

## Value Proposition – NSPE Services

NSPE is looking toward the future. Recently we have been attempting to streamline our processes. Adding checks and balances and working hard behind the scenes to come up with a unified member pricing level. That way every NSPE member going from location to location will have the same price point and know and how to access individual member services.

Realizing no state or territory is the same, we believe our best member and partnership experience is served in you, our partners, telling us what you need/want. In our proposed new membership model, we share the work and the expenses based on what, you, the partner, need and want us to provide. We have modeled the services based on membership population, partner staffing, member programs and the volunteer experience level.

Previously, we have asked you, our partners, to perform a “self-assessment” in the form of a scoring rubric to see where needs at all levels of the partnerships exist. From your good work in the evaluation, we are proposing 5 levels of partnership. You the states / territories are free to choose the level of service needed and how the “membership monetary split” will be allocated. It is all about your partnership and experiences. If in the future as each partner grows, their needs may change. Using this model you can revisit your level of service and sharing of dues to best suit your needs, every two years.

Below is a brief description of the NSPE’s business level of service model for state partners depending on their level of need:

- **Full Service:** The full service package provides comprehensive support that elevates the member experience in your state beyond those services you are currently offering, and ensures being a member in your state will be comparable or greater than the member experiences in other states. With NSPE National handling the heavy lifting related to the administrative and communication based services members need to see ROI, YOU have the time and capacity to focus on delivering direct member value at local meetings and events, and building community and engagement with your members
- **Premium Service:** Lessen the variability members may feel in your state/territory versus others by accessing NSPE's premium service package to fill gaps in your current member portfolio
- **Standard Service** Continue to deliver member value, but expand the suite of services you offer by leveraging NSPE national's standard/baseline level marketing, administrative, and program services for only a small share of member dues revenue
- **Basic Service:** Enhance your ability to deliver quality and comprehensive member value by electing the basic service package, and funneling a majority share of member dues directly into your state's programs and services

**Al la Carte Service:** Services can be provided on an al la carte basis for state/territories not included.

**NSPE Service Packages**

Activities	Full Service	Premium	Standard	Basic	Non-Integrated
<b>Advocacy</b>					
(NEW) Helps develop individual state legislative agenda aligned with NSPE's mission ( as requested)	Annually	Annually	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
Legislative and regulatory tracking system	☑	☑	☑	☑	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	\$5,000	\$5000	\$5000	\$5000	
Action Alert System	☑	☑	☑	☑	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	\$5,000	\$5000	\$5000	\$5000	
Fund state lobbying activities as needed on an issue per issue basis through NSPE Legal Fund	☑	☑	☑	☑	<i>Not included</i>
State-by-state assessment of key trends	☑	☑	☑	☑	☑
Access to NSPE staff experts for advice	☑	☑	☑	☑	<i>Not included</i>
<b>Branding &amp; Communications</b>					
(NEW) State Society Website (design and hosting)	☑	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	\$3,000	\$3,000	\$3,000	\$3,000	
(NEW) State Society Website domain name	☑	☑	☑	☑	<i>Not included</i>
<i>Approximate Annual Savings:</i>	\$100	\$100	\$100	\$100	
Linkage to state society on NSPE.org	☑	☑	☑	☑	<i>Not included</i>
Participation in Image Campaigns	☑	☑	☑	☑	<i>Not included</i>
Educational programs listed on PE Institute	☑	☑	☑	☑	<i>Not included</i>
PE Magazine for members, to reuse content for state society with permission	☑	☑	☑	☑	<i>Not included</i>
(NEW) Individual Community platform for state and chapters (can be used to replace mass email services)	☑	☑	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Not included</i>
<i>Approximate Annual Savings:</i>	\$3,250	\$3,250			

Activities	Full Service	Premium	Standard	Basic	Non-Integrated
Customized digital image products such as logos for states/chapters	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
Borrowing of booth, table tops and table cover displays	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	<i>\$300</i>	<i>\$300</i>	<i>\$300</i>	<i>\$300</i>	
Provide design assistance of additional materials/templates	<input checked="" type="checkbox"/>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
National Social media assistance for state societies	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
Access to resources in NSPE online Leadership Toolbox	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
Branded NSPE or State Society Logo merchandise (Land's End)	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
Member Content, Programs and Product Services					
15 free webinars for members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
<b>(NEW)</b> Customized state webinar (as requested)	0-2 (annually)	0-1 (annually)	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	<i>\$600</i>	<i>\$300</i>			
Legal & ethics hotline for members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
<b>(NEW)</b> Customized, dynamic content, State specific society electronic newsletter	Monthly	Quarterly	<i>Articles as requested 1-2x a year</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
<i>Approximate Annual Savings:</i>	<i>\$1,000</i>	<i>\$500</i>	<i>\$300</i>		
EJCDC creation for members and 50% member discount	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
<i>PE Magazine: two versions available print and digital in two levels and digital only in the other two.</i>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>

Activities	Full Service	Premium	Standard	Basic	Non-Integrated
Daily Designs	☑	☑	☑	☑	Only members with national membership
PE Scope: Bi monthly e-newsletter	☑	☑	☑	☑	Only members with national membership
NSPE <b>Open Forum</b> Community: access to members across the country and across disciplines	☑	☑	☑	☑	Only members with national membership
NSPE Update: Monthly e-newsletter	☑	☑	☑	☑	Only members with national membership
Ability to participate in national committees or run for national office	☑	☑	☑	☑	Only members with national membership
Eligible, if requirements are met, to become an NSPE Fellow Member	☑	☑	☑	☑	Only members with national membership
Member Discounts: affinity programs, Licensure review materials, webinars, Professional Engineers Conference	☑	☑	☑	☑	Only members with national membership
Membership Services					
Billing and Renewal Services Dues collection - invoice creation, emailing, mailing, phone follow up, and exit survey (for 3 tier memberships only)	☑	☑	☑	☑	Not included
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of members:	\$1,000	\$5,000	\$10,000	\$22,000	
Use of NSPE database or other system to maintain member records	☑	☑	☑	☑	Not included
Approximate Annual Savings*: *Savings are higher for larger states as cost is based on number of members	\$3,400	\$4,200	\$5,280	\$6,360	

Activities	Full Service	Premium	Standard	Basic	Non-Integrated
State specific Member Recruitment campaigns	2x a year	2x a year	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>
<b>Approximate Annual Savings*:</b> <i>*Savings are higher for larger states as cost is based on number of prospective members</i>	\$2000	\$5000			
Provide membership marketing materials	<input checked="" type="checkbox"/>	<i>Pricing Available</i>	<i>Pricing Available</i>	<i>Pricing Available</i>	<i>Pricing available</i>
Customer Service for Members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Only members with national membership</i>
<b>Approximate Annual Savings*:</b> <i>*Savings are higher for larger states as cost is based on number of members</i>	\$6,000	\$12,000	\$24,000	\$40,000	
<b>(NEW)</b> Assist with membership surveys/electronic polls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Not included</i>
<b>Approximate Annual Savings:</b>	\$100	\$100			
General Administration & Governance					
Instantly updated rosters of state and local members	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
State Society General Liability Coverage under NSPE plan, and the ability to purchase additional coverage	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Not included</i>
<b>Approximate Annual Savings*:</b> <i>Savings are higher for larger states as cost is based on number of members</i>	\$450	\$450	\$1000	\$2000	
NSPE speaker for conference as requested and available	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Shared Expense</i>	<i>Shared Expense</i>	<i>Expenses paid by state</i>
<b>Approximate Annual Savings:</b>	\$1,500	\$1,500			
HOD delegate travel and per diem funding for PECON Governance meeting.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<i>Shared expense</i>	<i>Shared expense</i>	<i>Not included</i>
<b>Approximate Annual Savings:</b>	\$700	\$700			
State Leadership training	<input checked="" type="checkbox"/>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Fee upon request</i>	<i>Not included</i>