

# Medium Size Association CEO Roundtable

# Types of Revenue

(Percent of Group)

Type Revenue	>75%	50-75%	25-75%	<25%	<10%
Dues	4%	4%	26%	66%	26%
Publications	0	29%	21%	50%	
Meetings	0	0	46%	54%	
Advertising					
Certification Programs					
Sponsorships					
Endowments					
Grants					
Affinity Programs					
Royalties					
Education & Training					

# Key Points from Discussion

- 80% of CEOs indicated increase in revenue in past year; 20% level revenue; none had drop in revenue
- Member Retention
  - 43% have 90-100%
  - 40% have 80 – 90%
  - 9% have 70 – 80%
  - 8% have < 70%

# Key Points (Continued)

- Few associations are using Webinars and of those using Webinars, few are financially successful
- Mixed financial results from certification programs
  - CEOs that have them feel they are important to their professions
  - Not important for academic associations which value degrees, not certifications

# Affordability of Information Technology

- IT budgets going up, sometimes without a comparable increase in revenues
- IT advancements needed to meet member (and customer) expectations – needed to survive in a competitive world
- Outsourcing IT can save \$\$ but needs to be done with care
- Members expect information to be placed on the web and to be free
- Associations need help in evaluating new IT technologies

# Technology to Support Virtual Communities

- Connect members with like interests
- Current technologies in use
  - List serves
  - Forums
- Need to assess new technologies, particularly to keep up with young members
- Need technology to facilitate posting information on web sites
- To be successful, need to have a manager for virtual communities

# Possible CESSE Follow-up

- Is the CESSE IT List Serve active? If not, it should be
- Much interest in exploring use and challenges of email communications—not able to address at roundtable
- Providing a service in evaluating IT technologies for its members
- Facilitating the acquisition of a group license for IT for the benefit of CESSE members