

# Society of Women Engineers

## FY23 Member Survey Results

# Introduction and 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 unduly long survey research requests.

- **Needs Assessment Survey:** A broad research effort aimed at capturing member opinion on SWE programs and benefits. Participants included all current members.
- **New Member Survey:** A brief survey focusing on awareness of SWE, reasons for joining, and anticipated participation with the organization. Participants included all new members that joined SWE since December 2021.
- **Lapsed Member Survey:** A brief survey that focuses on reasons for member lapse and usage, and opinion of SWE member benefits. Participants included all former members that lapsed since December 2021.

The survey launched on October 1, 2022 and closed on November 20, 2022 after fielding for 50 days.

Year Six Benchmark				
	Overall	New Member (Wave 11)	Lapsed Member (Wave 7)	Needs Assessment (Wave 6)
<b>Launch Date</b>		October 1, 2022		
<b>Total Emails Sent</b>	48,225	9,714	16,178	22,333
<b>Completed Surveys</b>	1,086	382	83	621
<b>Partially Completed Surveys</b>	384	139	30	215
<b>Response Rate*</b>	3%	5%	0.01%	4%

# Key Findings



**Overall Satisfaction: Satisfaction was at its highest since 2017 and above McKinley's benchmark of industry averages.** Member satisfaction has steadily risen from 77% in 2017 to 86% in 2022, surpassing the industry average of 79%. New member satisfaction is at its highest (82%) since 2017 (73%). Nearly half (47%) of new members are “very” satisfied. At 46, NPS was also at its highest in 2020 and 2022 and significantly higher than the industry average of 18.



**Value: Most (57%) respondents indicated the value they receive from their SWE membership is EQUAL to the cost of membership.** One-third (33%) of members indicated the value is GREATER than the cost; though it is slightly lower than the industry average (35%), it is at its highest since 2017 (29%).



**Benefits: Top benefits of importance and opportunity for SWE include networking, education, training, professional development, career resources, and local sections and affiliates.** New members also valued education and professional development. Collegiate members were more likely to seek career support & community than Professional members.



**Perception: Members perceive SWE as a supportive community that advocates for women.** They were less likely to see SWE as a place for information and resources. Respondents described SWE as “Community”, “Inclusive”, and “Welcoming”. About half of members and new members felt a sense of belonging to SWE locally, compared to 20% of lapsed members.



**Lapsed Members' lack of awareness (38%) was the primary reason for lapsed membership.** These lapsed members were likely (77%) to renew. Members who had no need for SWE membership and felt dues were too high were less likely to renew (13% and 27%, respectively). Overall, 60% of lapsed members were likely to renew. Since 2017, 2021 produced the highest lapsed member NPS of -10. NPS for 2022 score was -19.

# Considerations

## Communicate Value at Every Level

Meeting members' needs at each level of their career path helps members achieve their membership goals. Students and entry-level members seek positive conference and event experiences and career support. Mid-level employees seek professional development and training to further their knowledge and professional journey. Mid- and later-career members seek volunteer and leadership opportunities, webinars, podcasts, and affinity groups. Effectively communicating these opportunities at each level and providing relevant experiences can cultivate membership value. Value is undisputable at the Collegiate level. As members transition to the Professional member level, benefits are not always realized, leading to lower levels (but still high) of satisfaction.

## Help Members Share

Collegiate member satisfaction is high, though these members are less likely than Professional members to recommend SWE to others. This is perhaps due to their lack of expertise or connection to an engineering peer circle. Highlighting easily shareable opportunities, possibly through social media, could open doors for recommendations at the collegiate level.

## Respond to Desire for Career Support

The most common reasons for maintaining membership, and member value proposition were networking, staying connected, and finding support. Members perceive SWE as a supportive community that advocates for women and fulfills member needs for staying connected and finding support. Career resources is a growing desire for lapsed members, younger college, and early career members. SWE has an opportunity to bolster this resource, while maintaining their effectiveness as a supportive community.



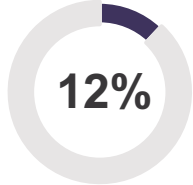
The background features a teal gradient with several data visualization elements: a line graph with a red arrow pointing upwards, a candlestick chart, a bar chart, and three circular icons (a target, a puzzle piece, and a cursor).

# Member Assessment

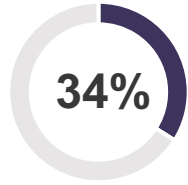
# Member Profile



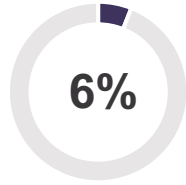
Woman



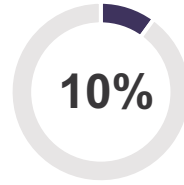
LGBTQ+



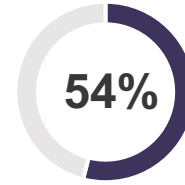
Ethnicity other than white



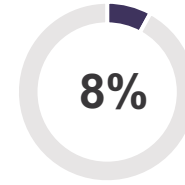
Located outside US



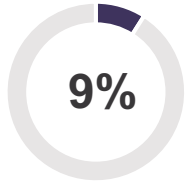
Attended 2-year college



Graduate level education or above



Has a disability



Returned to workforce after 2+ year gap

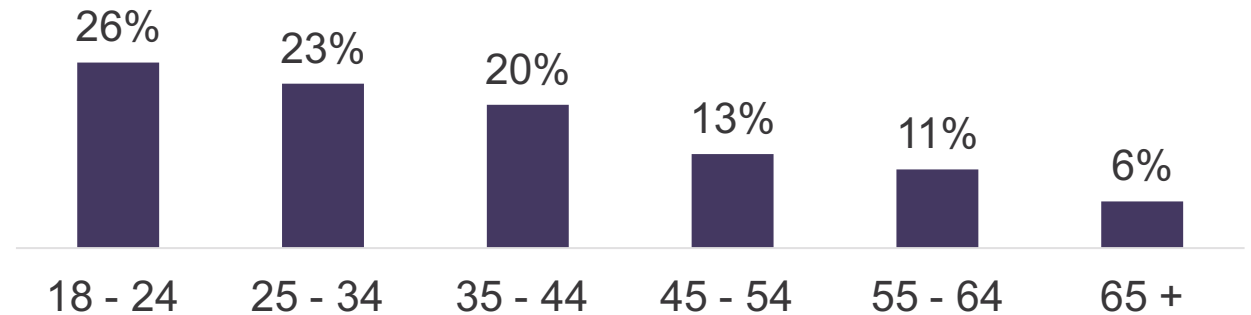
## Job Level

25% Students  
13% Entry level  
31% Mid-level  
23% Senior level  
8% Retired

## Membership Type

44% Professional  
27% Collegiate

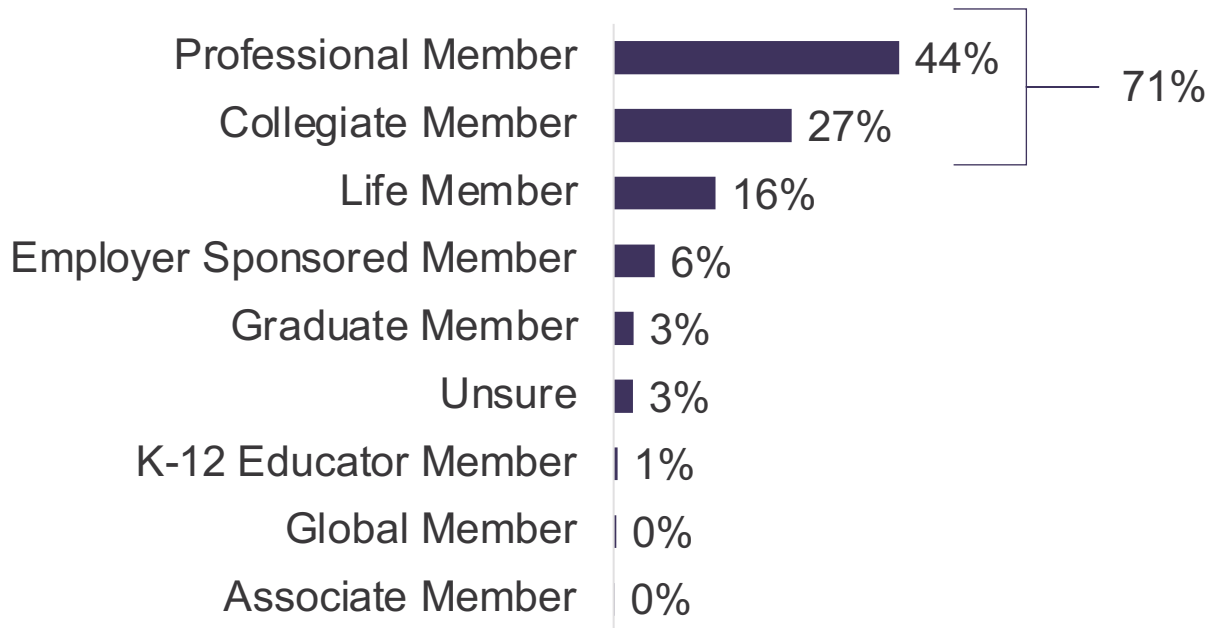
## Age



# Member Profile

## What type of SWE membership do you have?

n=821; Base: Members



Members were most likely to hold a professional membership (44%), followed by a collegiate membership (27%). Together these make up 71% of all memberships. 6% of members are located outside the US. Members outside the US were most likely to be located in India (n=10) or Nigeria (n=5).

The majority of members identified as white (67%), while 17% describe themselves as East Asian (8%), South Asian (6%), or Southeast Asian (10%)\*, and 7% describe themselves as Hispanic or Latino/Latina/Latinx.

97% of members identify as “woman”. 12% of members identify as part of the LGBTQ+ community.

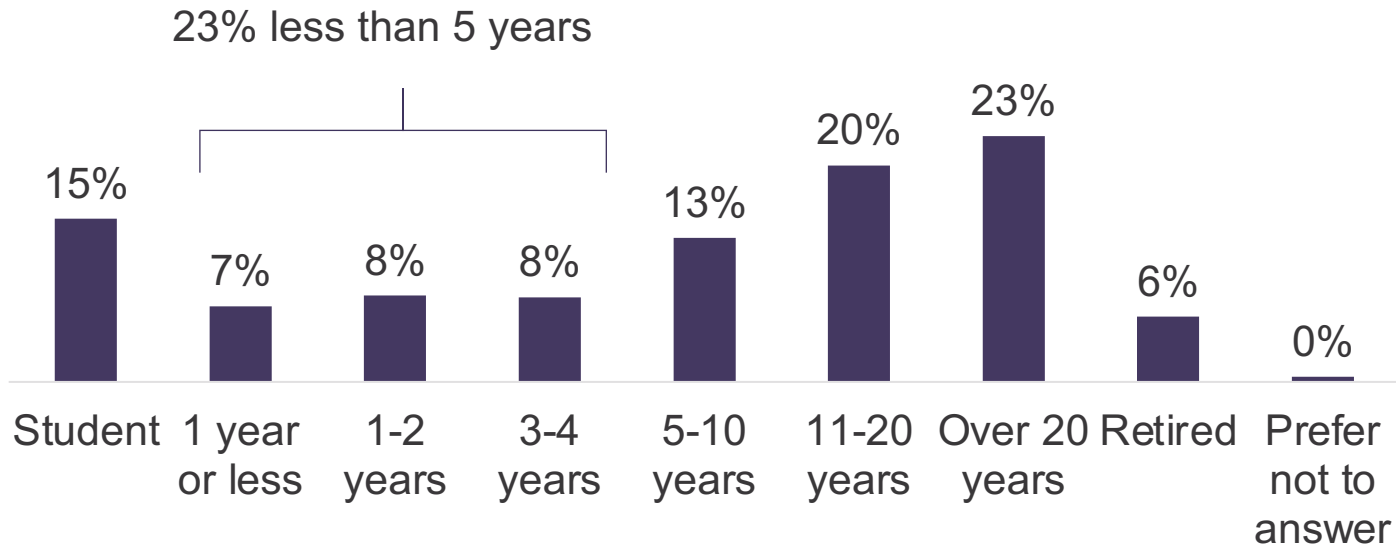
Half of members (49%) were between 18 and 34 years old. 10% attended 2-year college, of which half (53%) earned 45+ hours. The majority (94%) of members are college educated; 40% have an undergraduate education, 33% graduate, and 21% post-grad.

8% consider themselves to have a disability.

# Member Work Background

## How long have you worked in engineering?

n=618; Base: Members



About a fourth (23%) were new to engineering within five years. About a fourth (23%) have made contributions for over 20 years; 43% have been in the field for over ten years. 9% returned to the workforce after a leave of absence of two or more years.

Members were asked to describe their current job level. Nearly one-fourth of members were either students (25%) or executive/senior level (23%). This distribution of membership across job levels indicates that SWE serves a range of membership needs.



# SWE Member Overview

## Student

## Early career

## Mid Career

## Late Career



	Student	Early career	Mid Career	Late Career
<b>Tenure</b>	Less than 3 years	1-4 years	5-15 years	15+ years
<b>% based in USA</b>	98%	100%	92%	89%
<b>% with ethnicity other than white</b>	48%	29%	31%	31%
<b>Age</b>	18-24	18-30	31-45	46-64
<b>Highest education</b>	HS/Undergraduate	Undergraduate	Graduate	Graduate/Post grad
<b>LGBTQ+</b>	22%	23%	7%	5%
<b>% with disability</b>	8%	15%	7%	5%

### **Slightly less important as career progresses:**

In-person meetings  
 Volunteer leadership opportunities  
 Discounts

### **More important as career progresses:**

Government advocacy programs  
 Regular publications and articles of interest to women engineers

# Student

Member Type:  
Collegiate

The majority of student members are undergraduate students. They need access to career resources, scholarships, networking, and events. 86% of students are likely to renew (lower than average 94%). They have a strong sense of belonging at the local level.

### Major Factors

- Networking
- Career resources

### Membership Goals

- Supportive community
- Access career support
- Conferences and events

### Belonging

Local level: 65%  
Society level: 49%

### Important Benefits

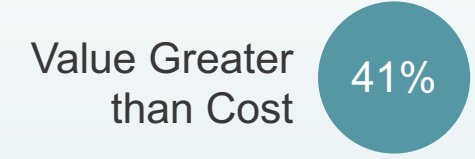
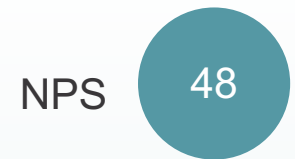
- Networking
- Career resources
- Most used: Member discounts, scholarships, volunteer leadership



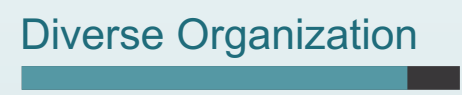
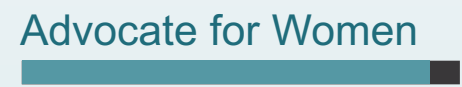
“I joined the SWE section at my university and was welcomed with open arms. Participating in the mentorship program gave me a lot of guidance and support. Because of this, I have become more involved in SWE, taken on a leadership role, and connected with the many great members of our SWE community.”

### Membership Focus

Local opportunities to connect  
Build value in future Professional membership  
Career resources



### Perceptions of SWE



Describing SWE  
community, inclusive,  
impactful

# Early Career

Member Type:  
Collegiate (student)  
New Professional

Early career are recent students or graduates who have been in the field for less than 5 years. They need access to career resources. They feel least sense of belonging compared to others, and value networking more than other groups.

### Major Factors

- Meetings/conferences
- Local sections

### Membership Goals

- *Networking*
- Supportive Community
- Conferences and events

### Belonging

Local level: 44%  
Society level: 43%

### Important Benefits

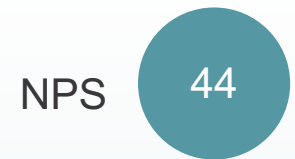
- Networking
- Local sections
- Most used: Volunteer leadership



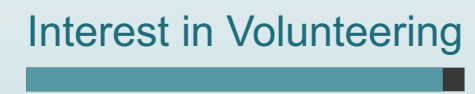
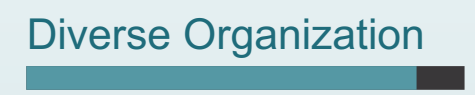
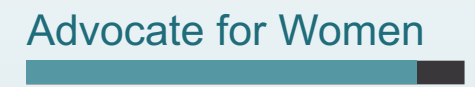
“I want to be more involved in SWE but struggle to find the time to be engaged by no fault of SWE. I know there are tons of ways to get involved and do more, it's just a matter of ME doing it.”

### Membership Focus

Help them find their place and fit in  
Optimize benefits  
Drive engagement and participation



### Perceptions of SWE



Describing SWE  
community, inclusive,  
welcoming

# Mid Career

Member Type:  
Professional

Mid career are transitioning. They value professional development, education, and training to push further into the field. They have a need to contribute and evolve to legacy members.

### Major Factors

- Networking
- Local sections
- Meetings/conferences
- Education and training

### Membership Goals

- Stay connected and engaged
- *Professional development and education*
- Networking
- Volunteer and leadership opportunities

### Belonging

Local level: 53%  
Society level: 47%

### Important Benefits

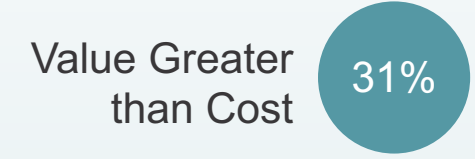
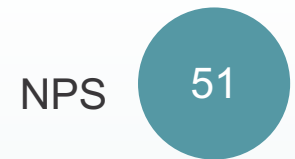
- Education and trainings
- Networking
- Most used: Volunteer leadership, Webinars, Affinity groups, Altogether, SWE magazine



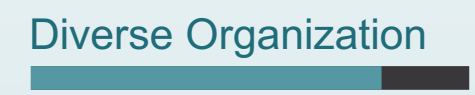
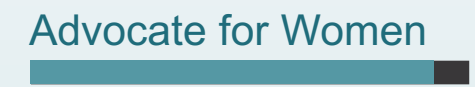
“The sector SWE provides many volunteering and leadership opportunities to me so that I can practice my leadership skills and also broadening my professional network.”

### Membership Focus

Highlight professional development and education opportunities  
Foster positive local experiences and events to connect and network



### Perceptions of SWE



Describing SWE  
community, inclusive,  
diverse

# Late Career

Member Type:  
Professional

These members are much later in their careers, with more than 15 years of experience. They seek opportunities to contribute, mentor, lead, and connect with other experts in the field. They have a strong sense of belonging at the Society level and are more likely than others to use SWE information and resources.

### Major Factors

- Networking
- Meetings/conferences
- Education and training

### Membership Goals

- Stay connected
- Networking
- Volunteer and leadership opportunities

### Belonging

Local level: 63%  
Society level: 73%

### Important Benefits

- Networking
- Professional development and education
- Most used: Webinars, Volunteer leadership, Affinity groups, Magazine, All Together

“I am getting all I need for personal and professional growth. My growth has equally improved the lives of people around me and my community. SWE has given me a chance to show my community that the young can dream and achieve it; I am the bridge between SWE and my community.”

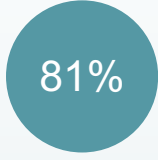
### Membership Focus

Feature networking and leadership opportunities  
Upcoming webinars

NPS



Satisfied



Value Greater than Cost



### Perceptions of SWE

Advocate for Women



Diverse Organization



Valuable Resources



Interest in Volunteering



Describing SWE  
community,  
respected, diverse



## Key Performance Indicators

# Member Needs KPI Key Findings

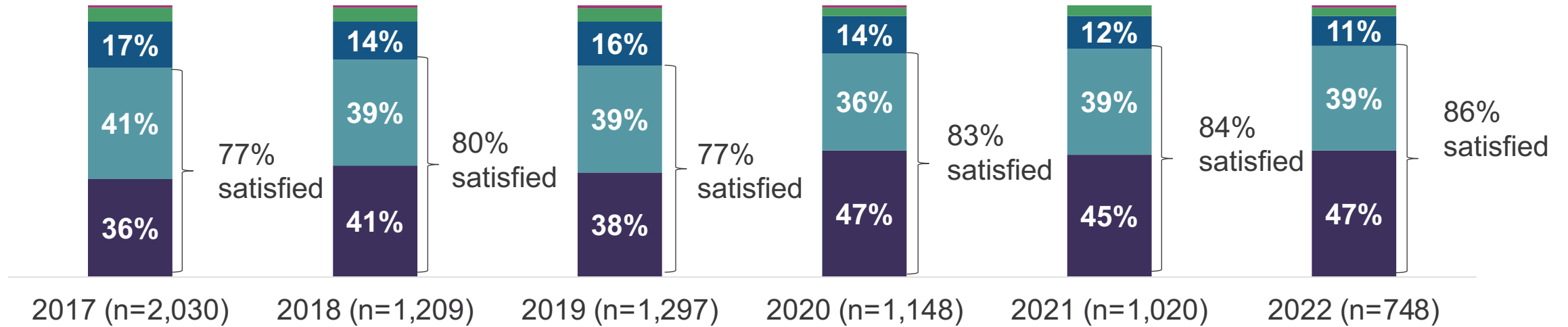
- 1 Membership Satisfaction is at Its Highest Since 2017:** Overall satisfaction was 86%, higher than the McKinley benchmarked industry average of 79%. Nearly half (47%) of 2022 members report being “very” satisfied. Although satisfaction was similar for professional (85%) vs collegiate (89%) members, collegiate members were more likely to be “very” satisfied (54% vs 40%).
  - Members with 20+ years tenure less satisfied (79% overall satisfaction)
- 2 Membership Value Has Steadily Increased Over the Last 6 Years:** Most (57%) respondents indicated the value they receive from their SWE membership is EQUAL to the cost of membership. The percentage of members who indicated the value is GREATER than the cost (33%) is at its highest for the last 6 years but falls just below the industry average of 35%.
- 3 SWE NPS Highest for Science and Engineering Associations:** 2022 NPS score of 46 is substantially higher than the industry average of 18. SWE’s 2022 NPS scores is the highest for 23 scientific and engineering associations. NPS has increased 19 points since 2017. The percentage of advocates (60%) increased to its highest in the last 6 years.
- 4 Renewal:** Most members (93%) were “very likely” (70%) or “somewhat likely” (23%) to renew. Only 2% claimed they were “not likely at all” to renew.
  - Professional member more likely to renew (98%) than Collegiate (85%)

# Overall Satisfaction

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

Base: Members

■ Very satisfied ■ Somewhat satisfied ■ Neither satisfied nor dissatisfied ■ Somewhat dissatisfied ■ Very dissatisfied



Membership satisfaction has steadily increased since 2017. Nearly half (47%) of 2022 members report being “very” satisfied. Dissatisfaction decreased to 4% in 2020 and has not risen again.

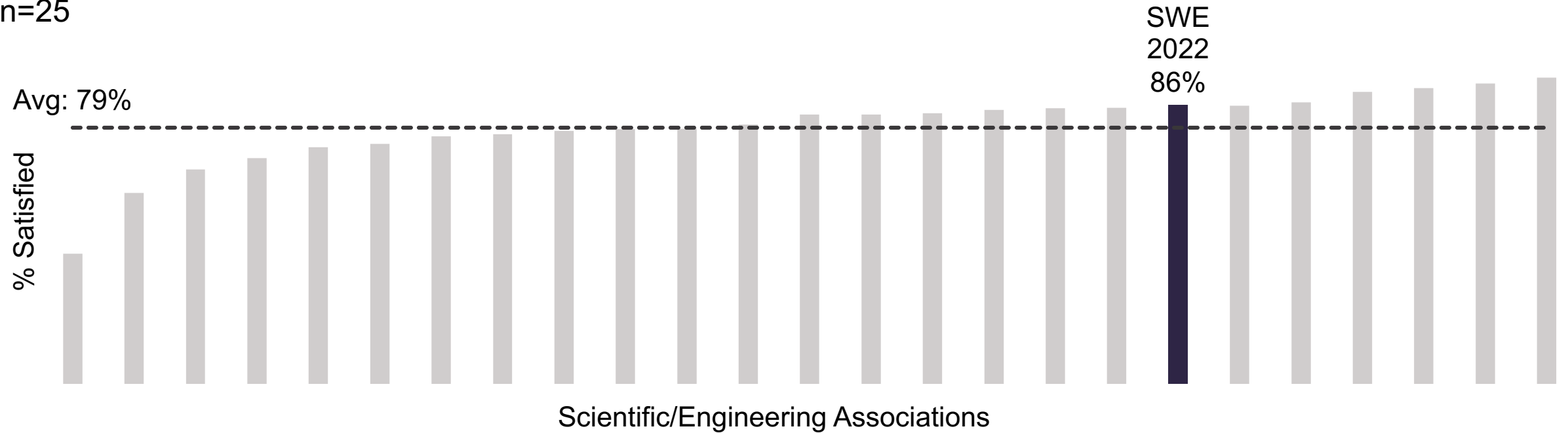


# Overall Satisfaction Benchmark

## Satisfaction - Scientific/Engineering Associations

*% very satisfied/somewhat satisfied*

n=25



Satisfaction with SWE membership is at its highest since 2017.  
Overall satisfaction has been above the benchmark for scientific and engineering associations since 2020.

## Overall Satisfaction by Segment

Segment	% Satisfied	
Member Type	Collegiate Member (n=189)	89%
	Professional Member (n=337)	85%
Job Level	Student (n=154)	89%
	Entry/junior level (n=79)	89%
	Mid-level (n=189)	87%
	Senior/Executive level (n=140)	81%
Tenure	Student (n=93)	88%
	Less than 5 years (n=140)	<b>90%</b>
	5-10 years (n=82)	85%
	11-20 years (n=122)	89%
	Over 20 years (n=139)	79%
	18 - 24 (n=158)	<b>91%</b>
	25 - 34 (n=140)	89%
Age	35 - 44 (n=121)	88%
	45 - 54 (n=80)	76%
	55 - 64 (n=66)	83%
	65 + (n=40)	88%

Segment	% Satisfied	
Location	United States (n=573)	86%
	Rest of World (n=35)	89%
Ethnicity	White (n=409)	86%
	East Asian (n=49)	<b>92%</b>
	Hispanic or Latino/ Latina/Latinx (n=44)	84%
	Black or African (n=40)	83%
	South Asian (n=37)	86%
	Southeast Asian (n=26)	88%
	All other Races/Ethnicities (n=40)	80%
Gender	Woman (n=591)	<b>87%</b>
	Man (n=7)	57%
	Non-binary (n=6)	67%
	I prefer not to answer (n=7)	57%
LGBTQ+ Status	LGBTQ+ (n=75)	87%
	Do not identify as LGBTQ+ (n=513)	87%
Disability Status	Identifies as Disabled (n=48)	83%
	Do not identify as Disabled (n=545)	86%

# Key Themes by Satisfaction

Please use the space below to explain your level of satisfaction with SWE in more detail.

n=100 randomly coded randomly from 463 open-text responses, showing top coded theme by satisfaction

## Somewhat + very satisfied

- Good experience
- People/networking
- Not taking advantage of opportunities
- Supportive Community

## Neither satisfied nor dissatisfied

- Not taking advantage of opportunities
- Limited local opportunities

## Somewhat + very dissatisfied

- Dissatisfied with focus
- Career support
- Communication/Technical challenges



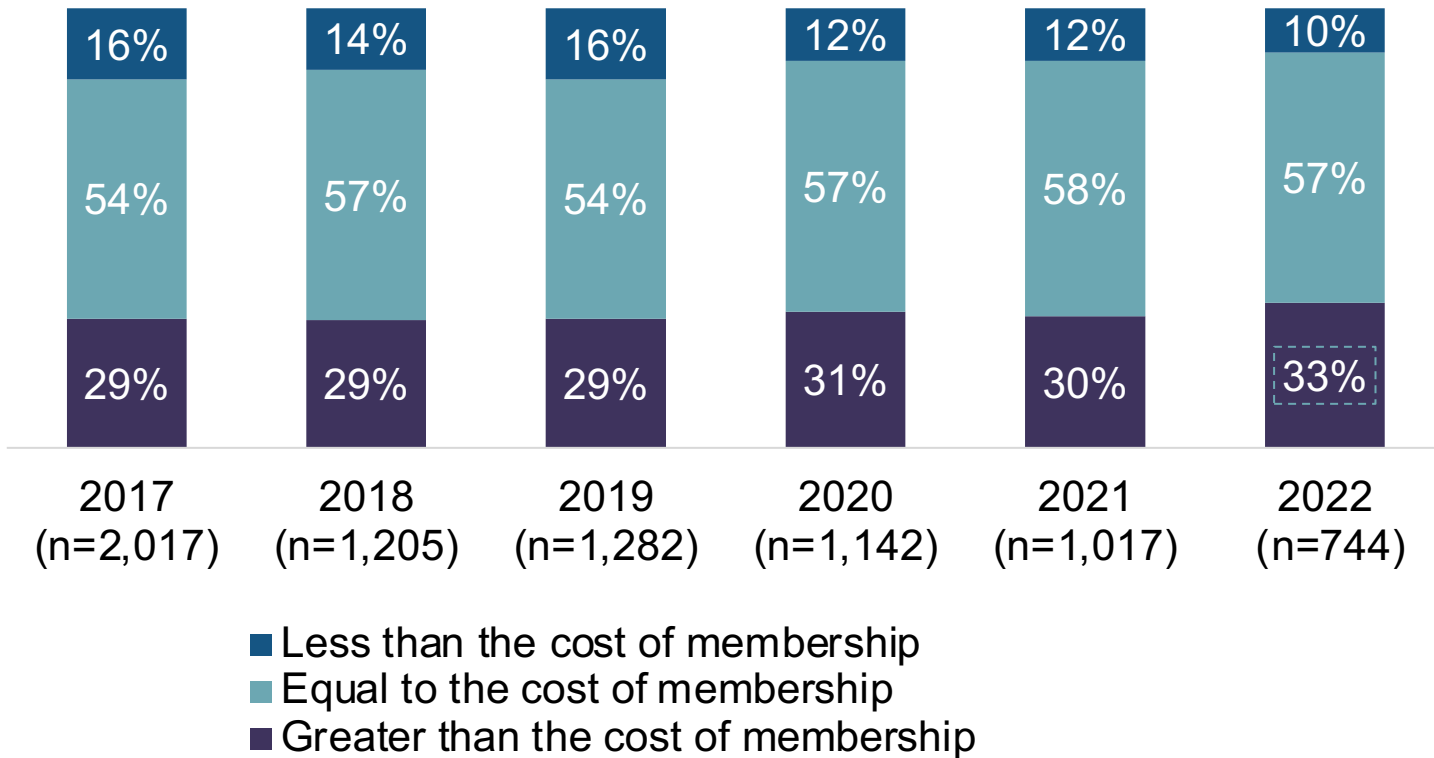
Satisfied respondents valued their interactions with people and the community as a whole. They valued resources like networking, events and conferences, volunteering and leadership opportunities, career resources, college experiences, mentorship, and their local opportunities. Some mentioned being too busy to take advantage of opportunities.



Dissatisfied respondents mentioned different reasons for their overall lack of value with their membership. Some disliked SWE's focus (SWENext, not technical enough, or too politically involved). Additional areas of dissatisfaction included lack of career support, challenges with communication (too much or too little) and website organization and broken links. Respondents mentioned a lack of opportunity to participate at the local level (too far or not available) and difficulty get involved or lack of awareness of any benefits.

# Membership Value

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



Membership value has steadily increased over the last six years. Most (90%) respondents indicated the value they received from their SWE membership was equal to or greater than the cost of membership.

The percentage of members who indicated the value is **GREATER** than the cost (33%) is at its highest since 2017. Compared to 22 other science and engineering associations, SWE's 2022 perceived value of membership as a greater value than the cost of membership (33%) falls slightly below the industry average (35%).

The percentage of members who indicated the value is **LESS** than the cost (10%) is at its lowest since 2017 (16%).

## Value by Segment

Segment		Value equal or greater than cost of membership
Member Type	Collegiate Member (n=187)	89%
	Professional Member (n=336)	89%
Job Level	Student (n=153)	90%
	Entry/junior level (n=78)	90%
	Mid-level (n=190)	<b>93%</b>
	Senior/Executive level (n=139)	88%
Tenure	Student (n=92)	<b>93%</b>
	Less than 5 years (n=139)	87%
	5-10 years (n=82)	90%
	11-20 years (n=122)	<b>93%</b>
	Over 20 years (n=139)	<b>91%</b>
	18 - 24 (n=156)	90%
Age	25 - 34 (n=140)	91%
	35 - 44 (n=121)	91%
	45 - 54 (n=80)	<b>93%</b>
	55 - 64 (n=66)	88%
	65 + (n=39)	<b>92%</b>

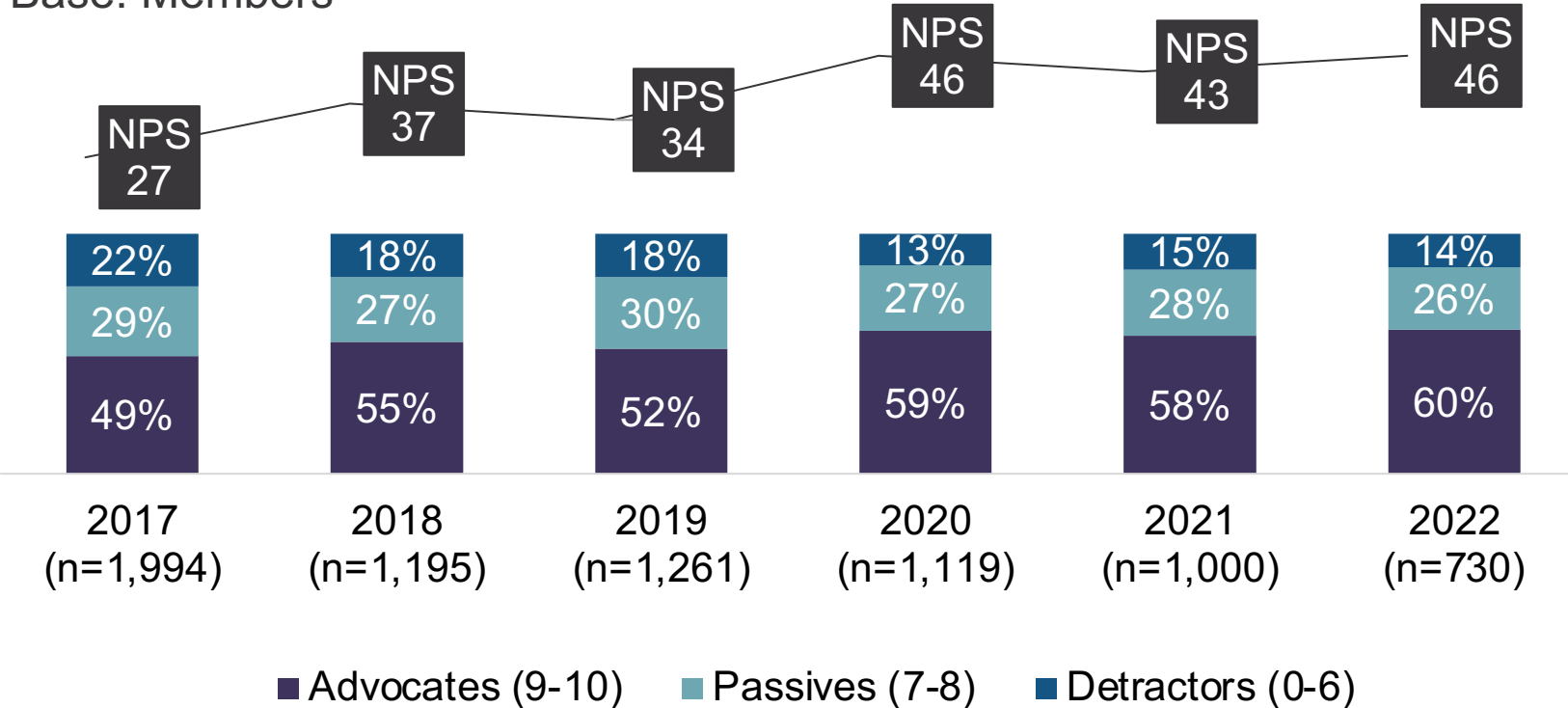
Segment		Value equal or greater than cost of membership
Location	United States (n=569)	<b>91%</b>
	Rest of World (n=35)	86%
Ethnicity	White (n=408)	<b>92%</b>
	East Asian (n=47)	89%
	Hispanic or Latino/Latina/Latinx (n=44)	84%
	Black or African (n=39)	85%
	South Asian (n=37)	86%
	Southeast Asian (n=26)	81%
Gender	All other Races/ Ethnicities (n=37)	<b>92%</b>
	Woman (n=588)	90%
	Man (n=7)	100%
LGBTQ+ Status	Non-binary (n=5)	80%
	I prefer not to answer (n=7)	100%
Disability Status	LGBTQ+ (n=73)	90%
	Do not identify as LGBTQ+ (n=511)	90%
Disability Status	Identifies as Disabled (n=46)	89%
	Do not identify as Disabled (n=543)	90%

# Member NPS

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

Scale 0-10

Base: Members



**Advocates:** “loyal enthusiasts who will keep buying and refer others, fueling growth”

**Passives:** “satisfied but unenthusiastic customers”

**Detractors:** “unhappy customers who can damage your brand”

NPS scores rose in 2020 and have remained higher over the last 3 years. NPS has increased 19 points since 2017. SWE’s 2022 NPS score of 46 is significantly higher than the industry average of 18.

The percentage of advocates (60%) increased to its highest since 2017. These members are loyal enthusiasts who fuel growth.

The most substantial difference in segment NPS scores was for LGBTQ+ status. LGBTQ+ members were less likely to recommend SWE membership to colleagues or peers. 65% of members who do not identify as LGBTQ+ (54 NPS) were advocates for SWE membership, compared to only 51% of LGBTQ+ members (35 NPS).

## Reason for Likelihood to Recommend

Please use the space below to explain your likelihood to recommend SWE membership to a colleague or peer in further detail.

Showing top 10 overall and Detractors >10%

n=100 randomly coded randomly from 415 open-text responses

Reason for Likelihood to Recommend	Advocates (9-10) (n=68)	Passives (7-8) (n=19)	Detractors (0-6) (n=13)	Overall Selection (n=100)
Great organization and opportunities	29%	16%	8%	24%
SWE supports women in tech	29%	0%	15%	22%
Networking	24%	26%	0%	21%
Generally recommend	16%	5%	0%	12%
Collegiate membership	6%	21%	15%	10%
Participation in events	4%	16%	15%	8%
Career support	9%	11%	0%	8%
Community	12%	0%	0%	8%
Low value/too costly	0%	16%	31%	7%
Education and professional development	6%	16%	0%	7%
Opportunities for young engineers	1%	5%	15%	4%
Limited leadership opportunities	0%	0%	15%	2%
Limited local opportunities	0%	0%	15%	2%

Advocates were most likely to recommend SWE because it is a great organization with opportunities (29%) and supports women in engineering (29%). They also valued networking (24%).

Detractors were likely to mention an overall lack of value (31%) stemming from opportunities focused on younger or collegiate engineers (15%), lack of local opportunities (15%), or lack of leadership opportunities (15%).

## Quotes About Membership Value



Definitely recommend if you are a freshman trying to start navigating engineering. Once you have things figured out I think it's a little less valuable.

- Members found great value and resources for young engineers, particularly for the Collegiate membership.



The support, the networking, the companies that recruit SWE members, the recognition of achievements of women and they touch the future by letting young people know of the opportunities of engineering especially females and minorities

- Advocates valued the support SWE offers women in engineering. They believe SWE is a great organization with many opportunities like networking, conferences, career fairs, and community.



In college, it was great to connect with others. Professionally, it doesn't seem like SWE does much in my area. I've reached out to my local chapter and it's beyond dead although they claim to be active.

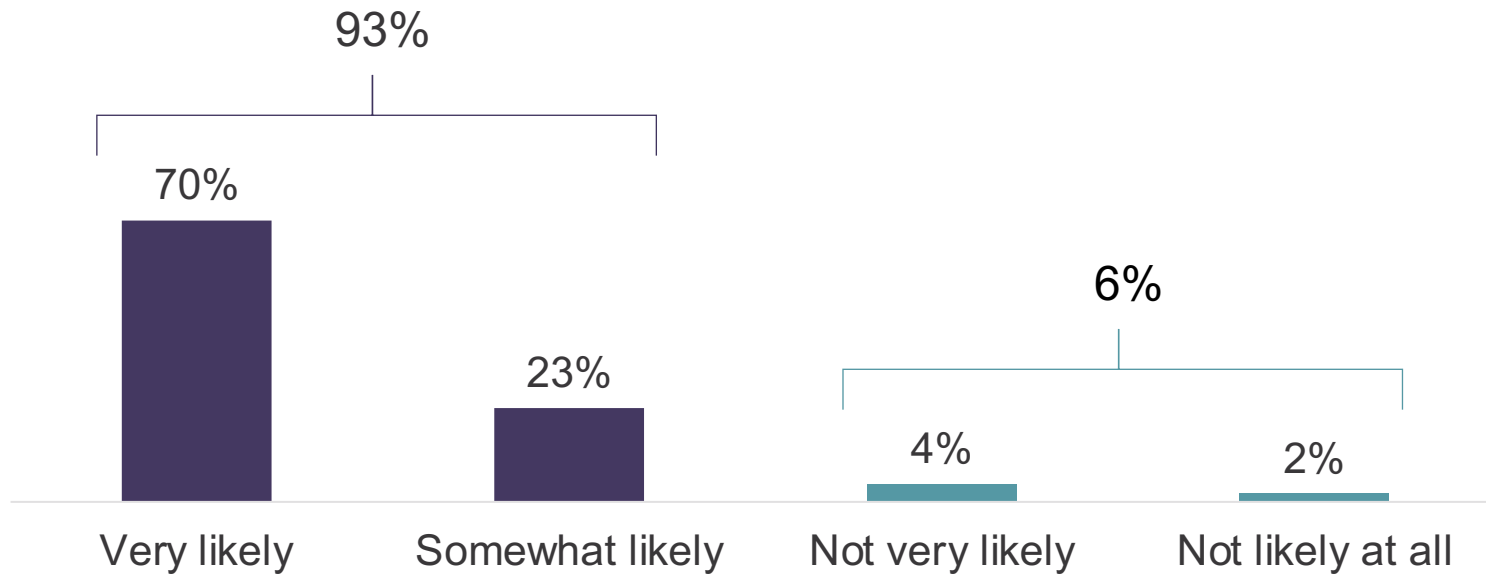
- Members with less positive statements were less likely be aware of membership value, benefits, and resources, particularly at the professional level. They mentioned frustration with limited and US centric local and leadership opportunities.



# Likelihood to Renew

**When your current membership with SWE is up for renewal, how likely will you be to renew?**

n=714; Base: Members



A strong majority of members (93%) were “very likely” (70%) or “somewhat likely” (23%) to renew. Only 2% claimed they were “not likely at all” to renew.

## Services, Programs and Benefits

# Member Service, Programs and Benefits Key Findings

- 1 Membership Reasons:** Networking (38%), staying connected (38%), and finding a supportive community (38%) were top reasons for membership.
  - Early career (<5 years) were more likely to maintain membership to access career resources and a supportive community.
  - Members with 5-10 years membership sought professional development and training, while those with 11-20 years experience were looking for leadership opportunities.
- 2 Top Benefits:** Top benefits of importance and opportunity for SWE include networking, education, training, professional development, career resources, and local sections and affiliates.
  - SWE printed magazine (54%) and volunteer leadership opportunities (38%) were top-used benefits. Affinity groups are growing in usage (31%), while webinars and podcasts have decreased since COVID (32%).
- 3 Major Factors for Membership:** Networking (71%), meetings/conferences (65%), local sections and affiliates (63%), education and professional development (61%), and career resources (49%) were the top factors contributing to membership.
  - Networking and career resources saw the greatest increase in percentage points (+9%) since 2020.
- 4 High Satisfaction with Major Membership Factors:** Members were highly satisfied with the major factors for maintaining membership – networking (84% satisfied), education and training (82% satisfied), local sections (79% satisfied), and meetings/conferences (88% satisfied).

# Reasons for Membership

**Please indicate the primary reason you are a member of SWE today. Please select up to three reasons.**

Top 6 2022 Reasons Shown

Base: Members

■ 2022 (n=785)

■ 2021 (n=1,056)

■ 2020 (n=1,196)



Staying connected (38%), networking (38%), and finding a supportive community (38%) were top-selected reasons for membership in 2022.

Compared to 2020, 2022 members were more likely to select a supportive community (38% vs 30%); this is an upward trend that has continued since 2017 (28%).

Accessing professional development decreased from 36% in 2020 to 30% in 2022.

# Reasons for Membership by Segment

Showing differences greater than 10%

By Member Type	Professional	Collegiate
To network and build professional relationships	<b>40%</b>	28%
To find a supportive community	32%	<b>50%</b>
To access career and employment resources	14%	<b>41%</b>

By Job Level	Student (n=154)	Entry/junior (n=79)	Mid-level (n=190)	Senior/Executive (n=141)
To network and build professional relationships	32%	<b>54%</b>	<b>39%</b>	<b>42%</b>
To stay connected or engaged with women and allies in the field	34%	37%	<b>40%</b>	<b>40%</b>
To find a supportive community	<b>51%</b>	<b>46%</b>	35%	32%
To access professional development, education or training	32%	32%	<b>40%</b>	24%
To attend events and conferences	36%	<b>39%</b>	28%	18%
To access career and employment resources	<b>40%</b>	20%	13%	9%

By Location	United States (n=575)	Rest of World (n=35)
To network and build professional relationships	39%	<b>54%</b>
To find a supportive community	<b>40%</b>	20%
To access professional development, education or training	29%	<b>51%</b>
To attend events and conferences	<b>29%</b>	14%
To access career and employment resources	<b>20%</b>	6%
To support advocacy and legislative efforts that support women in engineering	12%	<b>23%</b>

# Recently Used Benefits

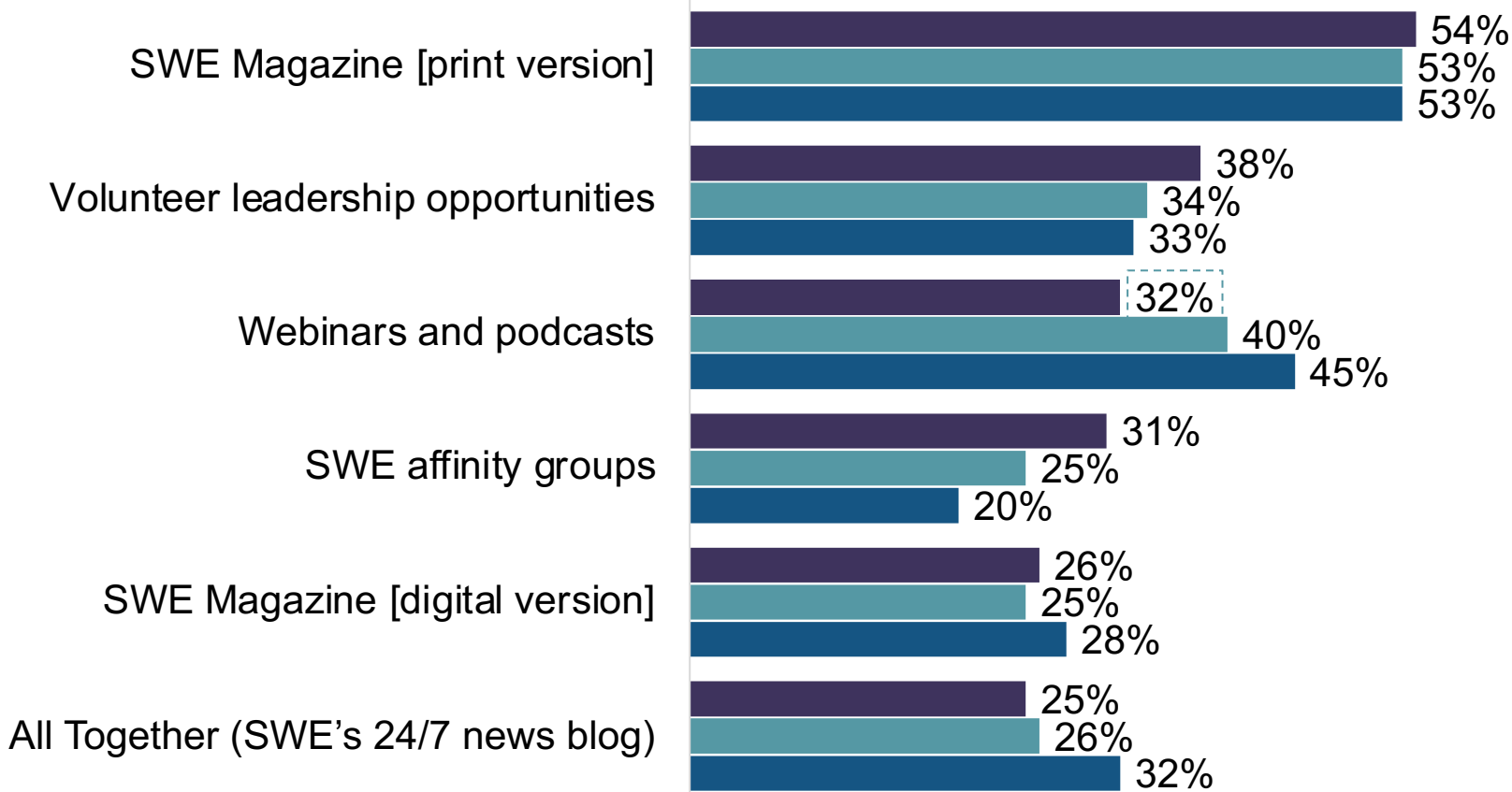
In the past 12 months have you used, participated in or taken-advantage of any of the following SWE benefits? Please select all that apply.

Showing top 6

■ 2022 (n=704)

■ 2021 (n=958)

■ 2020 (n=1,083)



More than half of members have used the SWE Magazine in the last 12 months (54%). Usage of webinars and podcasts has decreased since 2020, possibly as a result of return to in-person events post COVID.

Although affinity groups ranked 4<sup>th</sup> in usage, they have tripled in from 9% in 2017 to 31% in 2022. As members continue to increase their use of affinity groups, improvements to this area may increase membership value.

## Recently Used Benefits by Segments

By Member Type	Professional (n=318)	Collegiate (n=184)
SWE Magazine [print version]	<b>58%</b>	40%
Volunteer leadership opportunities	<b>38%</b>	29%
Webinars and podcasts	<b>34%</b>	16%
SWE affinity groups	<b>30%</b>	18%
SWE Magazine [digital version]	<b>26%</b>	15%
All Together	<b>23%</b>	3%
Online career center	14%	<b>27%</b>
Member discounts for education conferences	13%	<b>32%</b>
Scholarship opportunities	5%	<b>33%</b>

By LGBTQ+ Status	LGBTQ+ (n=68)	Do not identify as LGBTQ+ (n=472)
Volunteer leadership opportunities	29%	<b>41%</b>
Scholarship opportunities	<b>25%</b>	11%

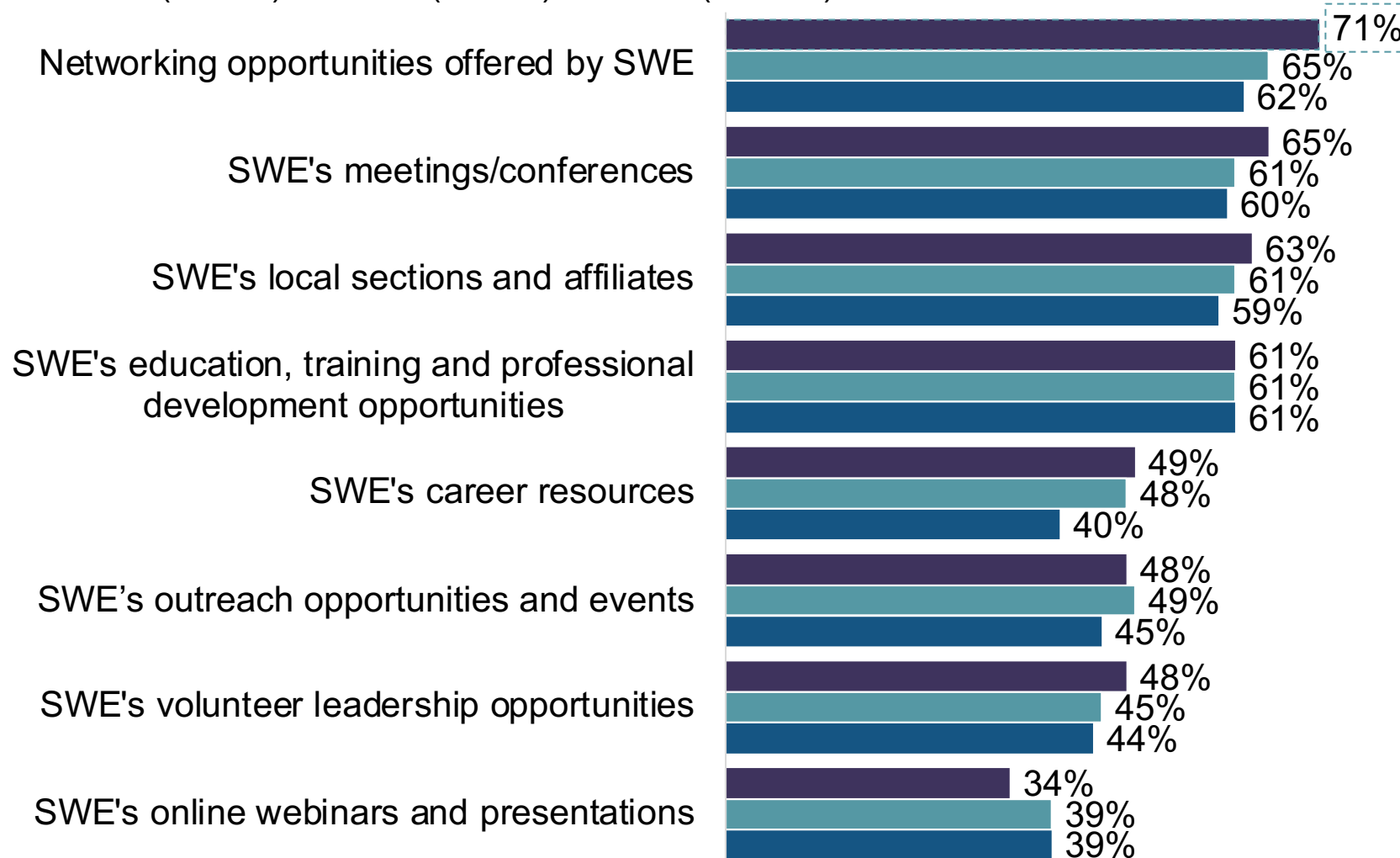
By Location	United States (n=523)	Rest of World (34)
SWE Magazine [print version]	<b>59%</b>	3%
Volunteer leadership opportunities	39%	<b>50%</b>
Webinars and podcasts	34%	<b>47%</b>
SWE Magazine [digital version]	26%	<b>44%</b>
Lead seminars and workshops at conferences	14%	<b>26%</b>

# Major Membership Factors

Please indicate whether each is a major factor, minor factor or not a factor in your decision to maintain membership in the organization.

% "major factor"; Top 8 answers shown

■ 2022 (n=831) ■ 2021 (n=860) ■ 2020 (n= 899)



Networking as a major factor has increased 9 percentage points from 2020 (62%) to 2022 (71%).

Career resources was more likely to be selected as a major factor in 2022 (49%) compared to 2020 (40%).

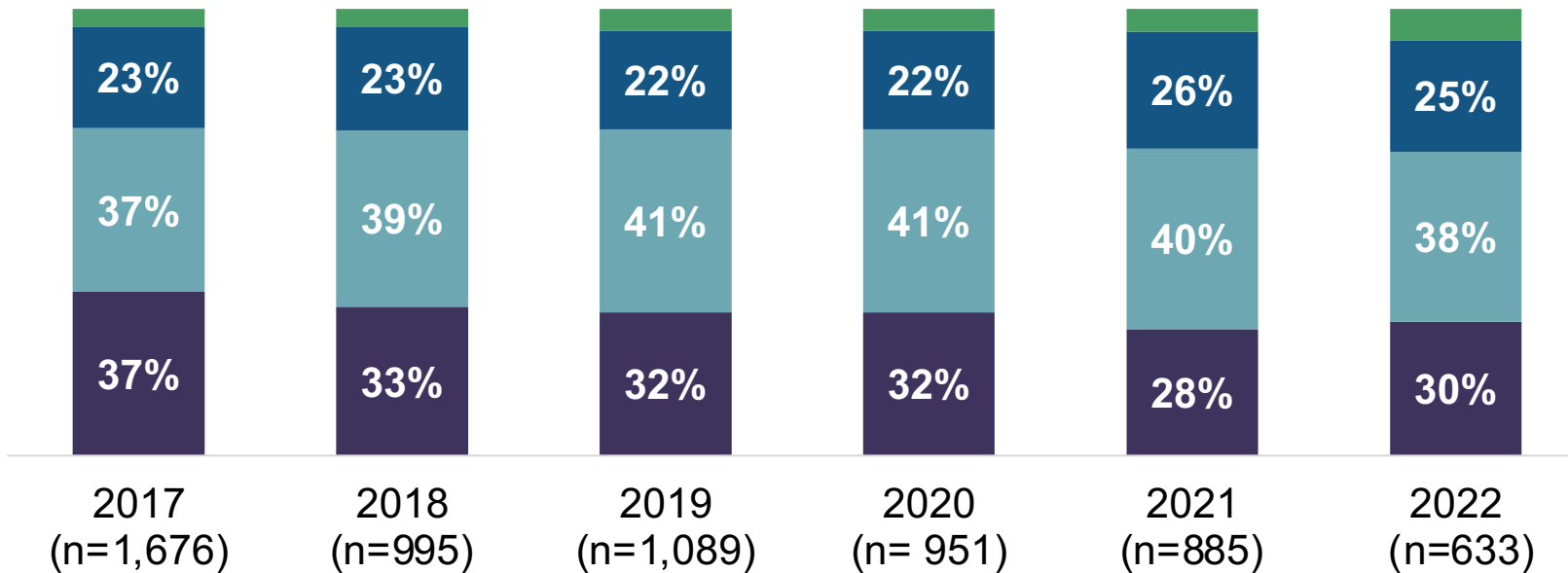


# Interest in Connecting with SWENext Members

## Interest in Connecting with SWENext Members

Base: Members

■ Yes ■ Maybe ■ No ■ I currently volunteer with SWENext



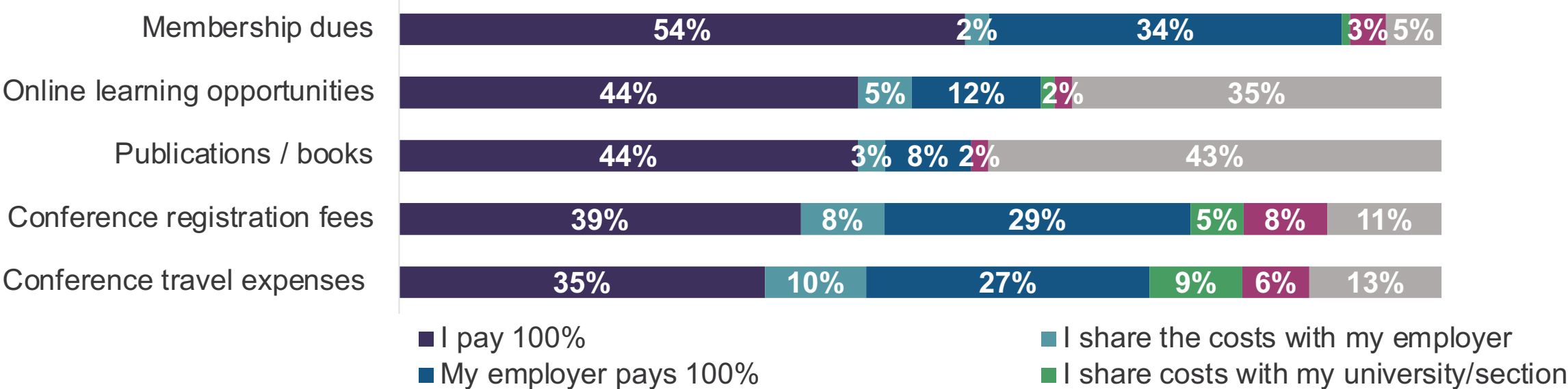
Interest in connecting with SWENext members was at its highest in 2017. In 2017, 37% of members were interested in connecting with middle and high school SWENext Members, compared to 30% in 2022- up slightly from 28% in 2021.

Since 2018, there has been very little change in interest.

# Who Pays for Association-Related Expenses

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

n=615; Base: Members



More than half (54%) of members pay 100% of their dues.  
 Creating tangible value is critical for members paying their own expenses.

## Perceptions of SWE

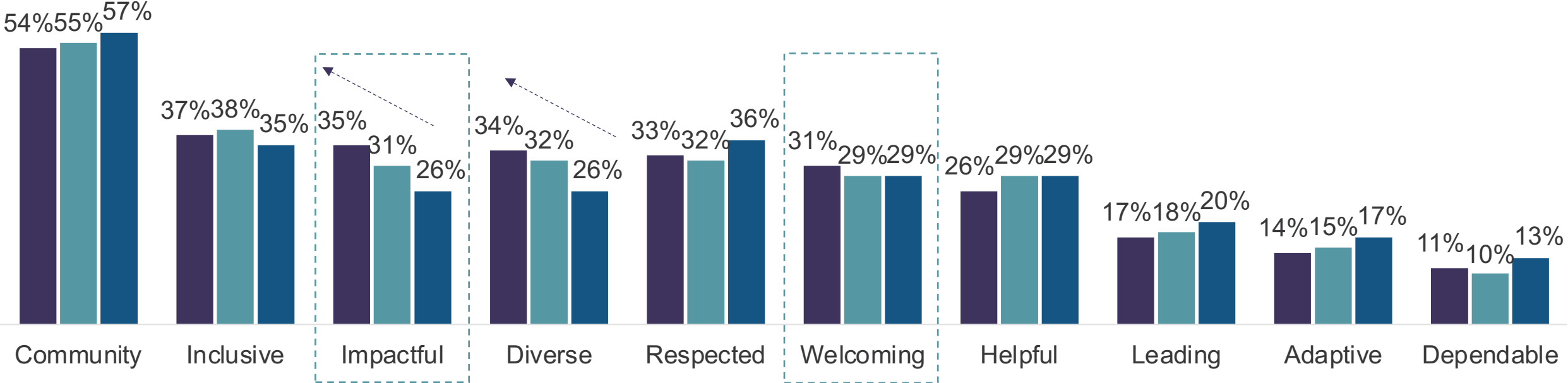
# Member Perceptions of SWE

- 1 Members Perceived SWE as “Community,” “Inclusive,” and “Impactful”:** Other top-of-mind words were similar “Supporting,” “Networking,” and “Community.”
- 2 Members perceive SWE as a supportive community that advocates for women.** They are less likely to see SWE as a place for information and resources.
  - Members were most likely to agree they are proud to be members (91%), SWE is an effective advocate for women in engineering (90%), and SWE is an inclusive organization where they feel welcome and comfortable (87%)
  - Members are least likely to agree they have made a donation in the last 12 months (23%), turn to SWE for information and resources (36%), and regularly use SWE’s information and resources to assist them in their work (38%).
- 3 About Half of Members Feel a Sense of Belonging:** Members were slightly more likely to feel a sense of belonging to the local SWE community (55%) than to the SWE community as a whole (50%).
  - Students generally had a good sense of belonging, particularly at the local level (65%).
  - “Belonging” increases from entry/junior job level (43%, Society level) through retirement (73%, Society level).

# Words that Describe SWE

Which of the following words would you say describe SWE very well? Please select up to five options.  
Top 10 Shown

■ 2022 (n=704)   ■ 2021 (n=964)   ■ 2020 (n=1,070)



Since 2020, “Impactful” (35%, from 5<sup>th</sup> to 3<sup>rd</sup>) and “Welcoming” (31%, from 7<sup>th</sup> to 6<sup>th</sup>) shuffled their way closer to the top of the list. “Impactful” and “Diverse” have become more popular descriptors over time last three years.

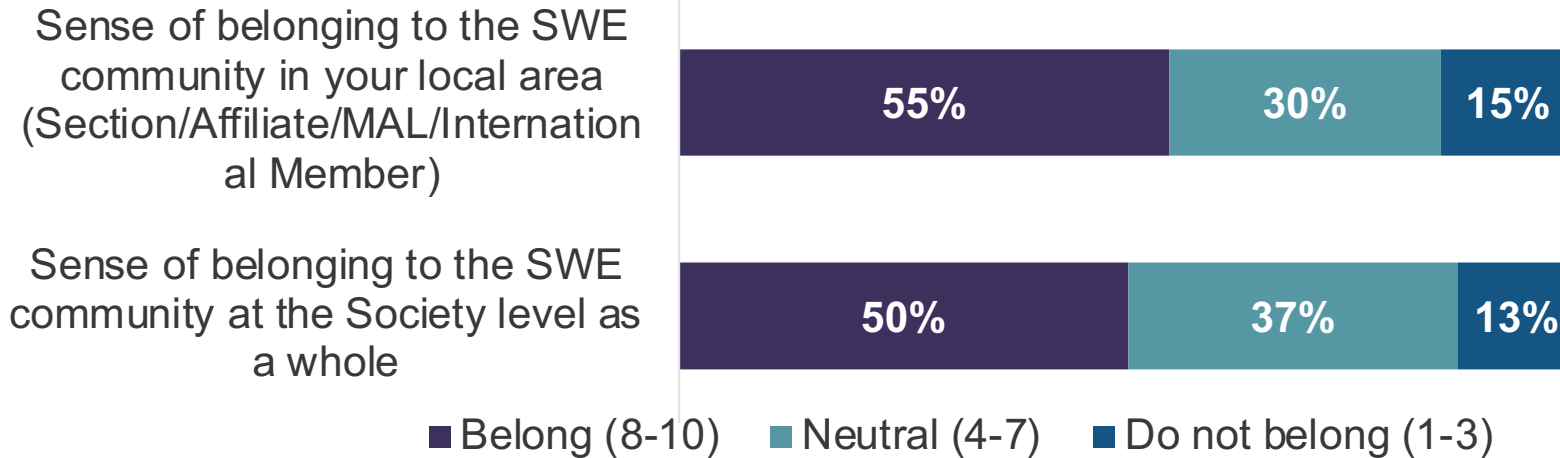


# Sense of Belonging

Please rate your sense of belonging to the SWE community from 1 to 10.

- A rating of 1 indicates little to no sense of belonging and a rating of 10 indicates a full and complete sense of belonging.
- Belonging is defined as being accepted and valued for your authentic self within the SWE community.

n=380; Base: Members



About half of members felt a sense of belonging to SWE. They were slightly more likely to feel a sense of belonging to the local SWE community (55%) than to the community at the Society level as a whole (50%).

# Belonging by Segment

Sense of belonging = 8-10

Segment		Local level	Society level
Member Type	Collegiate (n=159)	<b>68%</b>	51%
	Professional (n=307)	50%	45%
Job Level	Student (n=153)	<b>65%</b>	49%
	Entry/junior level (n=79)	44%	43%
	Mid-level (n=188)	53%	47%
	Senior/Executive level (n=139)	54%	<b>59%</b>
	Student (n=92)	<b>68%</b>	43%
Tenure	Less than 5 years (n=140)	50%	49%
	5-10 years (n=82)	48%	51%
	11-20 years (n=120)	62%	50%
	Over 20 years (n=138)	51%	<b>58%</b>
	18 - 24 (n=158)	61%	48%
	25 - 34 (n=139)	50%	49%
Age	35 - 44 (n=120)	56%	48%
	45 - 54 (n=78)	44%	51%
	55 - 64 (n=67)	60%	<b>66%</b>
	65 + (n=40)	63%	<b>68%</b>

Segment		Local level	Society level
Location	United States (n=570)	56%	51%
	Rest of World (n=34)	57%	<b>65%</b>
Ethnicity	White (n=407)	55%	52%
	East Asian (n=48)	58%	52%
	Hispanic or Latino/Latina/Latinx (n=44)	52%	55%
	Black or African (n=38)	59%	<b>58%</b>
	South Asian (n=37)	54%	46%
	Southeast Asian (n=26)	54%	54%
Gender	All other Races/ Ethnicities (n=40)	50%	48%
	Woman (n=586)	<b>56%</b>	52%
	Man (n=7)	43%	43%
LGBTQ+ Status	Non-binary (n=6)	50%	17%
	I prefer not to answer (n=6)	33%	67%
Disability Status	LGBTQ+ (n=75)	51%	47%
	Do not identify as LGBTQ+ (n=508)	57%	53%
Disability Status	Identifies as Disabled (n=48)	46%	46%
	Do not identify as Disabled (n=540)	56%	53%