

Expanding Horizons



I recently had an opportunity to read the member comments attached to our 1998 membership satisfaction survey, and the responses reflect strong opinions about the Society's activities. For those of you who participated, thank you for taking the time to complete and return the questionnaire; your feedback helps the Society to broaden its perspectives. The comments and survey results are useful in providing the ECS Board and Staff with both the direction and motivation to improve member satisfaction in the Society.

Based on the results of the most recent survey, I believe we have been successful. The 1998 version is the third comprehensive membership satisfaction survey we have conducted, and I am very pleased to report that our ratings have improved each time (see figures below).

The survey, which was designed by the Council of Engineering and Scientific Society Executives (CESSE*), was developed to act as a tool to benchmark member satisfaction for the key "satisfaction indicators" in technical societies like the ECS. Since member retention and loyalty is dependent on our effectiveness in offering valuable programs and services, it is critical that we have some measure of their overall quality and the level of satisfaction of our members. We are pleased that the survey results are good, indicating that ECS member loyalty has remained strong through the Society's efforts to augment and improve the member benefits and

minimize membership dues increases (the last dues increase was from \$85 to \$90 in 1994).

The ECS benefits package has expanded again. With the introduction of *Electrochemical and Solid-State Letters* this past July, ECS members now receive two peer-reviewed technical journals. *Letters* is a rapid-publication, electronic monthly, with a paper edition, broadening access to leading-edge research and development. The ECS Web site now features more benefits too. The Internet edition (*Letters Online*) of this new journal is currently available on a trial basis to all visitors, but soon will be available only to members and subscribers. There are several other new features available in the "Members Only" section of our Web site. The online "Membership Directory" extends the resources for communicating with colleagues around the world. The "Discussion Forum" gives ECS members the chance to post queries and give feedback to other members on topics relating to ECS fields of interest. The "Career Services" section has been developed exclusively for ECS members as an employment aid. The "Positions Available Job Bank" allows prospective employers to post job openings in fields relating to electrochemistry and solid-state science and technology. The "Resumes & Positions Wanted Database" enables ECS members to post their resumes for prospective employers to browse, and "Student Services" lists the excellent opportunities for students to become involved in the many activities of the Society.

It will be a challenge to improve the ratings again in the next membership satisfaction survey. However, in this flourishing atmosphere, the Society continues to be receptive to new suggestions. We have already received an abundance of ideas from the survey participants to enhance or expand our programs and services. So stay tuned, there is more on the horizon.

Roque J. Calvo
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*CESSE is a nonprofit organization whose membership consists of 150 of the leading scientific and engineering societies in the USA and Canada.

ECS Average Ratings on Quality Indicators

Attribute	1992	1996	1998
<i>Overall satisfaction with:</i>			
Products and Services	7.39	7.49	7.85
Enhancement of Profession	4.80	5.19	6.04
Benefits to Members	5.62	5.95	6.47
Overall Evaluation of Membership Experience	6.84	6.87	7.26
Overall Cost	N/A	4.78	4.53
Value of Continued Membership.....	N/A	6.86	7.33

1998 Average Ratings on Quality Indicators: ECS vs. Peer Groups

Attribute	Peer Groups	
	Median	High Low
<i>Overall satisfaction with:</i>		
Products and Services	7.85	7.52 8.36..... 6.41
Enhancement of Profession	6.04	6.62 7.78..... 5.26
Benefits to Members	6.47	6.81 7.68..... 5.81
Overall Evaluation of Membership Experience	7.26	7.17 8.05..... 6.13
Overall Cost	4.53	4.62 5.39..... 4.14
Value of Continued Membership	7.33	7.06 8.06..... 5.97

Scale: 1=Very Poor...10=Excellent

Overall Cost: 1=Low Cost...10=High Cost

Source: 1998 CESSE Survey conducted by Market Probe, Inc., Milwaukee, Wisconsin.