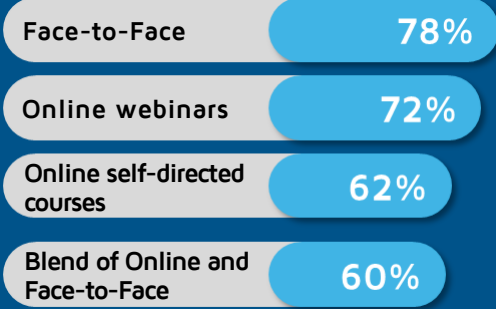


Advance Professionalism



75% say professional development is the top membership benefit with high levels of satisfaction in this area.

Preferred Learning Methods



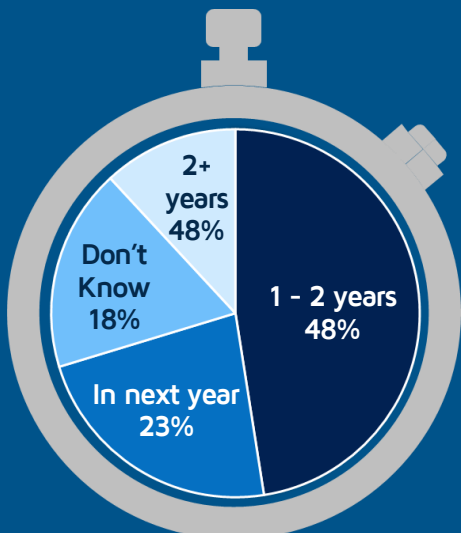
Member Benefits

Chapter Learning Events (77%)
Annual CES Conference (74%)
CES webinars (74%)

More Valued Less Valued

Roster of CE's (41%)
CES Mentoring Initiative (41%)
Members who said "None": 1%

25% of respondents are considering applying for their Credentialed Evaluator (CE) designation. *How soon?*



Increase Evaluation Value



- 78%** Providing professional development opportunities
- 74%** Developing a community of practice
- 74%** Advocating for increased awareness and use of evaluation
- 73%** Developing network opportunities
- 70%** Providing high quality programs and services to members



47% of members joined CES because they feel a membership gives them credibility.

66% of members believe CES is doing a good job promoting evaluation theory and practice.

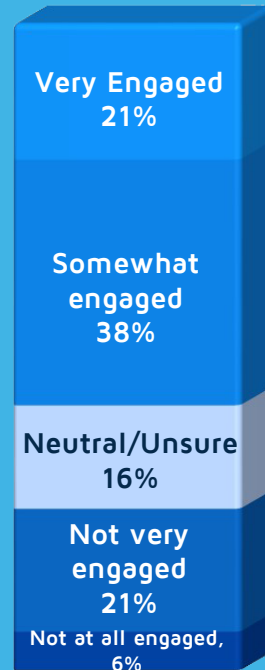


JOIN
CES  SCÉ
TODAY!

Engage, Grow & Diversify Membership

Levels of Member Engagement

Individuals have different levels of engagement with CES. Would you say you are....




78% of CE's feel engaged


32% of new members are not engaged



42% of members who feel CES is doing a good job expanding and diversifying membership.

"Dues" (& Don'ts)
% of those who agree there is good value in paid dues.



Senior Members: **81%**

vs.



Students: **30%**

*Source: Online National CES Membership Survey of 405 members conducted by Probe Research Inc. between October 6th and October 27th, 2016.