



The Construction Specifications Institute  
**Northeast Region Membership Survey**  
September 17, 2021  
Rev October 6, 2021  
*Rev November 29, 2021*

**1. What's your chapter?**

MNY, Long Island, NH, ENY, Housatonic, Syracuse, *Rochester*

**2. What's your chapter membership status.....going up / going down/ or other?**

- Stayed about the same
- Going down
- Maintaining a steady membership roster of 20 members. We may lose three members as a result of CSI membership changes taking place in 2022.
- Going down
- Slowly shrinking
- Steady to declining
- *10 people*

**3. How does your chapter promote/engage with new members?**

- We introduce them at meetings.
- We socialize with them and get to know them better.
- Invite them about upcoming events.
- Let them know about volunteer opportunities (without pressure).
- We have annual “new member events” such as bowling.
- Social Media/word of mouth
- Through in-person Chapter meetings
- We have not had new members, with current members or design community we have had a tour this year and virtual CEU
- We’ve tried reach younger staff and encourage their technical knowledge and manufacturer reps for networking potential.
- We have not been scheduling in person meetings due to covid so we are working with Webinars. In the spring we are planning on holding

our annual Construction Outlook that is open to contractors and suppliers to review upcoming projects.

- *Personal outreach by board members*

#### **4. How can the region help with your membership efforts?**

- Offering CDT Classes.
- Possibly spotlight our Chapter on the NER website.
- Providing prep for CDT (as an example)
- By continuing to share best practices. I plan to use the commercial in some way. I have not figured out a way yet. Perhaps we can show it before each presentation when we have an in-person Chapter meeting. Perhaps as we move forward with a membership packet for marketing purposes, NER may be able to provide some monies to help out.
  - We need help in adding contacts to our email list. Members of other chapters could give us names of NH contacts that they interact with.
  - Provide names of NH residents that pass one of the CSI certification exams. For example, several employees of Procon passed CDT exam, but we were not aware of them passing the test.
  - We need Region and National brainstorming sessions to get ideas of what works and does not work for getting new members.
  - Ensure that dues are always in line with other professional organizations in the Northeast Region.
- Sharing success methods from other chapters and possibly other organizations.
- Sharing the success methods of other chapters within the region gaining or stabilizing membership.

#### **5. What has worked to increase membership?**

- Having engaging events.
- Planning meetings in advance and posting them on our website.
- Offering CDT classes.
- Social Media/chapter volunteer work
- The in-person Chapter meetings and follow up from those that attend and are not yet members. We also send out reminder emails for renewal of memberships. And we send out emails to thank those that have renewed.

- Very little
- This is a difficult time with organizations declining in importance. If you do not have something special, star power members or a value they cannot get elsewhere, there is no drive for new members.
- *Membership increases by inviting guests to our events and personal outreach. Events always need to be “well done” to preserve and enhance our brand image. Rochester CSI excels in this effort.*

#### **6. What has not worked to increase membership?**

- Scholarship efforts.
- Educational events
- On-line meetings. Doing nothing. It’s been a tough 2020 due to pandemic. No one wants to meet face to face but we are beginning to get out now
- Free meals, learning units, field tours
- Everything
- *Emails*

#### **7. Any reason why your membership had gone down...Cost, Covid related, lack of interest or other?**

- Some have lost their job during the pandemic.
- COVID/Average age of membership is high/few younger members
- Membership has not gone down within the last few years.
- Even before Covid a lack of interest in events, perhaps too many groups dilute interest and attendance. Covid has not helped. We see familiar faces at tours etc and in past CEU dinners but they do not become members.
- Cost may be a factor in preventing a membership as many are sole proprietors who come in for the CEU dinner, their fees are not paid by an employer
- Strong AIA chapter, younger architects want to have the AIA after their name. Covid has had a small impact on membership, but we’ve been able to have more attendees to our education programs. Time is very limited and people have been reducing association memberships, and we seem to be the association the losses in the decision process.
- 1-2/year
- Covid hurt. The lack of in person events stopped the networking aspect of membership, and that has consistently been one of the most sought after benefits of membership.

**8. How many times have you reached out to prospect members?**

- 5-10 times
- Not enough
- Usually reach out to prospective members after in-person Chapter meetings. Meeting face to face creates a “warm call”. Cold calls in this case do not work unless we send out flyers which cost money
- Not nearly enough
- You have to have them to reach out to. I know Kevin has spoken with some people that contacted us.

**9. What are your chapter goals for increasing membership?**

- No specific goals that I am aware of. My co-chair and I have just begun having meetings and are planning an event in the spring.
- We are slowly rebuilding as COVID has hampered in person events
- My goal is to assemble a new membership packet, of sorts, to remind prospective members the value of a CSI membership. This may be easier to assemble since the Covid issue is mostly behind us because comradery is an important aspect for new members to meet existing members. We need to develop a marketing plan first.
- Response Our goals right now are to re-establish regular in person board meetings. Covid has not cooperated
- More field trips, continue with the education component (we drop that, we might as well close the doors). Joint meetings with Hartford Chapter and as well as other AEC organizations.
- We are happy if we add people, The goal would yield a lot of effort and no return at this time due to the climate for organizations.
- *Chapter goals not yet established the first step will be to replace the 10 lost, and then build again.*

**10. Add any addition comments**

- We have a great Chapter
- The NER video is a good tool.
- It would be good for us to have architectural firm advocates and list them on our website.
- It is tough sometimes to get architects out to a meeting as they can get lunch and learn presentations within their offices and do not have to pay to go to a CSI meeting. We need to develop topics and venues that they can't get within an office setting. Site visits are probably the best as they can learn hands on and see an actual building.

- We also need to brainstorm and get the word out regarding the importance of CSI certifications (and membership).
- There is a degree of burn out with leadership in this chapter- people have been in the same position or rotating position for years. All the work and responsibilities fall on the same people and membership does not step up.
- The splitting of Connecticut by the Institute will cause more loss to Housatonic. The logic in the split doesn't make sense to us or the Hartford chapter. Historically, we've been separated by north and south, now its northwest to southeast
- Many people are members of other organizations. Possibly shared membership / discounts for multiple memberships would increase numbers. Why would an architect become a member of CSI when they are active members of an AIA chapter? Rather than spending \$400 for each membership, I think you could gain more membership if a person could pay \$400 for both memberships (with proof), \$200 to each organization. Accepting less per person initially in an attempt to gain it back through growing membership should be considered by the national office. The shared membership could define what makes each organization special / different and with being part of...otherwise, pick one organization that is more recognized within the industry for career field.
- *As a continuation of question #9, if new members come into Rochester now, and pay the local dues plus national. How will they feel, when they learn that if they wait until July, 2022 they could save a bunch of money. I want new members now! This dues structure change is a slap in the face to Rochester. Its also a question for existing members regarding their renewal. Why should they pay the local dues between now and June 30<sup>th</sup>? If they let their membership expire, they can join again in July and save money! Because of this fact, I'm concerned we will be losing members every month between now and July 1. If they do let their membership expire, there is no guarantee they will come back! Also, thanks to the dues structure change, we must re-invent our normal program meetings, and the way we have funded them in the past. Our program meetings include a great dinner, in a first class venue. In Rochester we have had a highly successful format for years and we will find a way to keep it going.*