The Evolving Member

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“We survey our new members, current members and past members, but we don’t survey our “never been members” so that data was very interesting.”

– Diane Cushman, National Council on Family Relations

“I was struck by a number of actionable findings, including the surprising number of non-members who say they haven't joined because they weren't asked (or not asked properly), the reasons for joining (and not joining), and the most valued benefits.”

– Ed Liebow, Executive Director, American Anthropological Association
12,897 participants
145 countries
20+ disciplines
Membership status and reasons for not belonging

- Yes, 58%
- No, and never have been, 21%
- No, but have been in the past, 13%
- Not sure, 7%
- Other, 2%

Among those who do not belong (n=2677):

- The cost is too high: 35%
- It never occurred to me to join one: 26%
- I don't know what is available in my field: 23%
- I've never been invited to join: 4%
- I can get the benefits elsewhere: 7%
- I've never had a reason to join: 16%
- I don't think there is any value in joining: 5%
- Other: 39%

n=12,897
### Reasons for leaving

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lost funding source</td>
<td>36%</td>
</tr>
<tr>
<td>Lack of communication</td>
<td>23%</td>
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<tr>
<td>Lack of professional value</td>
<td>15%</td>
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<tr>
<td>Lack of community</td>
<td>12%</td>
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<tr>
<td>Mission of the organization changed</td>
<td>13%</td>
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<tr>
<td>Found another society to join</td>
<td>10%</td>
</tr>
<tr>
<td>Retired</td>
<td>2%</td>
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<tr>
<td>Fees/Expenses</td>
<td>2%</td>
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</tbody>
</table>
Likelihood of joining

- 1 - Not at all likely: 8%
- 2 - Not very likely: 12%
- 3 - May or may not be: 32%
- 4 - Likely: 34%
- 5 - Very Likely: 14%

Over 51 years old
- Based in Europe
- Never have been a member

Under 30 years old
- Based in Central Asia
- Lapsed members
I am in a leadership position within the organization

I feel connected to the community

Be among like-minded peers

The mission of the society or association

I am in a leadership position within the organization

It is a requirement for my job/profession

Other
Levels of satisfaction

1% - Very dissatisfied
4% - Dissatisfied
22% - Neutral
57% - Satisfied
17% - Very satisfied

Mean = 3.85
(100% of sample)

Influencers of satisfaction

The work of the society is important.

Mean = 3.86
(26%)
Support the discipline

Mean = 4.08
(37%)
Networking

Mean = 3.60
(37%)
Access journals

Mean = 3.44
(15%)

Mean = 3.71
(22%)

Mean = 3.69
(5%)

Mean = 3.91
(21%)

Mean = 4.00
(21%)

Mean = 4.19
(16%)
Needs-based membership
Young professionals program
Social Media engagement
Mentorship program

New programs and offerings
Geographic diversity
Mission-driven marketing