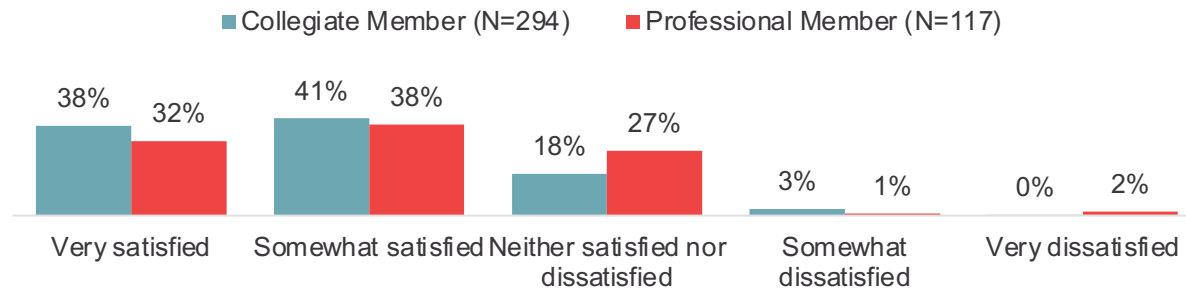


Satisfaction with SWE Membership

By Location



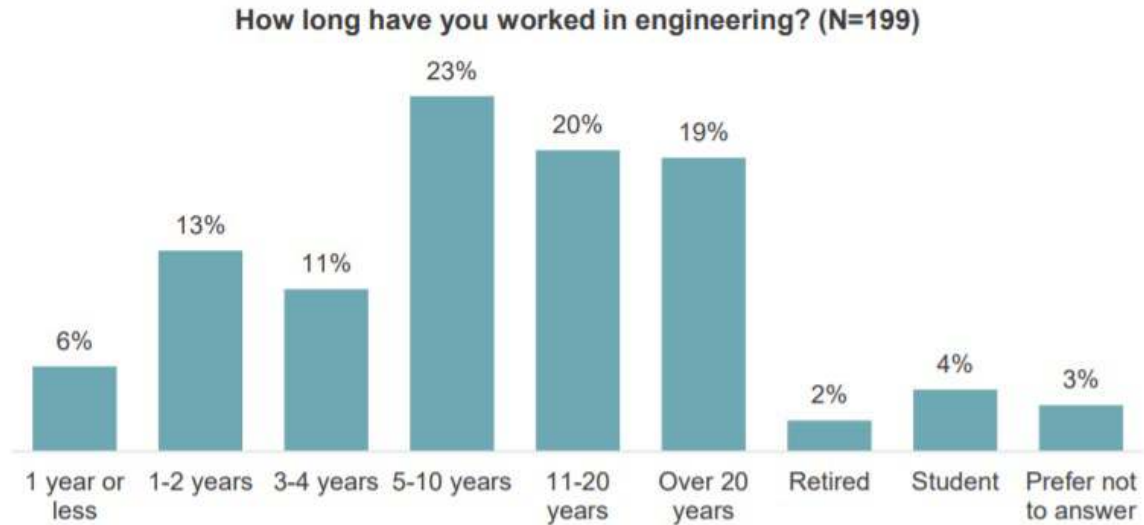
By Membership Type



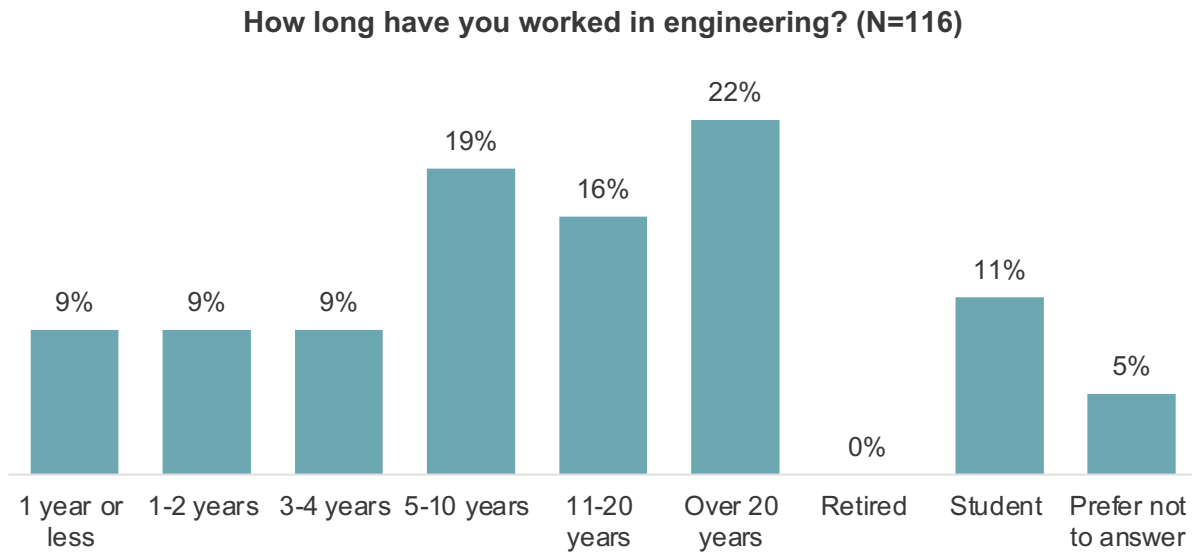
Lapsed Member Survey Results

Satisfaction with SWE Membership

FY20

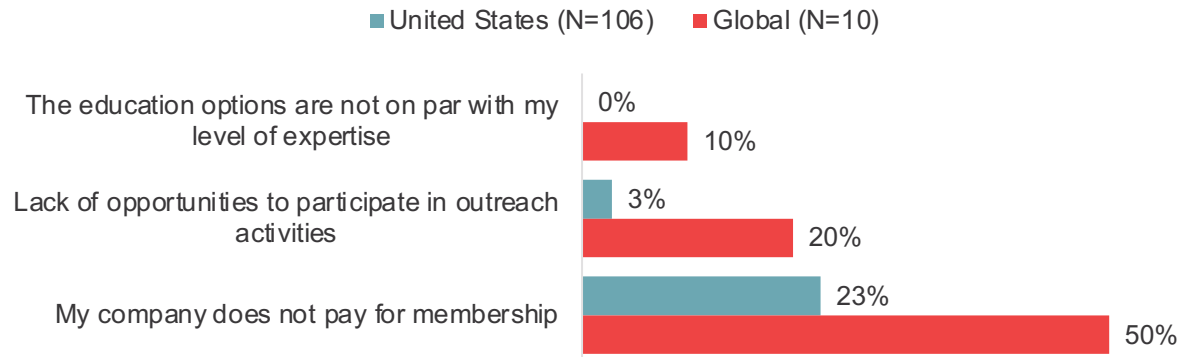


FY21

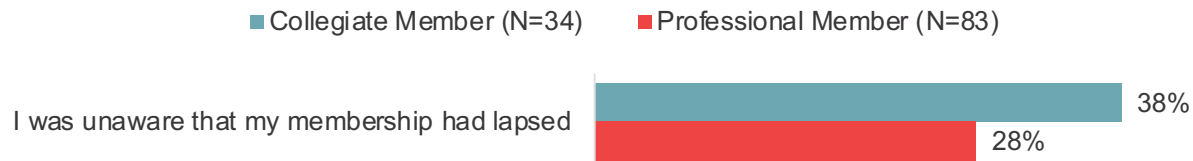


What are your primary reasons for not renewing your membership?

By Location



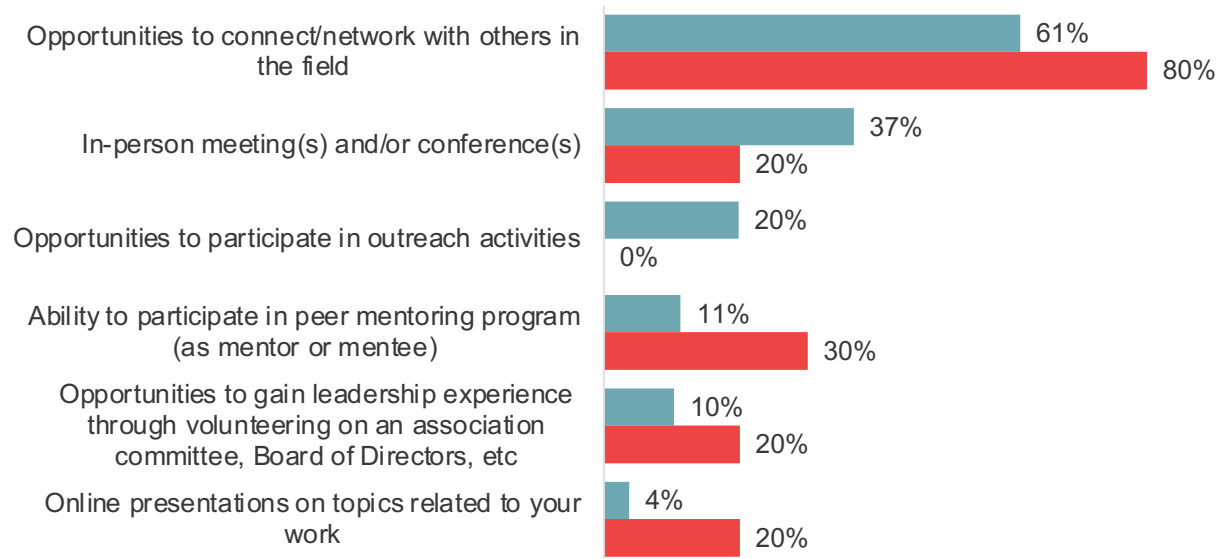
By Membership Type



Key SWE Benefits

By Location

■ United States (N=106) ■ Global (N=10)



By Membership Type

■ Collegiate Members (N=32) ■ Professional Member (N=80)

