

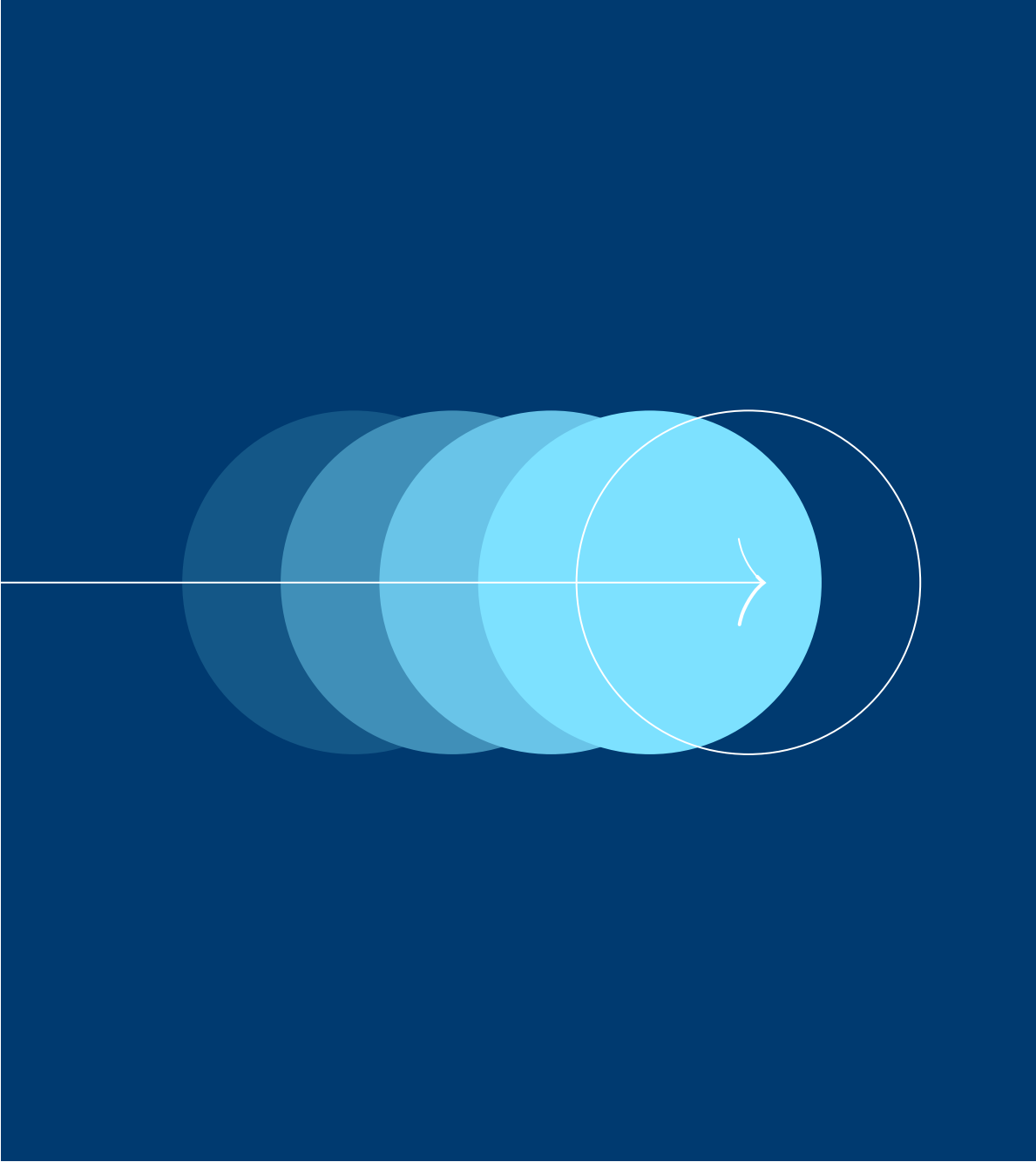
INCOSE Member Survey

Executive Briefing Report

August 2023

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Survey Overview

SURVEY WINDOW

Surveys were distributed to Members and CAB Associates via email. The survey was sent to all members to gather quantitative and qualitative feedback about INCOSE.

Jul 13 Survey Open	Aug 4 Survey Close
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CONFIDENTIALITY

Response thresholds are in place to protect confidentiality of survey participants.

5 Data & Comments	10 Comments
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MEASUREMENT AREAS

The survey contained a total of 59 items measuring membership engagement and various aspects of the member experience.

8 Member Engagement Items	43 Work Experience Items
3 Open-Ended Items	5 Personal Demographics

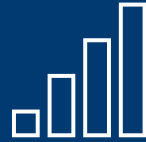
RESPONSE RATE

In total, 20,168 Members and CAB Associates were invited to take the survey and have their voice heard on the experience of being a part of INCOSE.

20,168 Invited	1,807 Responded
9% Response Rate	95% +/- 2.2% Margin of Error

Executive Summary

Member Engagement



72% of members are engaged, with 85% planning to renew their membership and 82% referring INCOSE to others

Membership is 12pts higher in Regular Members versus CAB Associates

Engagement is highest in your most senior members (Executives, 55+ years of age, and those who joined 10+ years ago) and those more closely connected to INCOSE (leadership role, section role, membership)

Membership Experience



The majority (63%) of members feel that the value of membership is inline with the cost of dues, with another 14% feeling that the value-to-cost ratio is high

Members widely agree that publications, technical products, and online resources are the services that add the most value

Less than 1/3 of members have attended IS or IW in person, and 50%+ would attend in person if conference, lodging, and/or travel costs were lower

Impact on Engagement

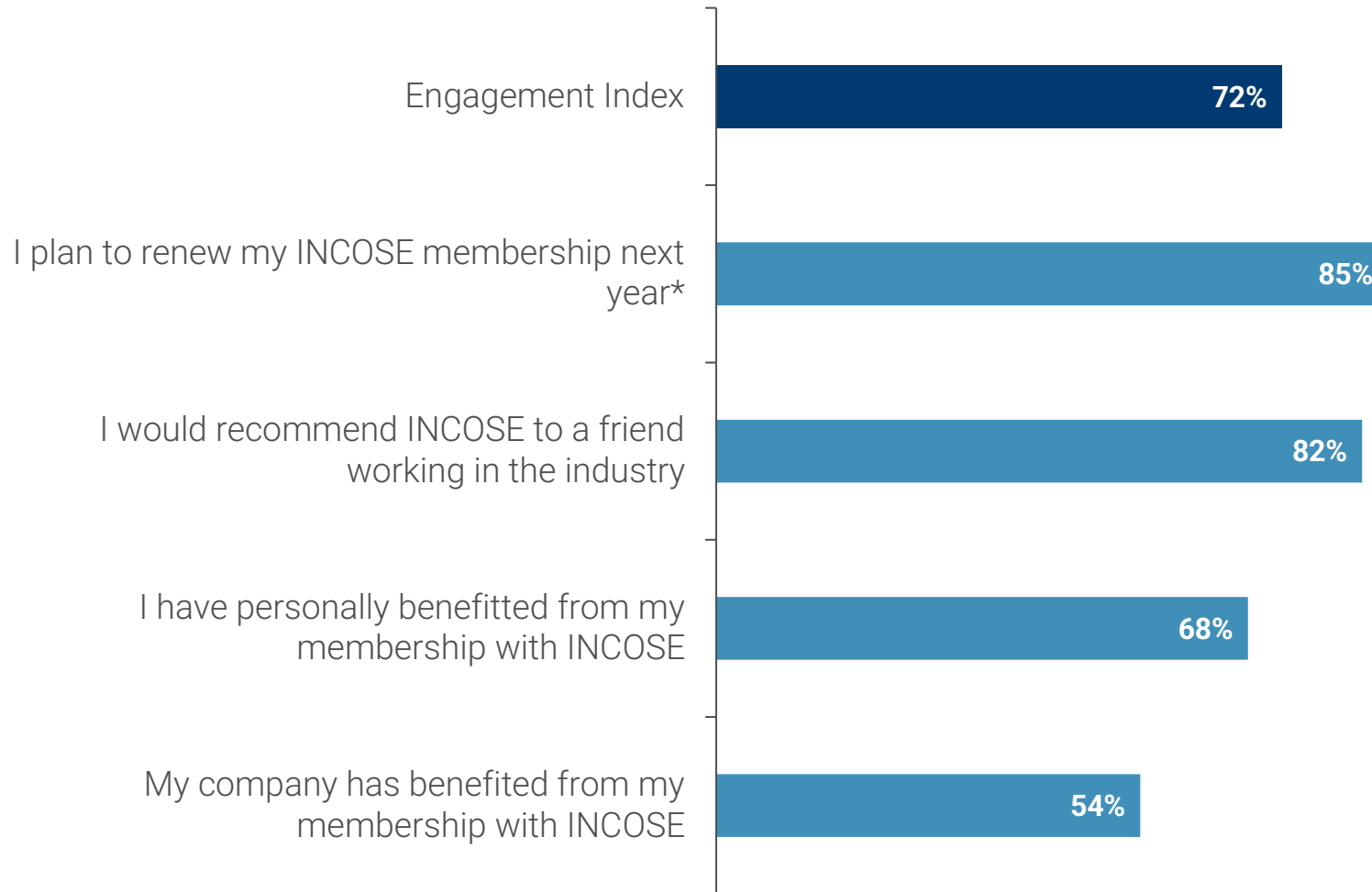


There is a strong connection between perceptions of membership value and engagement...engagement is 2x higher when members feel they get more value than the cost of membership

Engagement is consistently higher in members who attend INCOSE services and conferences in person, followed by virtual, and lowest in those who do not attend

Member Engagement

Member Engagement Overview



*Only asked to Members (non-Associates)

- Nearly 3/4 of INCOSE Members, including CAB Associates, are 'Engaged'
- The majority of Members plan on renewing their memberships and would recommend INCOSE to other in the industry
- Among engagement components, Members are least favorable about the benefit of INCOSE membership to their company
- Scores on this chart represent the % of favorable responses

Member Engagement by Member Type

Engagement is higher in Regular Members, largely driven by strong intent to renew membership

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefited from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Regular	1,558	73%	85%	83%	71%	54%
- Academic	72	76%	92%	88%	67%	60%
- Non-Academic	1,486	73%	85%	83%	71%	53%
CAB Associate	249	61%	--	78%	47%	56%
- Academic	35	62%	--	80%	49%	57%
- Non-Academic	214	60%	--	78%	47%	56%

*Only asked to Members (non-Associates)

Member Engagement by Region

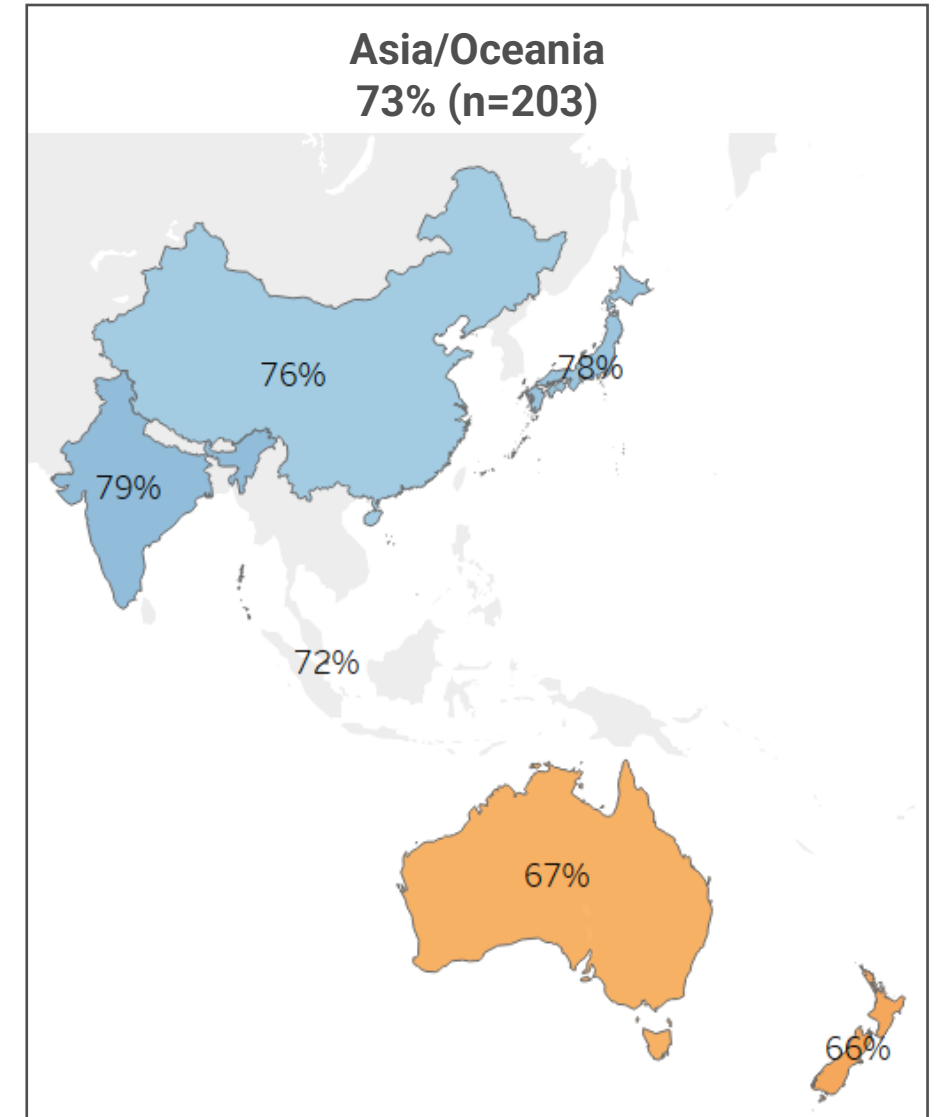
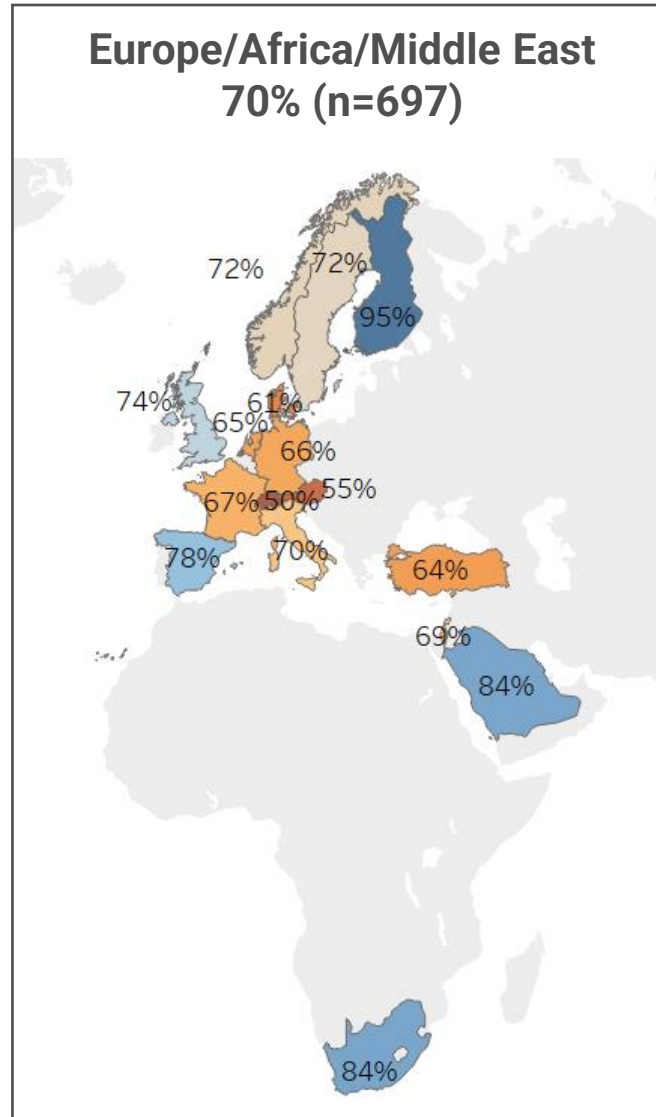
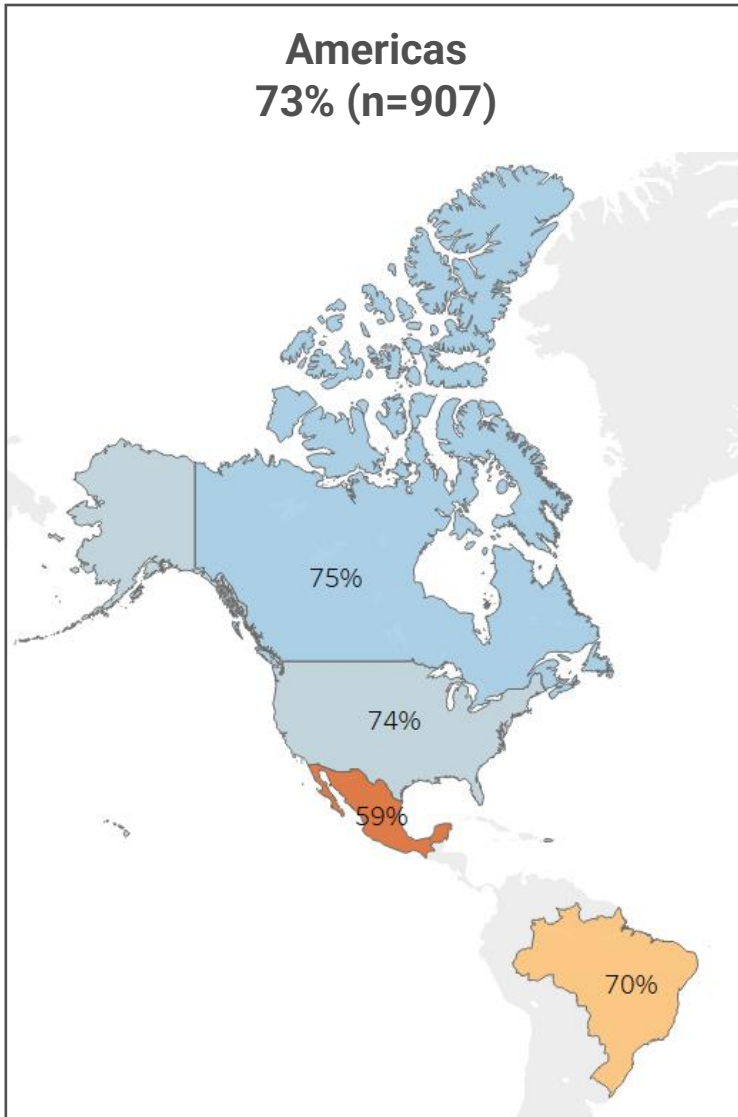
Engagement is similar across regions, with Europe/Africa/Middle East just 3pts lower

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefitted from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Americas	907	73%	87%	82%	68%	58%
Asia/Oceania	203	73%	86%	82%	72%	53%
Europe/Africa/Middle East	697	70%	84%	82%	65%	48%

*Only asked to Members (non-Associates)

Engagement Index by Country

Mexico is lower scoring yet culturally a positive country, while Japan is higher scoring yet culturally negative



Member Engagement by Job Level

Engagement increases with seniority with Executives 10pts higher than Individual Contributors

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefitted from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Executive (VP and above)	97	79%	87%	91%	75%	62%
Senior Manager/Director	390	77%	88%	86%	75%	59%
Supervisor/ Manager	457	71%	89%	80%	63%	55%
Individual Contributor	839	69%	82%	81%	66%	50%

*Only asked to Members (non-Associates)

Member Engagement by Age

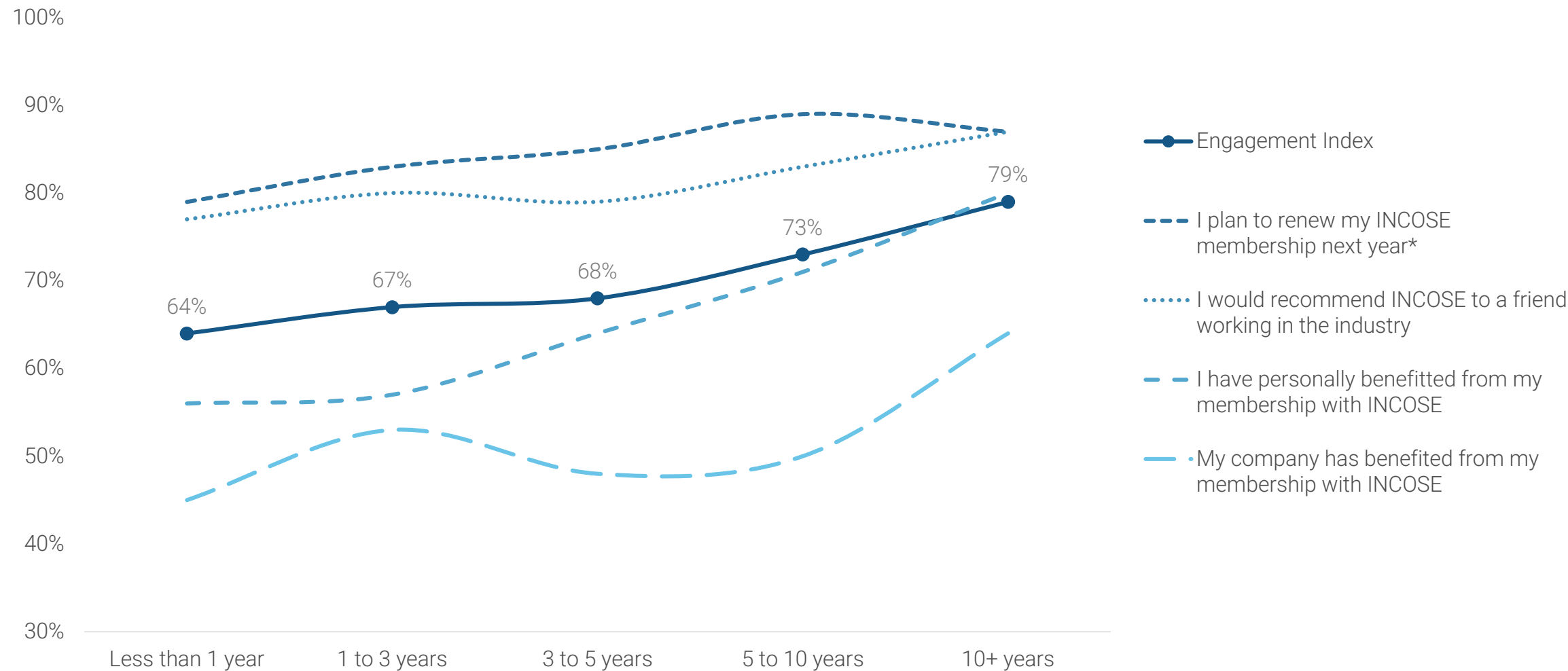
Engagement is lowest in 25- to 44-year-old members, which make up 35% of respondents

	Overall n=	Member n=	CAB Associate n=	Engagement Index	I plan to renew my INCOSE membership next year	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefited from my membership with INCOSE
INCOSE Overall	1,807	1,558	249	72%	85%	82%	68%	54%
18 to 24	26	19	7	68%	89%	81%	62%	46%
25 to 34	203	169	34	64%	76%	77%	57%	47%
35 to 44	423	351	72	65%	83%	76%	60%	46%
45 to 54	431	370	61	72%	88%	83%	68%	52%
55 to 64	464	410	54	76%	88%	86%	73%	58%
65 and over	249	233	16	81%	87%	89%	81%	67%

*Only asked to Members (non-Associates)

Member Engagement by Join Date

Engagement continues to increase as members tenure with INCOSE increases



*Only asked to Members (non-Associates)

Member Engagement by Certification and Program

Engagement is highest in those most involved with INCOSE

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefitted from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Yes	630	77%	89%	84%	75%	60%
- ASEP	161	68%	83%	76%	61%	52%
- CSEP	370	78%	90%	85%	77%	60%
- ESEP	98	86%	93%	90%	90%	71%
No	1,177	69%	83%	81%	64%	51%

*Only asked to Members (non-Associates)

Member Engagement by Leadership and Section Role

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefitted from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Leadership Role: Yes	191	82%	92%	88%	85%	63%
Leadership Role: No	1,616	71%	85%	81%	66%	53%

	n=	Engagement Index	I plan to renew my INCOSE membership next year*	I would recommend INCOSE to a friend working in the industry	I have personally benefitted from my membership with INCOSE	My company has benefitted from my membership with INCOSE
INCOSE Overall	1,807	72%	85%	82%	68%	54%
Section Role: Yes	595	79%	88%	86%	81%	59%
Section Role: No	1,212	68%	84%	80%	61%	51%

*Only asked to Members (non-Associates)

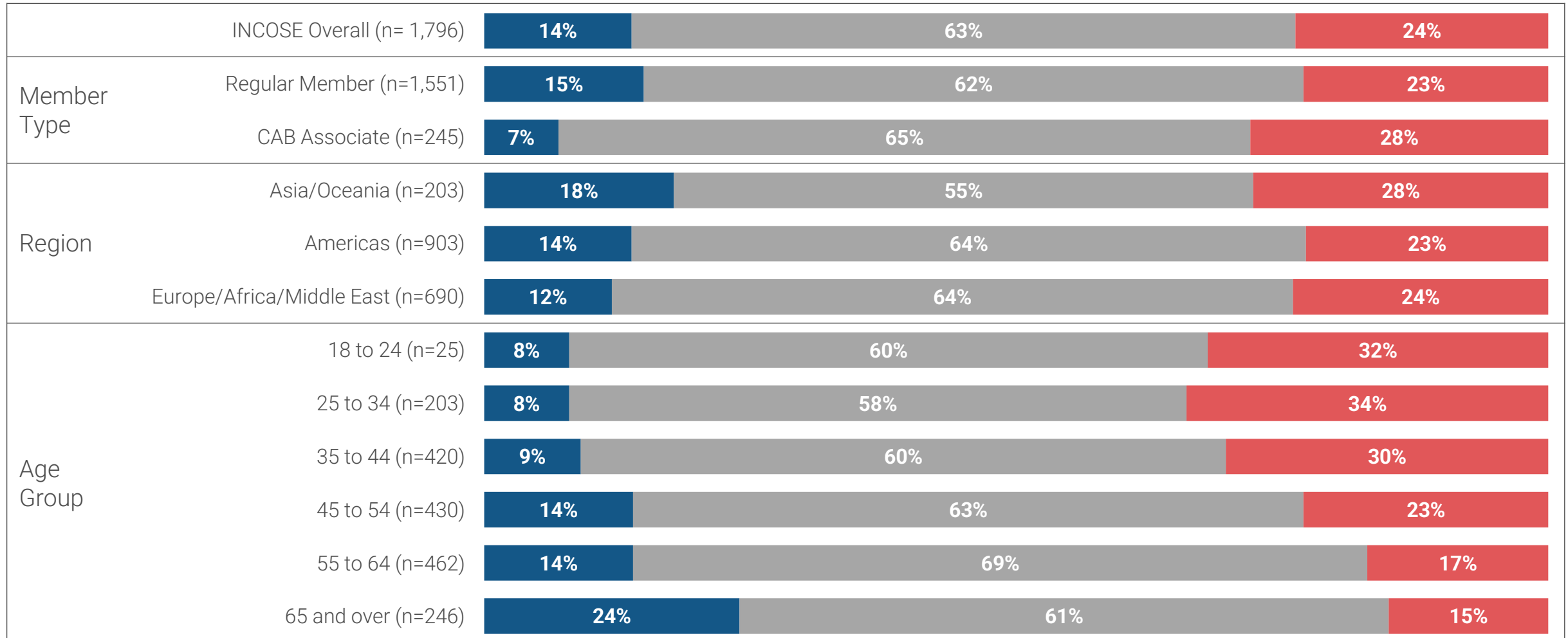
Membership Experience

Membership Value

The majority of members feel the value-to-cost ratio of membership is 'about right'

I believe the value I get from INCOSE relative to membership dues is:

■ More than the cost of membership ■ About right ■ Less than the cost of membership



Membership Services/Products

Members find the most value in publications, technical products, and online resources, but less value in newsletters

The following services add significant value to my membership:

Publications and technical products (SE Handbook, Requirements, Primers) provide by INCOSE (n=1,783)

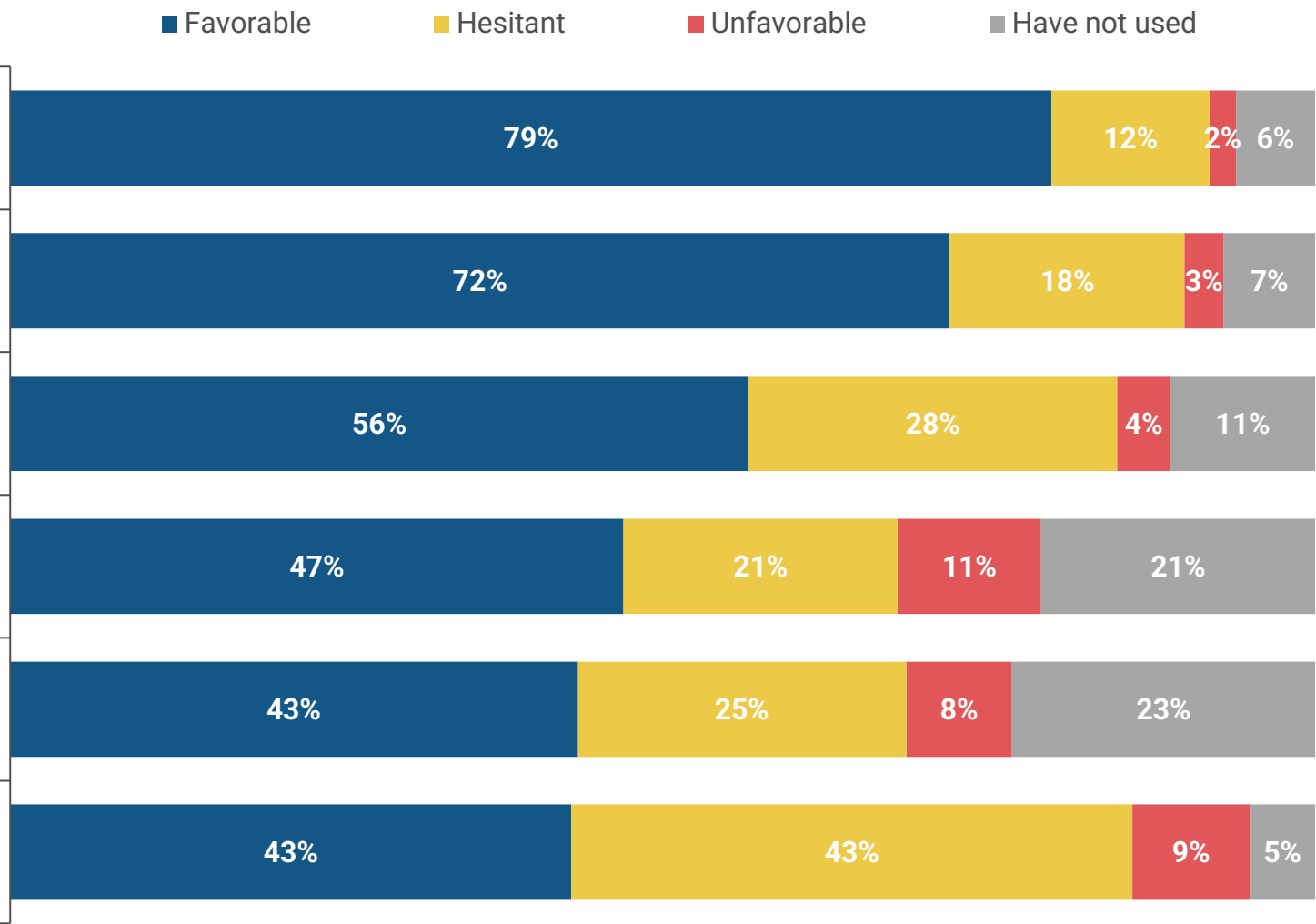
INCOSE online resources, like SEBOK (n=1,783)

INCOSE webinars (n=1,779)

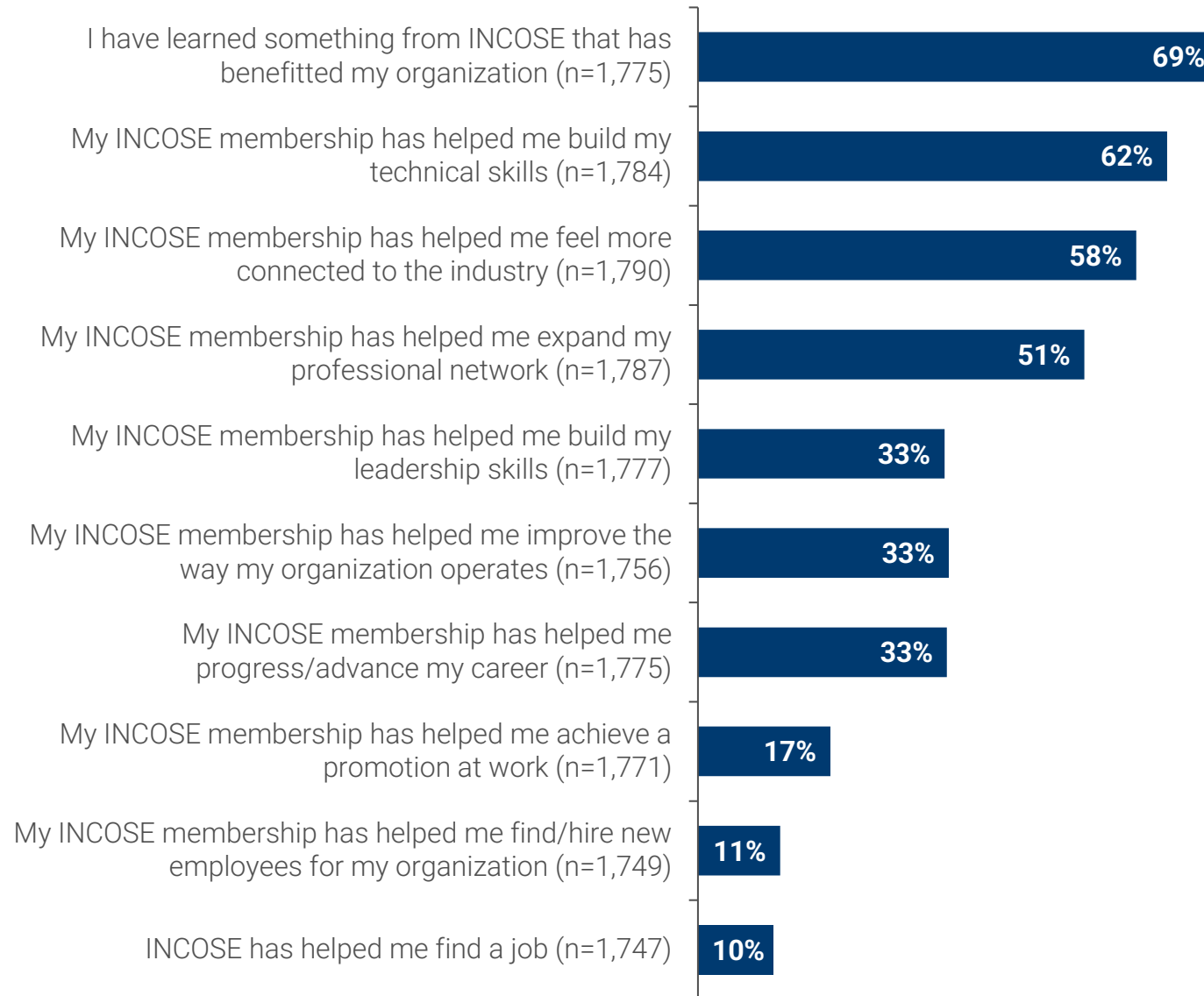
INCOSE SEP certification (n=1,778)

INCOSE conferences (n=1,785)

Regular newsletters (n=1,777)



Membership Outcomes



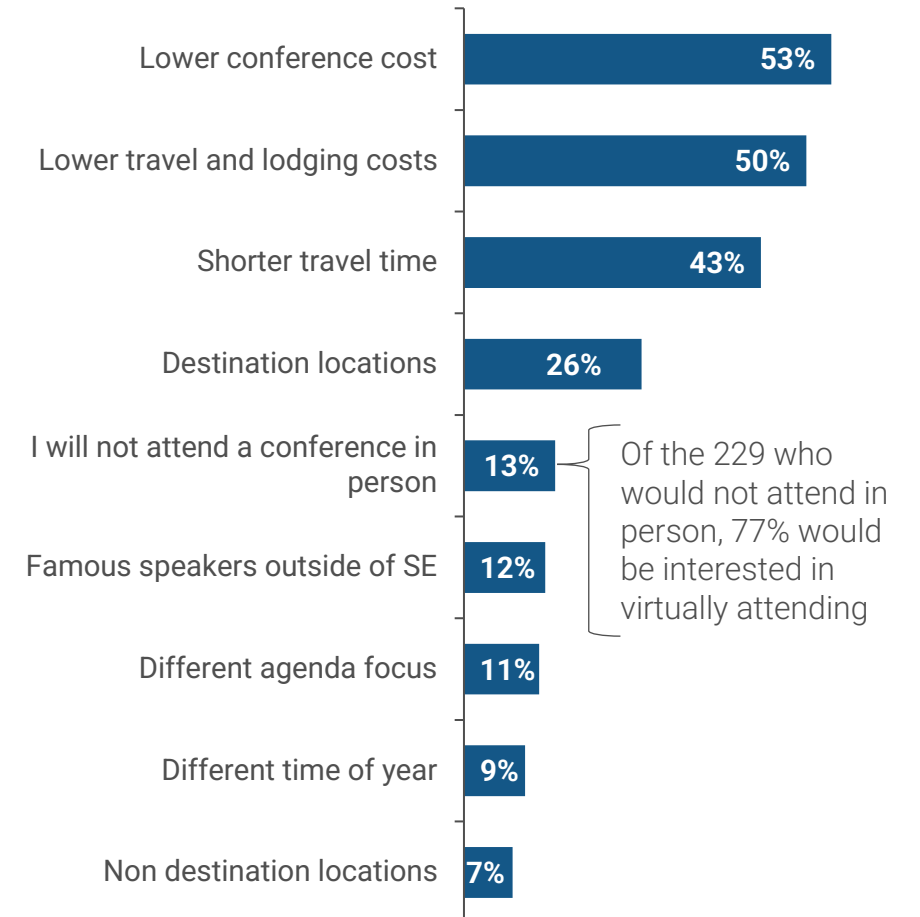
- Among outcomes, members are most favorable about the learning, skill building, connection to the industry, and network that comes with being a member of INCOSE
- Favorability is far lower on INCOSE helping members find jobs, hire employees and achieve promotions
- Scores on this chart represent the % of favorable responses

Conference/Meeting Attendance

Have you ever attended any of the following meetings in person?

		Regional Conference (EMEA, AOSEC, WSRC, etc.)	International Symposium (IS)	International Workshop (IW)
	INCOSE Overall (n= 1,807)	33%	31%	22%
Member Type	Regular Member (n=1,558)	36%	34%	25%
	CAB Associate (n=249)	13%	7%	5%
Region	Asia/Oceania (n=203)	34%	34%	16%
	Americas (n=907)	27%	35%	27%
	Europe/Africa/Middle East (n=697)	40%	23%	17%
Age Group	18 to 24 (n=26)	4%	12%	4%
	25 to 34 (n=203)	15%	12%	5%
	35 to 44 (n=423)	29%	20%	13%
	45 to 54 (n=431)	34%	30%	21%
	55 to 64 (n=464)	38%	37%	29%
	65 and over (n=249)	45%	54%	45%

What would compel you to attend an INCOSE conference in person? (select all that apply)
(n=1,807)

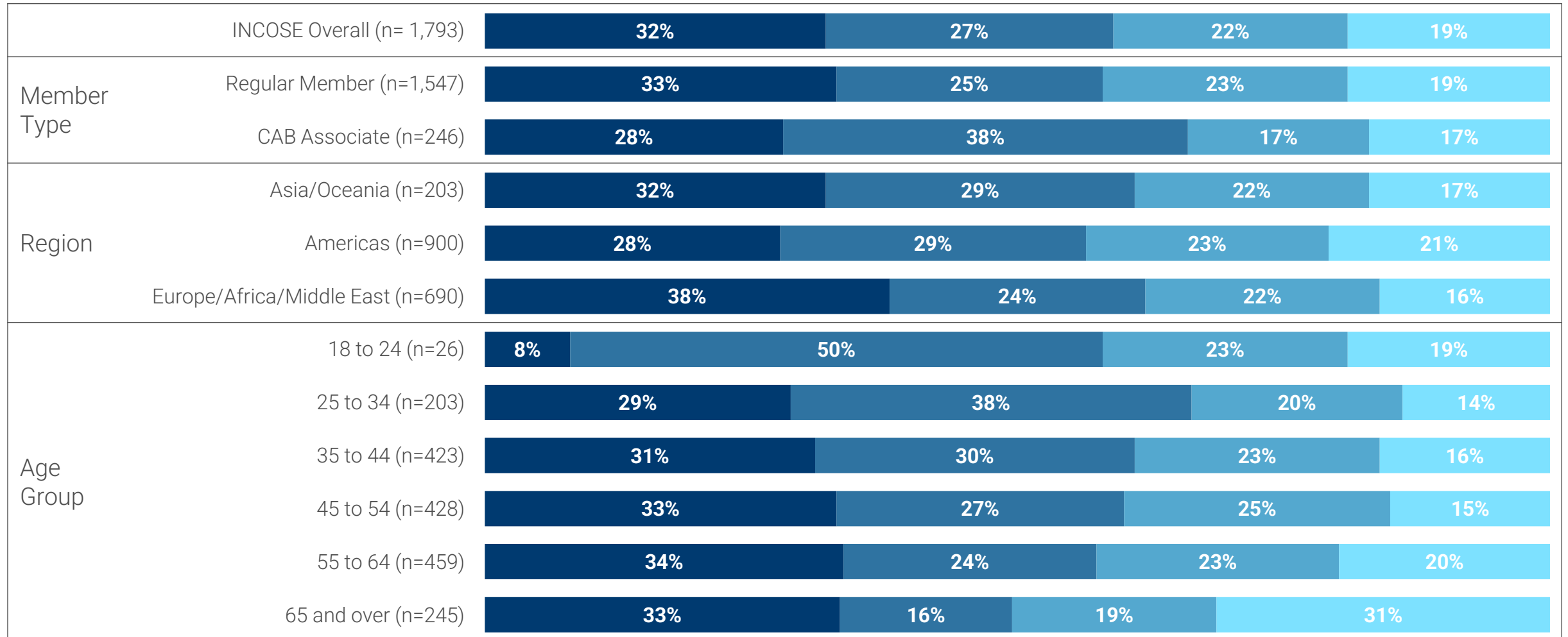


Preferred Method for Training

There is generally an even distribution of preferred training methods, with the exception of younger members

What is your preferred method of consuming training material content?

■ Books and guides ■ Short videos ■ Webinars ■ Short primers and papers

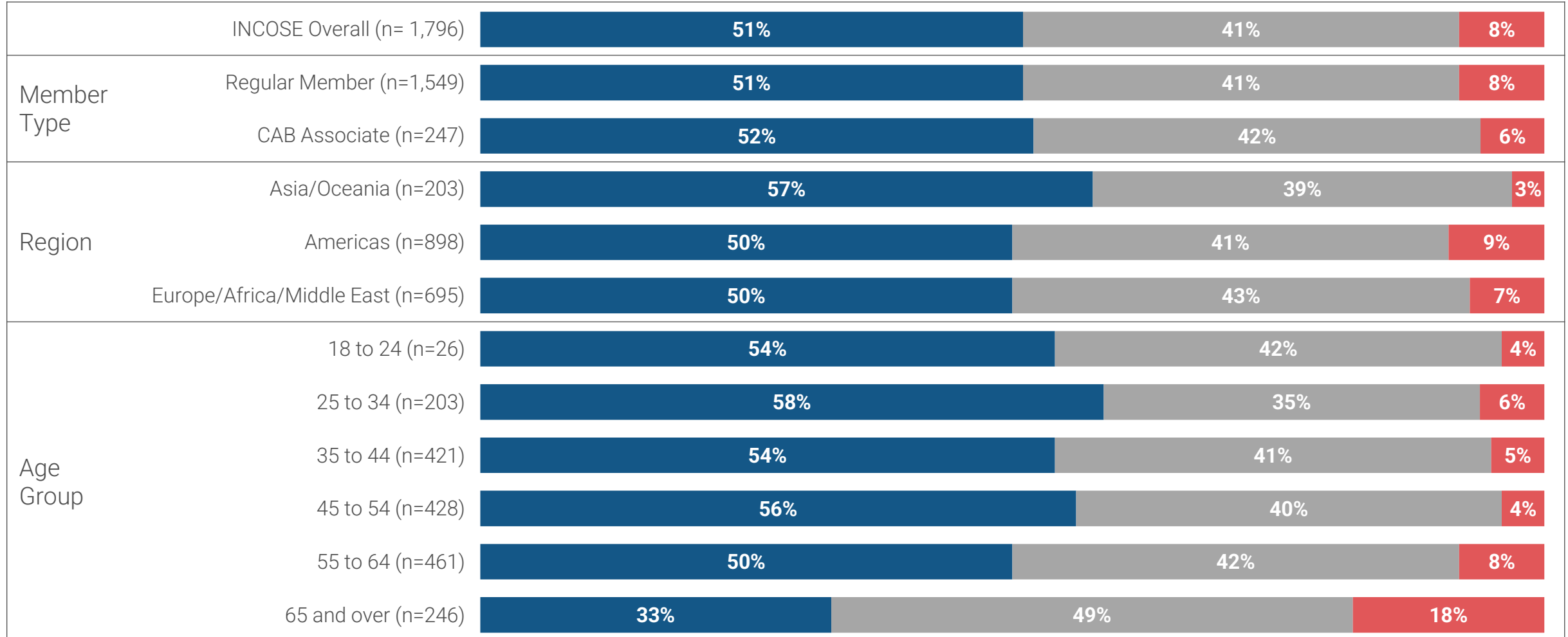


Potential Services: Professional Development Portal

The vast majority of members have some level of interest in a Professional Development Portal

Please indicate your level of interest in the potential INCOSE service: Professional Development Portal

■ Very interested ■ Somewhat interested ■ Not interested



Potential Services: Professional Mentoring

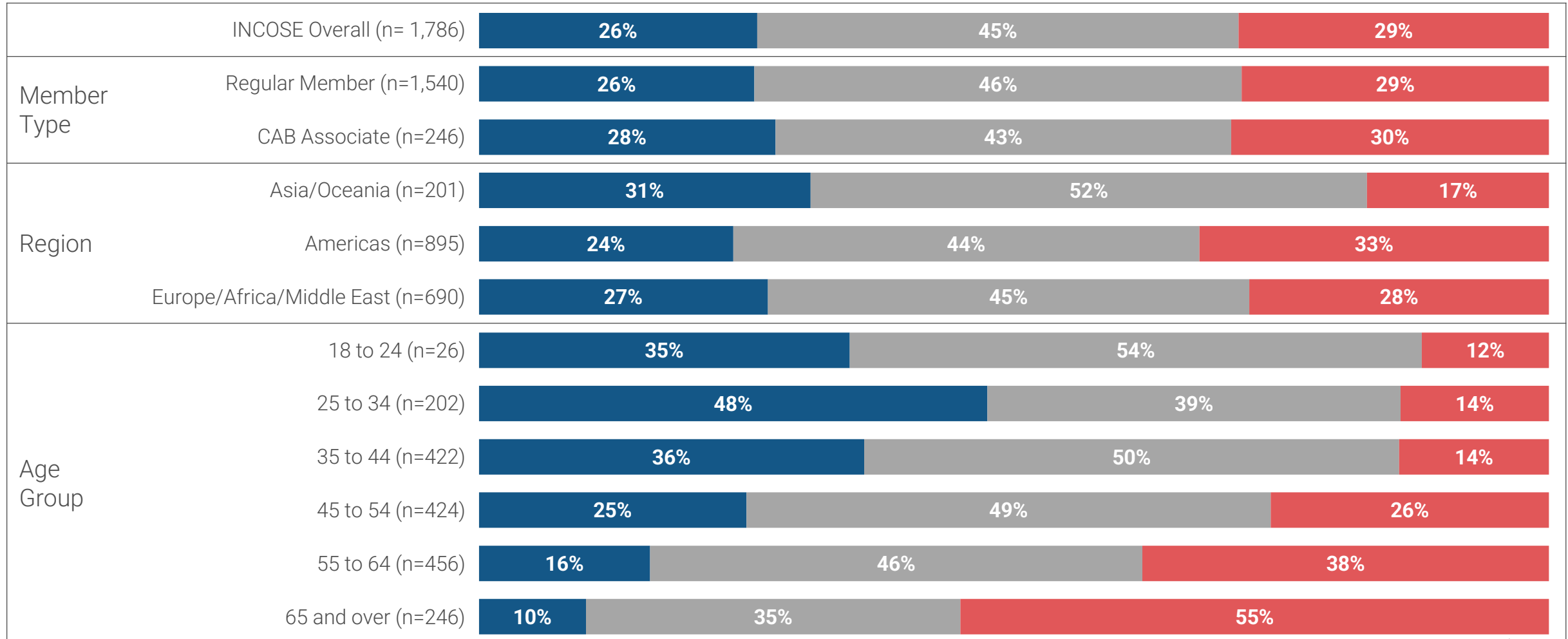
With the exception of younger members, there is less interest in Professional Mentoring

Please indicate your level of interest in the potential INCOSE service: Professional Mentoring

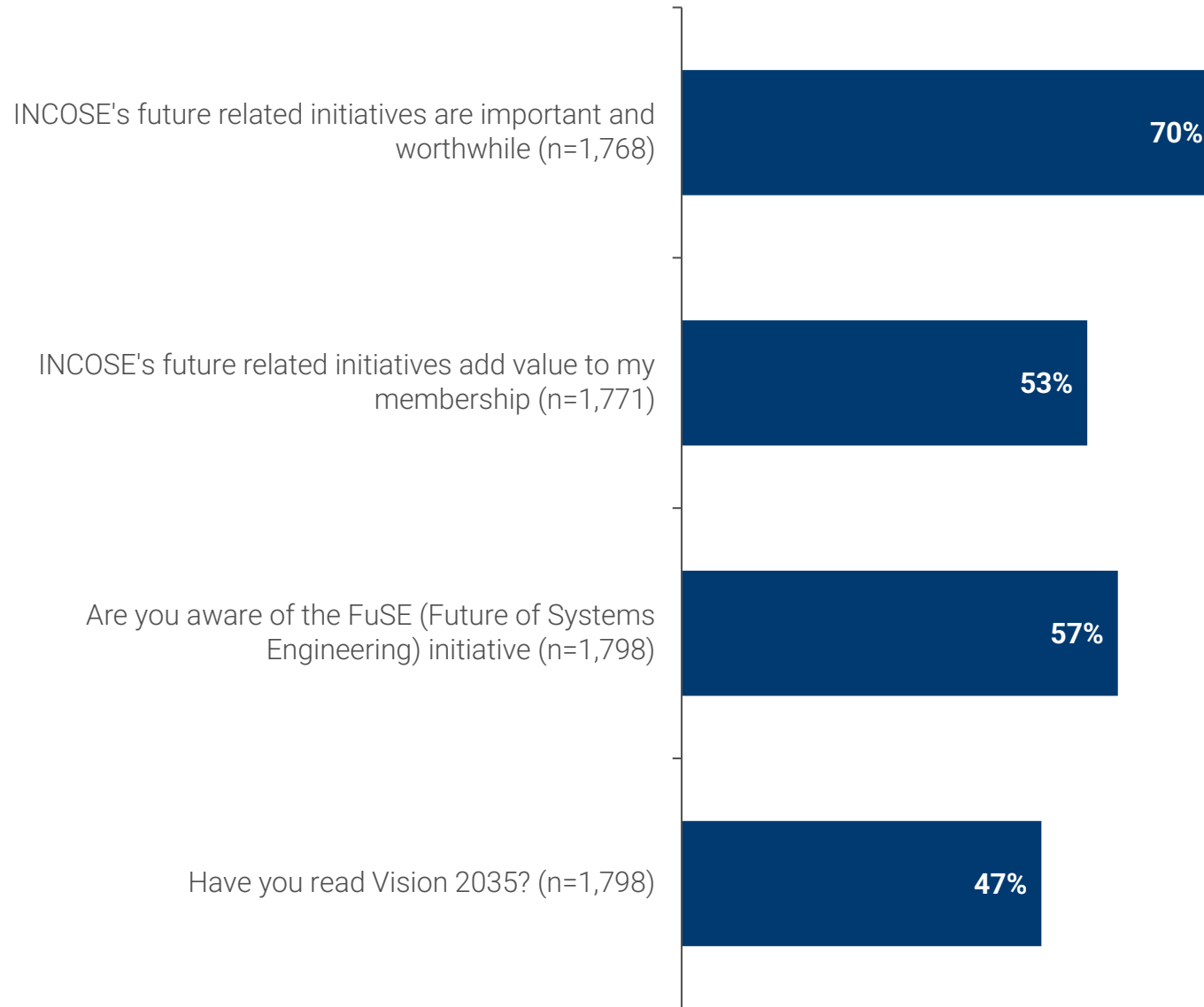
■ Very interested

■ Somewhat interested

■ Not interested

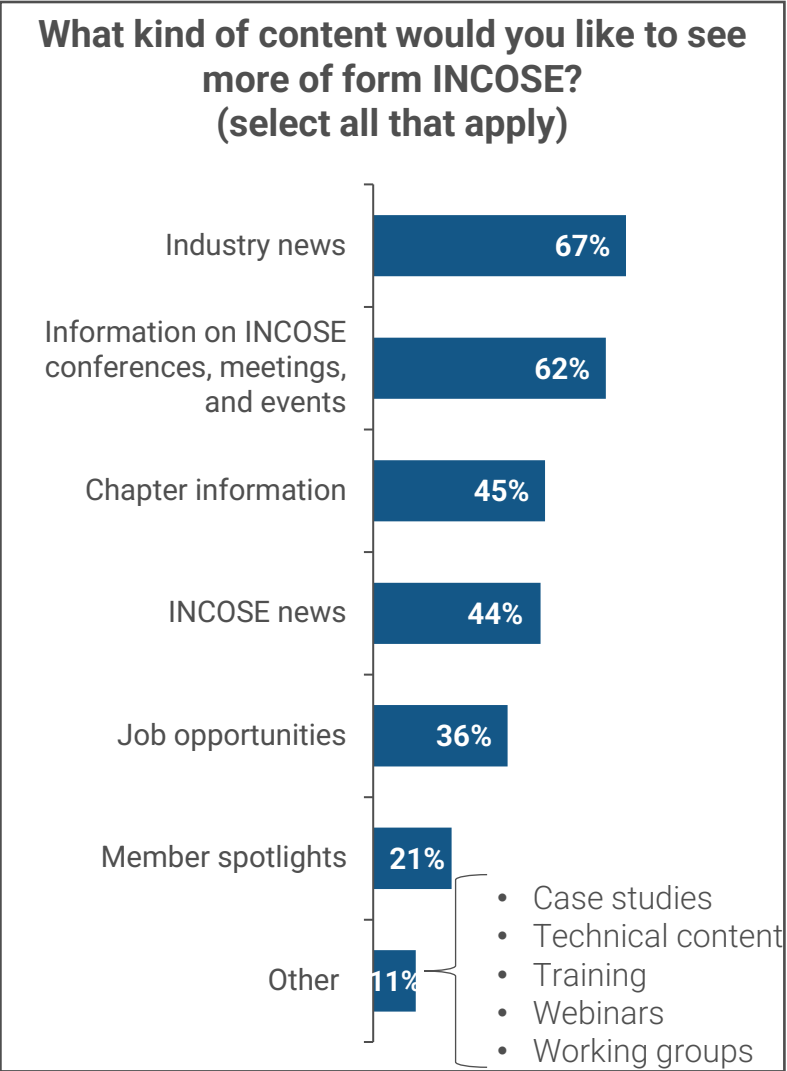
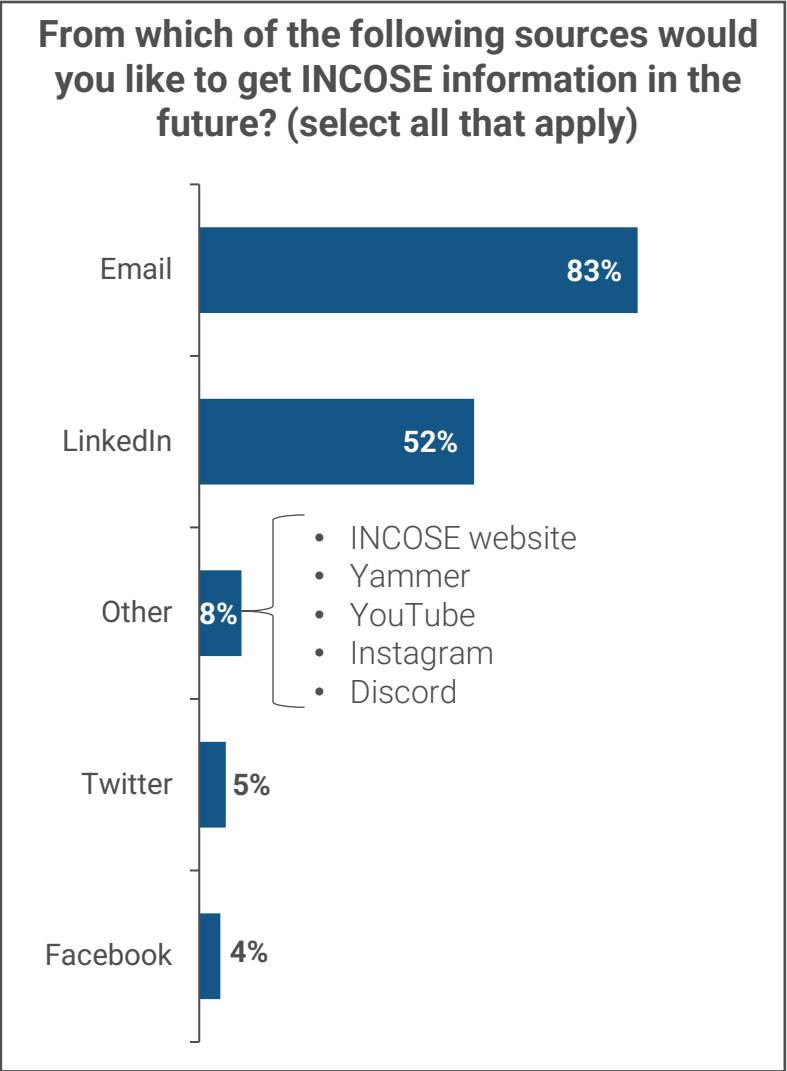
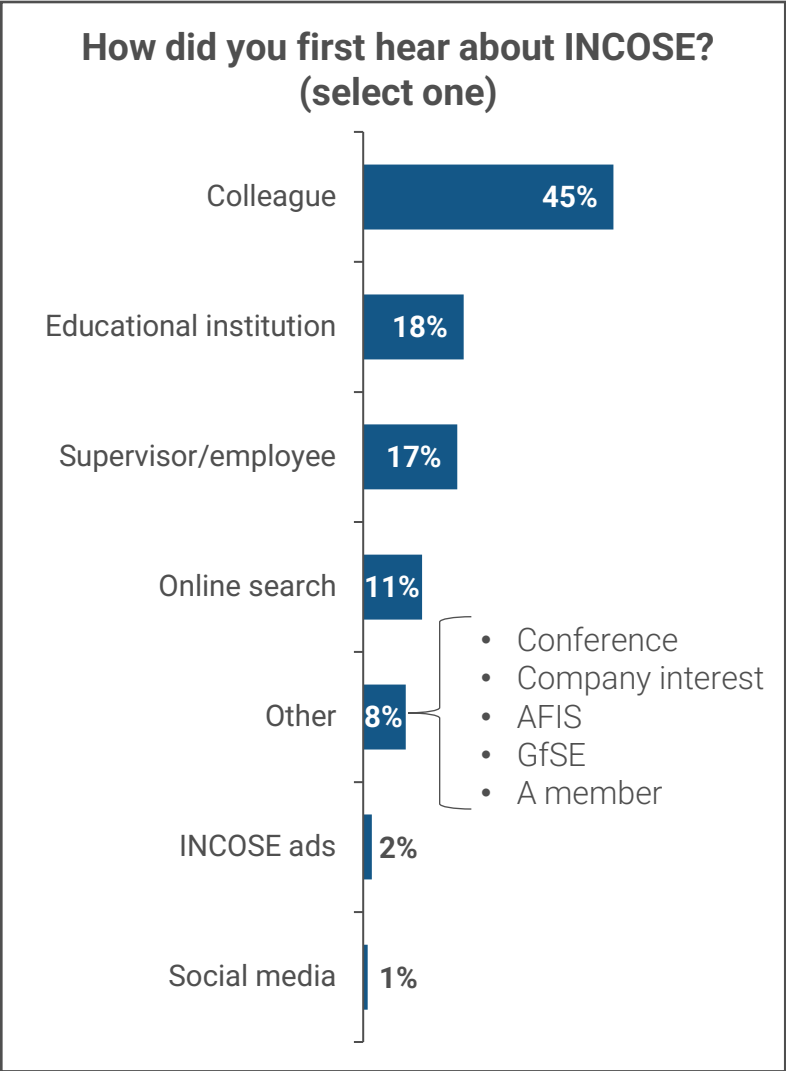


Future of INCOSE



- There is general agreement that future related initiatives are important, but less agreement that those initiatives are adding value to membership
- Only 47% of members have read Vision 2035, 10pts lower than the percent of members who are aware of FuSE
- Scores on this chart represent the % of favorable responses

Marketing Communications and Content



Consuming Chapter Services

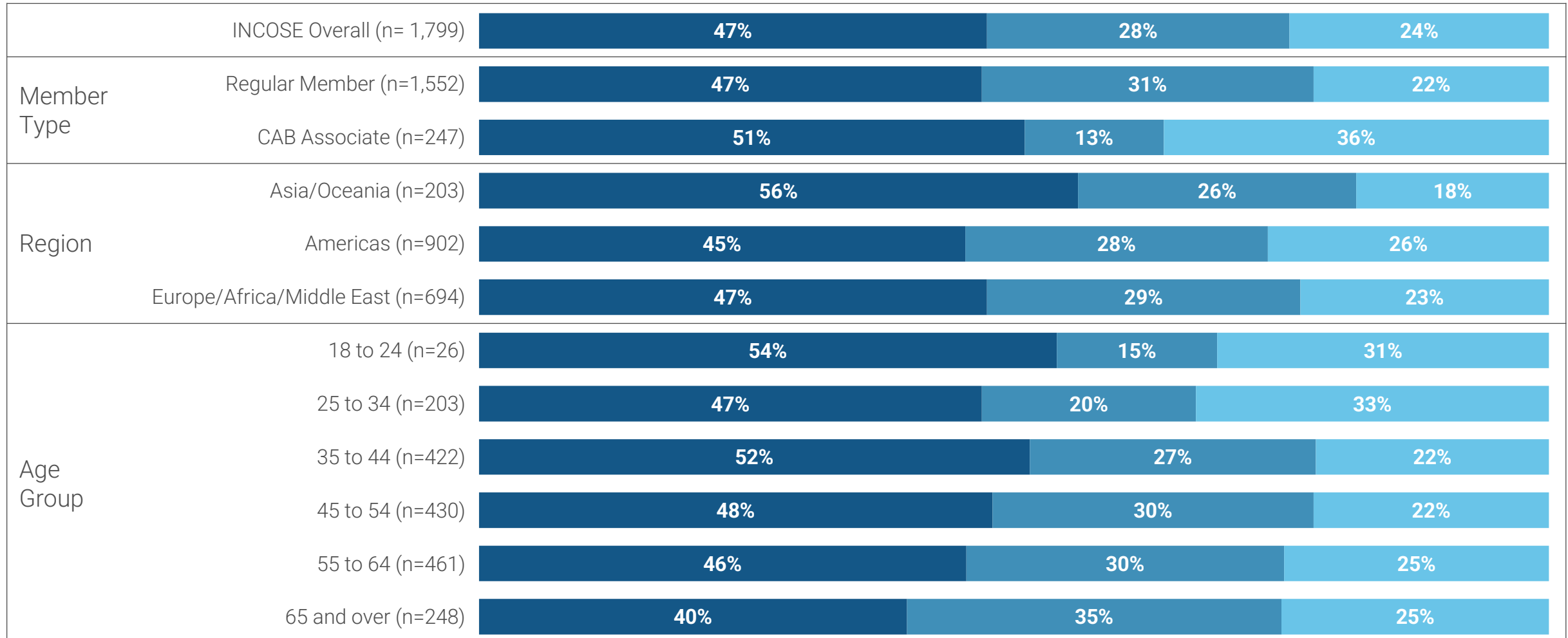
Virtual is the preferred approach to consuming chapter-level services

What is the primary way you prefer to consume chapter services?

■ Virtually

■ In Person

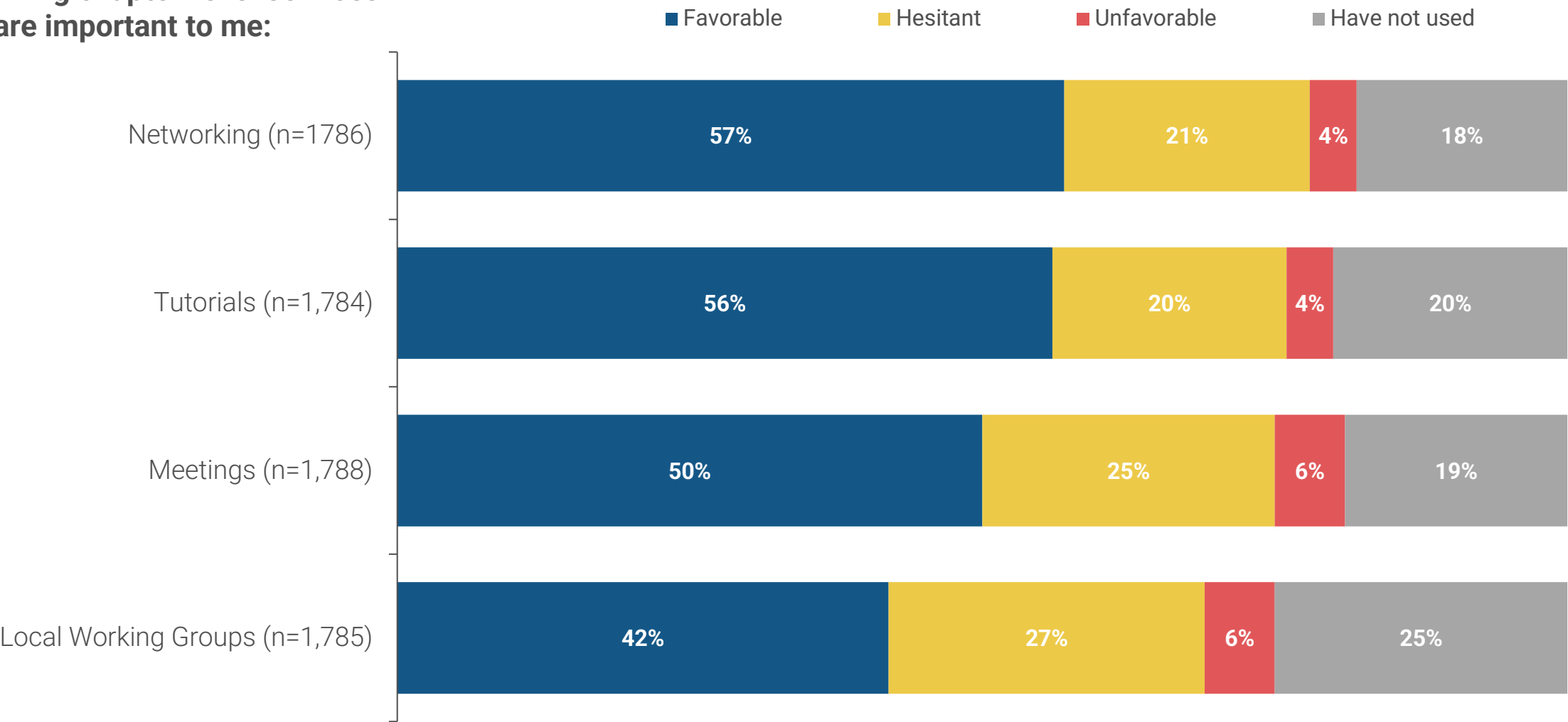
■ I do not consume chapter-level services



Chapter Service Importance

Networking and tutorials drive the most importance at the chapter-level

The following chapter-level services are important to me:



Other Professional Association Membership

76% of members are also members of other professional associations

Are you a member of another professional association? (select all that apply)

	n=	% of Respondents
Not a member of other professional associations	627	35%
Other	541	30%
IEEE	315	17%
PMI	184	10%
AIAA	136	8%
SAE	81	4%
ASME	50	3%
IISE	22	1%
NAFEMS	20	1%
ISA	10	1%
ASM	7	0.4%
SME	7	0.4%

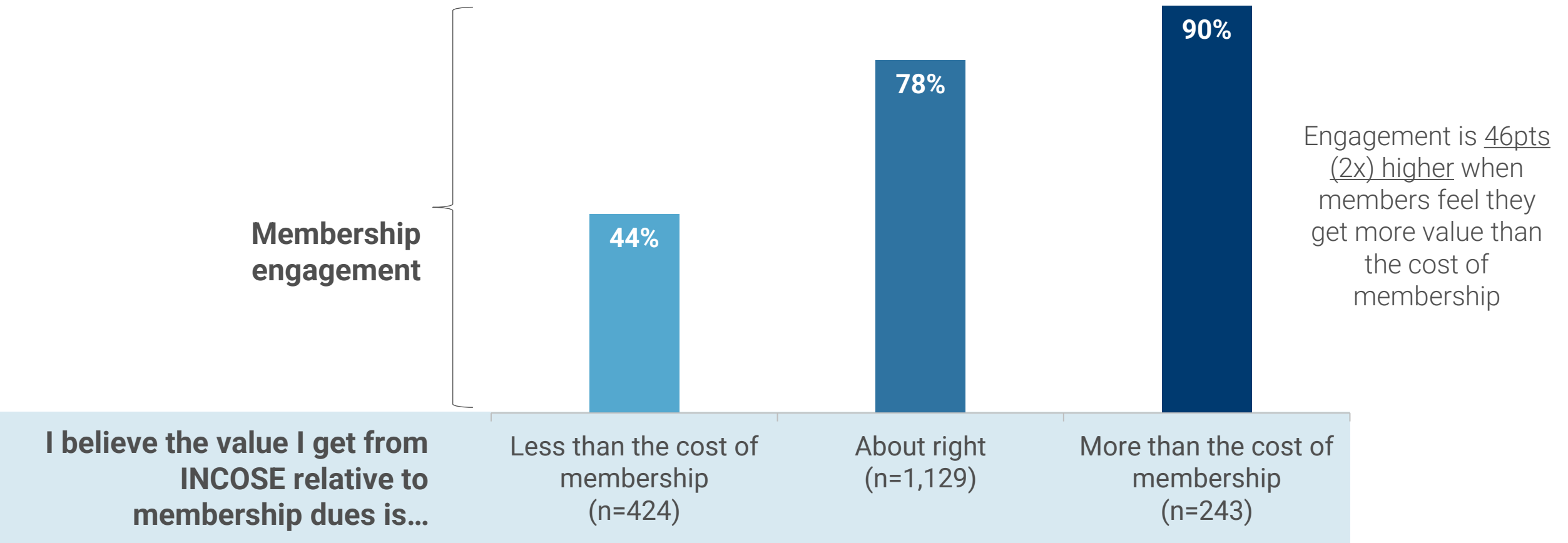
Most common other professional associations:

Name	Count
IET	85
ACM	23
Engineers Australia	23
IMechE	22
SWE	21
RAeS	16
VDI	14
Isc2	13
ASQ	11
NDIA	11
AFIS	10

Impact on Engagement

Membership Value and Engagement

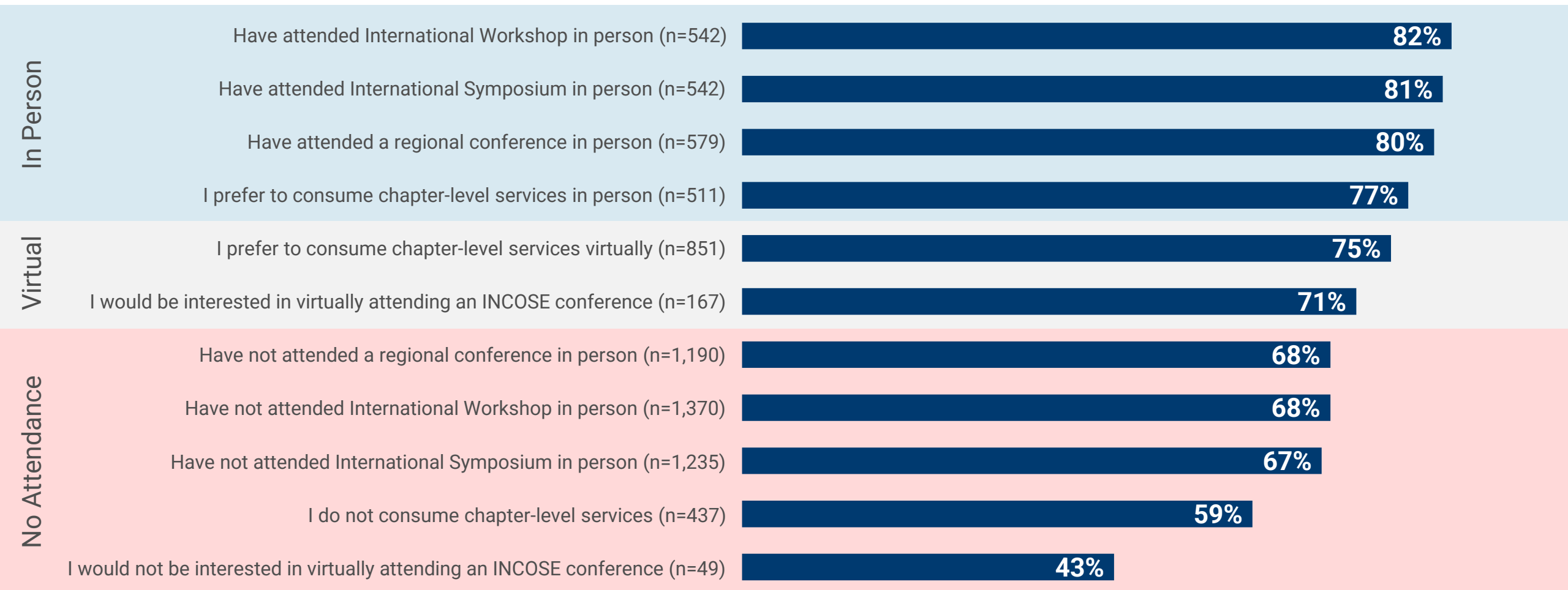
As expected, engagement is notably higher in members who feel the value-to-cost ratio is high



Attendance and Engagement

Engagement is highest in members who attend INCOSE events and services in-person

Membership engagement



Correlation with Scaled Items

Top correlates with the membership experience are largely consistent for engagement, renewal, and referral

Top correlates with...

Engagement Index	I plan to renew my INCOSE membership next year	I would recommend INCOSE to a friend working in the industry
I have learned something from INCOSE that has benefitted my organization	I have learned something from INCOSE that has benefitted my organization	My INCOSE membership has helped me feel more connected to the industry
My INCOSE membership has helped me feel more connected to the industry	My INCOSE membership has helped me to build my technical skills	I have learned something from INCOSE that has benefitted my organization
My INCOSE membership has helped me to expand my professional network	My INCOSE membership has helped me feel more connected to the industry	My INCOSE membership has helped me to build my technical skills
My INCOSE membership has helped me to build my technical skills	My INCOSE membership has helped me to expand my professional network	My INCOSE membership has helped me to expand my professional network
My INCOSE membership has helped me to progress/advance my career	My INCOSE membership has helped me to progress/advance my career	INCOSE conferences add significant value to my membership

Question and Answer