

NSPE MEMBERSHIP BUSINESS MODEL UPDATE

9/01/2017

General Update

With the successful July 2017 House of Delegates vote (81–10), NSPE is moving forward with work on the implementation of the new business model, including:

- creating new websites for states (see an example at www.nspe-ca.org);
- creating a newsletter template for state specific news and mechanisms to help curate that information;
- setting up to roll out online state level NSPE Communities engaging members in dialogue and action at the state level;
- webpage and messaging to better explain the change to members as they go to renew.

Since July, we have received emails from the NSPE state societies of California and Texas indicating they have voted to be integrated states. Several other states have indicated that if the model vote passed, they would be integrated states, but we are waiting for written confirmation.

Integration Notice to National

If your state plans to integrate, please send an email (from the executive director, state president, or state House of Delegates representative) to Nancy Oswald (noswald@nspe.org). The deadline for states to elect integrated versus non-integrated affiliation status is December 31, 2017; however, the earlier you weigh in, the sooner we can start preparing for the new model implementation in your state.

A simple statement is all that is required.

For example: “This is to inform you that the [STATE] Society of Professional Engineers has elected the [integrated/non-integrated] form of affiliation with the National Society of Professional Engineers under the new business model.” If the state wants to add some additional detail (“This decision was taken by action of the [STATE] Society of Professional Engineers [Board of Directors/Membership/whatever] on [DATE]”), that is useful, but not mandatory.

The Real Deal on the Membership Model

There still seems to be some misinformation circulating over the model and the partnership. The FAQ website (<https://www.nspe.org/model>) has grown, and we understand it can be cumbersome to go through all that material. Please see below for reiteration of the most frequently asked about elements. Additionally, if you have any questions, please reach out to your regional director and Kim Granados (kgranados@nspe.org) for the most accurate and up-to-date information.

Timeline and Transition: The transition to the unified \$299 membership offering (including both national and state society membership) will be phased in beginning July 1, 2018.

- All **new** memberships in state societies that elect the integrated form of affiliation will be under the new model as of July 1, 2018.
- All existing, three-tiered members will be converted upon their first renewal starting on or after July 1, 2018.

- As each existing member's renewal date approaches, national will bill and market renewal (at \$299) for a unified membership that includes both national and state society membership;
- National will distribute the state portion of the dues collected to the state society;
- The state society has direct access to the national membership data for records on the members in their state. They always have complete and up-to-date information on each member's current membership and renewal status.

Communications: NSPE's Study Group II is working on a comprehensive communications plans with messages that it will share with state leaders prior to being sent. Messages based on segmentation on whether members will see a dues increase or decrease, and in which state a member holds membership, are being created. Messages will show the increased value members have been receiving and will receive going forward after July 1, 2018.

Enterprise Membership: Under the integrated model, NSPE **will** continue to offer a single payment bulk membership and invoicing to aid in the efficiency of payment for organizations that opt into the program. The single invoice will also be available electronically for more user-friendly editing of members. As the state leaders who participated in development of the model recommended and the House of Delegates approved, there will no longer be a 10% discount.

State-Only/National-Only Members: Current PE-eligible state-only members in states that choose the integrated affiliation relationship with national **can** remain state-only members for as long as they choose to retain that membership. However, **no new** three-tier-eligible state-only members may be recruited in integrated states after July 1, 2018. States are responsible for billing and administration of grandfathered members.

NSPE will upgrade all of its existing domestic national-only members to national and state membership in integrated states as they come up for renewal.

Non-PE/Affiliate “Members”: States and national **can** continue to offer single-tier “memberships” to individuals and companies that don't fit the actual category of membership for NSPE (that is, membership for other than licensed engineers and those not on the licensure track) under the integrated model. For example, vendors, contractors, attorneys, insurers, engineers not on the licensure track, and industry partners. These partnerships are considered non-dues revenue and are encouraged.

Billing: NSPE will be responsible for billing all members in all integrated states. The new robust NSPE database was created for this purpose. NSPE's Study Group II is working on a coordinated message that states currently self-billing can use in communicating this change.

Technology: National staff, state staff, and outside consultants are working to determine the best path to integrated state society websites/databases so that the flow of information is seamless and the user experience is optimal. National staff will also be enhancing the access to member data for all state administrators.