2023 State of the Society
Friday, March 31, 2023
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Karen K. Reczek, SES
President
Total Membership – March 2023 = 466 Members

- Organizational Members: 8%
- Individual Members: 23%
- Non-Dues Members receiving benefits: 69%

‘Organizational Members’, ‘Individual Members’, ‘Non-Dues Members receiving benefits’ (sub-accounts, lifetime, honorary)
Demographics by State/Province

- Colorado 13
- California 12
- Washington DC 6
- Illinois 18
- Maryland 20
- Ontario 16
- Quebec 9
- Virginia 25
Demographics by Country

- United States 307
- Canada 34
- United Kingdom 3
- Switzerland 3
- Netherlands 2
- Belgium 2
Stakeholder Survey Results

Q20 How long have you been a member of SES?

Answered: 76   Skipped: 40
Stakeholder Survey Results

Q35 For how many years have you been a standards and conformity assessment professional?

Answered: 89   Skipped: 27
Stakeholder Survey Results

Q38 Which of the following best describes your current job level?

Answered: 89  Skipped: 27
Board Actions Since Last Conference

Changed the cycle of volunteers
  • No longer at the close of an “August” conference
  • Now on a calendar year cycle (January – December)

With the roll-out of the new dues structure;
SES is now offering Organization Membership with more options

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<th>NOW</th>
<th>2023</th>
<th>2024</th>
<th>2025</th>
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</thead>
<tbody>
<tr>
<td>Organizational (10 members)</td>
<td>$850</td>
<td>$1,500</td>
<td>$2,000</td>
<td>$2,500</td>
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<tr>
<td>Individual</td>
<td>$110</td>
<td>$200</td>
<td>$275</td>
<td>$325</td>
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<tr>
<td>Students</td>
<td>$15</td>
<td></td>
<td></td>
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<tr>
<td>Retired</td>
<td>$60</td>
<td></td>
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<tr>
<td>Organizational (5 members)</td>
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<td>$1,250</td>
<td>$1,600</td>
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<tr>
<td>Organizational (10 members)</td>
<td>$850</td>
<td>$1,500</td>
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<tr>
<td>Organizational (15 members)</td>
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<td>$2,850</td>
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<td>Organizational (20 members)</td>
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<td>$3,600</td>
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<td>Organizational (25 members)</td>
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<td>$5,350</td>
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<tr>
<td>Organizational (30 members)</td>
<td>$3,800</td>
<td>$4,800</td>
<td>$6,000</td>
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Board Actions Since Last Conference

Reviewed SES Structure
  • Merged the Education and Content Committees
  • Sunset the SES Capital Area Section
  • Created Director-at-Large vs. specific titles (e.g., Content Director, etc.)

Identified changes to modernize governance documents
  • Will present a revision of the Constitution to the membership
  • Board will vote on a revised Bylaws
In the Coming Months

• SES Virtual Standards and Innovation Forum (Fall 2023)
• Competencies framework
• Continue to focus on:
  • Creating a strategic plan that is actionable
  • Identifying member needs and their alignment of our programs and services
  • Maintaining fiduciary responsibility
  • Evolving the Society with the changing times
  • Being the professional society of choice for standardization professionals around the world
The need for change

Some things are fundamental…

1. We’re here for our membership, not for profit
2. Value of your society - content and network - must give you a positive return on investment
3. We continue to provide a unique community for standards professionals
The need for change

Some things are fundamental…

1. We’re here for our membership, not for profit
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3. We continue to provide a unique community for standards professionals

While others must evolve…

1. We relied on in-person conference revenue in the aftermath of a pandemic
2. Unadjusted dues over 10 years meant rapidly rising fixed costs were not covered
3. Management by standards professionals in a digital world diminishes value over time
The “must-work” equation

Fixed costs – what we must pay for
- Management services
- Journal
- Business expenses

How we pay for it
- Dues
- Discretionary revenue
  - Conference registration
  - Sponsorship
  - Other

Cost of discretionary revenue
- Conference

ANNUAL COSTS COVERED BY MAJOR REVENUES
- Dues
- Conference Registration
- Sponsorship
- Other

- Dues: 20%
- Conference Registration: 55%
- Sponsorship: 20%
- Other: 5%
What your Directors are doing for you

1. Strategic solution for dues that covers more of our fixed cost
2. Best-in-class association management with MCI Global
3. Effective cost and revenue management of conferences
4. Introduction of virtual conferences
5. Improved digital value – SES Connects, journal, career center
6. Sponsors as partners and part of our value network
7. Leverage connections to grow the society, especially organizations
8. Tight management of cash flow as well as Generally Accepted Accounting Principles
The financial state of your society

“the financial state of the Society for Standards Professionals is strong...

...we entered 2023 with needed reserves intact, a credible plan for a return to cashflow balance by the end of the year, a healthy conference, a thriving membership despite a pandemic, all the while increasing value to an increasingly diverse membership base”
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Alec Clark, SES Secretary
Modernizing SES governance

- SES is poised for growth and needs to modernize
- Existing documents benchmarked against similar organizations
- Legal counsel reviewed and provided input
- Upcoming communication with SES members
- More work to come…
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Kerri Haresign, SES
Vice President
Strategic Plan

SES as “The Home” for the standardization community.

Focus on:

- Engagement
- Content/Knowledge
- Recognition
SEE YOU NEXT YEAR!

2024 Annual Conference
PITTSBURGH | APRIL 9-12, 2024