

# Welcome to the CIO Hour!

February 2024

## 2023 Selection Survey Insights

## Today's Panel



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**Olivia Wilkins** was part of the AMS implementation teams for two associations where she facilitated end user training, delivered business and process analysis, and provided data management. Before joining the world of associations, Olivia taught a variety of grade-school subjects and undergraduate coursework where she honed her craft evaluating how people learn and engage with systems, processes, and environments. She combines two decades of experience in education, change management, and analytics to improve user adoption and foster strong relationships between technical and non-technical teams. Olivia joined PerByte in February 2022 as the Business Analyst/Project Manager.



**JAMES C. MARQUIS**

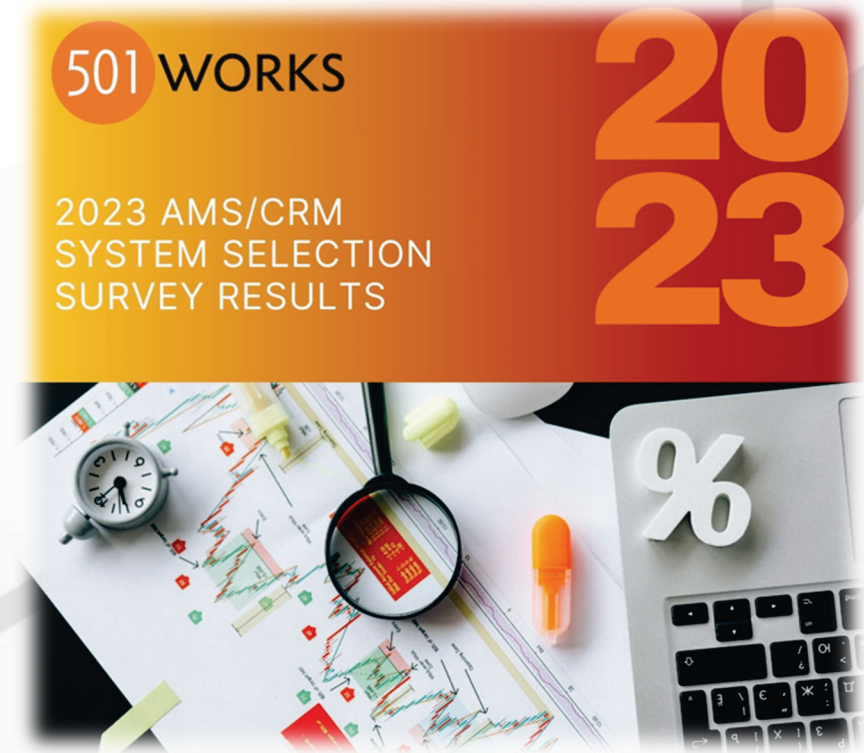
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**James C. Marquis** is a seasoned senior executive with more than 30 years of experience working in technology with a wide variety of associations and nonprofits. James' work experience includes serving as CIO for a large medical association, CEO of a technology consulting organization and senior roles in product development and business consulting with for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.

# The CIO Hour: 2023 Selection Survey Insights

- Tackling the problems and questions that are on your mind with real-world technology advice
- Featuring experts in their field with decades of real-world experience
- Usually the first Thursday of every month

Visit [www.theCIOHour.com](http://www.theCIOHour.com) for upcoming topics and events.



## Ground rules...

- No question is off limits!
- If the question is too specific to a particular situation, we may defer it but are happy to talk to you offline or after the event.
- This is a safe space, but we understand if you wish to remain anonymous.

## Agenda

- In the News – A few highlights that might interest you
- Fast Facts – Introduction to the topic of the month
- Q & A – 40 min – Discussion with our experts and taking your questions
- The CIO after Hour – 30 minutes of open mic discussion

## In the News...

1. Oh great – now Facebook and Instagram want your private data to train Meta's latest AI pipe dream

<https://www.techradar.com/computing/oh-great-now-facebook-wants-your-private-data-to-train-its-latest-ai-pipe-dream>

2. 5 best Super Bowl ads of all time

<https://www.sbnation.com/2024/1/22/24030918/5-best-super-bowl-ads-of-all-time>

3. When Might AI Outsmart Us? It Depends Who You Ask

<https://time.com/6556168/when-ai-outsmart-humans/>

4. Elon Musk's Neuralink implants brain tech in human patient for the first time

<https://www.cnn.com/2024/01/29/elon-musks-neuralink-implants-brain-tech-in-human-patient-for-the-first-time.html>

5. Tech Layoffs Just Keep Coming as Sector Resets for AI

<https://www.wsj.com/tech/tech-industry-layoffs-jobs-2024-44a0a9dd>

# Today's Topic: 2023 Selection Survey Insights



What were some of the goals in doing this survey?

# The basic research questions we targeted...

- Are the feelings of AMS selection participants positive, negative, or neutral towards the AMS selection process?
- What are the key factors driving the AMS selection participants' feelings towards the AMS selection process?
- How would the creation of a standardized approach to AMS selection benefit AMS selection participants?
- How would the automation/digitization of the AMS selection process benefit AMS selection participants?
- And redoing it in 2023 allowed us to see if things have changed in the last 2 years.



# We wanted diverse responses – and we got them!

- We looked at all sides of the industry:
  - Association Professionals
  - Vendors
  - Consultants
  - AMC Reps

## SURVEY PARTICIPANT GROUPS



### ASSOCIATION STAFF - 67% OF RESPONDENTS

161 Association employees participated in the survey. 26% of the Association employee participants are in the process of searching for a new system. 52% of Association respondents selected a system within the past 5 years.



### VENDOR - 13% OF SURVEY RESPONDENTS

31 Vendor employees representing 23 AMS/CRM solutions



### CONSULTANT - 7% OF RESPONDENTS

18 Consultants representing 12 consulting organizations



### ASSOCIATION MANAGEMENT COMPANY REPRESENTATIVE - 8% OF RESPONDENTS

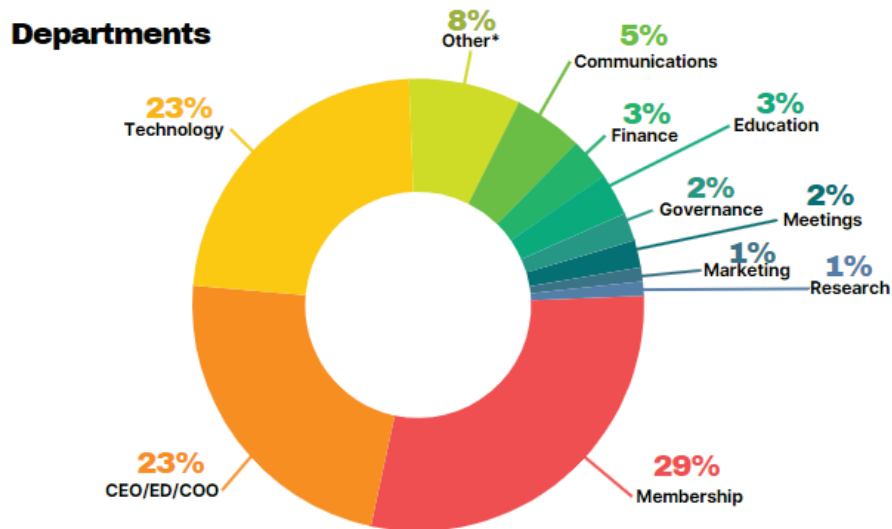
19 AMC representatives responded to the survey. 15 were managers of multiple organizations, and 4 manage one organization. Managers of one organization responded to the same survey questions as the Association Staff.



### OTHER INTERESTED PARTICIPANTS

12 Survey respondents with experience in the system selection process fell outside of the targeted participant groups but were given the opportunity to share their contact information for inclusion in a future survey. This included Association Staff who completed selections more than 5 years ago or who are preparing for system selection in the near future, as well as consulting groups or vendors who provide specific services that may fall outside of system selection and implementation.

Within association responses we got a good mix of staff sizes and departments and org types



## ASSOCIATION STAFF DEMOGRAPHICS

### Organization Type



\*\*Other\* Organization Types included honor societies and certification entities.

### Number of Employees at Association Staff Organizations



Most Association Staff respondents are based at organizations with 3 to 30 staff.

How many folks are volunteering for this kind of project?

There is a big gap between “volunteer” and “voluntold”

### How Staff Became Involved in Selection



“Volunteered” refers to participants who sought out inclusion in the system selection process.



“Assigned by Management” includes participants who were hired specifically for the system selection process or whose job descriptions included participation in the system selection process.



### ASSOCIATION STAFF INSIGHTS

What challenges did you face during AMS/CRM selection? “The number of meetings and demos required a lot of staff time that impacted our day to day projects.”

# How frequently do organizations change their AMS?

# Longevity varies greatly...

- 20% (Yikes) keep their system less than 5 years.
- 43% keep it more than 10 years
- 37% keep it 5 – 10 years – a good ROI

## Length of Time on Legacy AMS/CRM



Most respondents reported organizations keeping the legacy system for up to 10 years.



Vendors expend a lot of time and effort seeking new business...

# Most put a lot of effort into the selection cycle:



## VENDOR INSIGHTS

37% of Vendor respondents receive between 10 and 30 RFPs per year, and 30% of Vendors receive 10 or fewer. 33% said they respond to 10 to 20 RFPs. 30% win the client up to a quarter of the time each year.



## VENDOR INSIGHTS

43% of Vendor respondents say it can take five or more days to respond to a client RFP.



## VENDOR INSIGHTS

44% of Vendor respondents provide three targeted demos with content specific to the potential client before a selection decision is made. 37% of Vendor respondents said they rarely learn *after* the targeted demo that the system does not fit the needs of the potential client. Another 37% said it sometimes does occur.

# We can do a little better:



## VENDOR INSIGHTS

"Too little time is typically provided to turn around a full and proper response [to an RFP]."



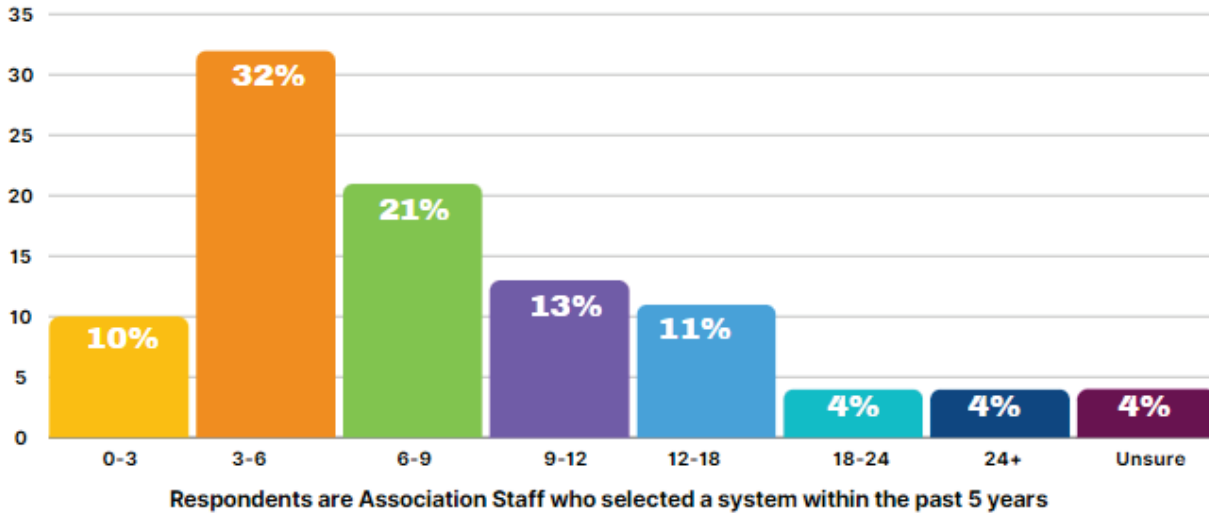
## VENDOR INSIGHTS

30% of Vendors said sometimes organizations do not include system/business requirements in the RFP. 37% said system/business requirements are sometimes included that do NOT fit the actual system/business requirements of the organization, followed by 33% who said this frequently occurs.

It looks like we underestimate the time needed for these projects, what did the survey show?

# Actual projects take longer than expected

Number of Months b/t deciding system was needed and selecting new system

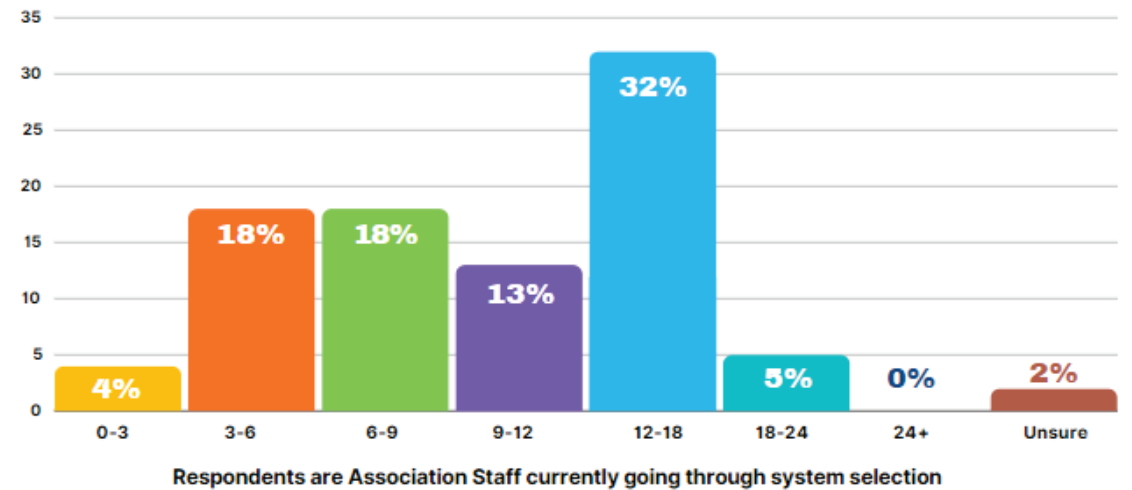


## Selection

Looking at selection:

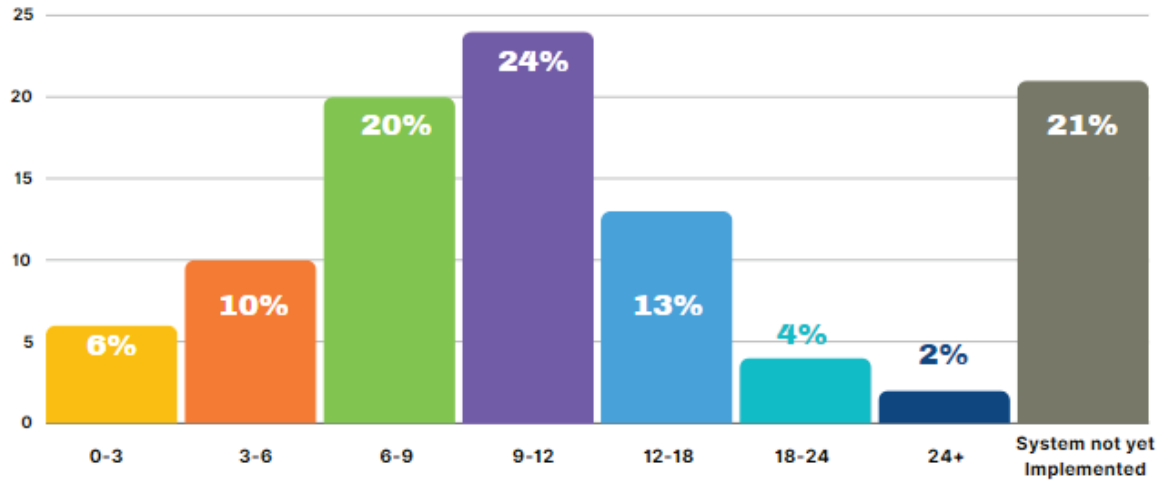
- Some said they were able to do it in 3 months
- 19% took longer than a year

Expected number of months for system selection



# Actual projects take longer than expected

Number of Months b/t system selection and system implementation



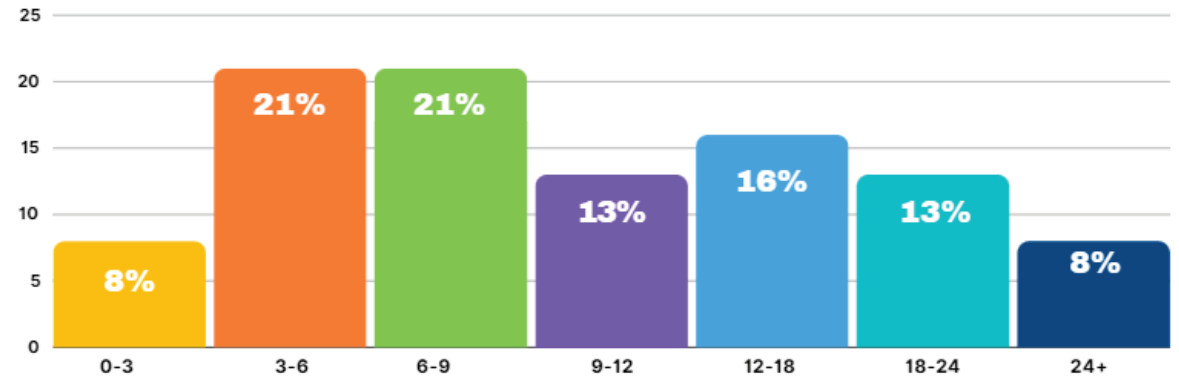
Respondents are Association Staff who selected a system within the past 5 years

## Implementation

Looking at selection:

- 6% of respondents said they were able to do it in 3 months
- 19% took longer than a year

Number of months expected b/t system selection and implementation



Respondents are Association Staff currently going through system selection

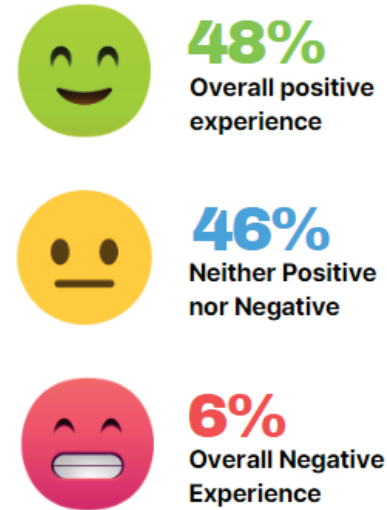
People really do survive this process...



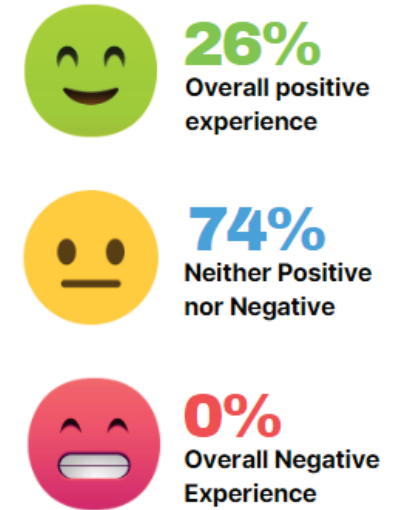
# You will survive & thrive!

- We perceive the process to be worse than we remember it long term.
- Consultants are fairly happy...  
6% (-) / 63% (n) / 31% (+)
- Vendors have the most negative views...  
26% (-) / 30% (n) / 30% (+)

## Overall Impression of participants who selected system w/i past 5 years



## Overall Impressions of participants currently going through system selection



What do the survey results reveal about the decision to use or not use a Consultant during the system selection process?

# Consultant Usage Results

- 40% used/plan to use a consultant for system selection
- 50% did not/will not use a consultant
- 10% unsure



## ASSOCIATION STAFF INSIGHTS

Why did your Organization decide not to use a Consultant during the selection process? "I spoke with a few consultants briefly, and tried to convince my Executive Director to hire one, but he couldn't stomach the cost on top of the AMS costs (and overlap in costs during transition)."

Did anything stand-out to you this time versus  
the 2021 survey?

# What's Next?

- VenCon – Coming to Alexandria on April 17<sup>th</sup>, 2024
  - Forging greater collaboration between Vendors & Consultants
  - Targeting how we can collectively improve the industry
- More Research
  - We need volunteers for conducting a qualitative look at the process
- More to share
  - Survey insights beyond the report
  - Report looking at different size associations

# Other Questions?





Thank you to our expert!



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- Software Selection & Implementation Services
- Customized Software Solutions and Integrations

INTEGRATION

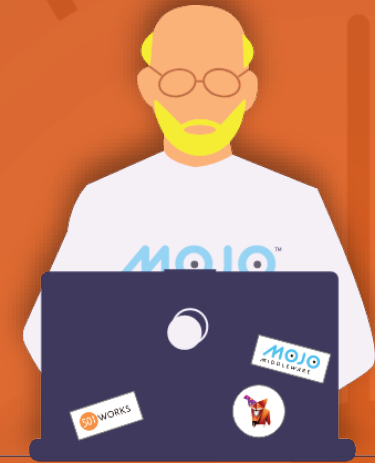


**Mojo Middleware™** - Easily integrate your different association software packages with over 40 available connectors.

SOFTWARE



**Software Mage™** – Online tools helping you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.



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## Final Thoughts

- Join us March 7<sup>th</sup> for **Keep the Email Flowing**
- An archive of this presentation and today's Webinar will be posted on [theCIOHour.com](https://theCIOHour.com) in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: [theCIOHour@501works.com](mailto:theCIOHour@501works.com)
- For CAE credit – you will receive a link via email tomorrow so you can claim your certificate. The rules have changed...