

Membership Assessment

Phase 1

Phase 1: goals

Understanding membership today

- Different types of members and the roles they play
- How members currently engage with ISOC and with each other

Gain insight into what membership means internally to ISOC

- Goals and requirements different organizational departments have for membership
- What challenges they face today to engaging effectively with members

Gain insight into what membership means to members

- Understand what motivates members to join ISOC
- Identify patterns in different types of members
- Assess strengths and weaknesses in the current membership model from members' point of view

This initial assessment may not be sufficient to answer all questions thoroughly. Further research may be required to dive deeper into specific topics.

Phase 1: staff interviews

Staff interviews gave insights into the goals, challenges and requirements the organization has for membership.

Interviews raised themes and topics that were fairly consistent across departments: members being key to achieving the ISOC's purpose, but the complex landscape and not knowing the members create a challenge for more active engagement. This suggests that there is good common ground to start building on to resolve the challenges.

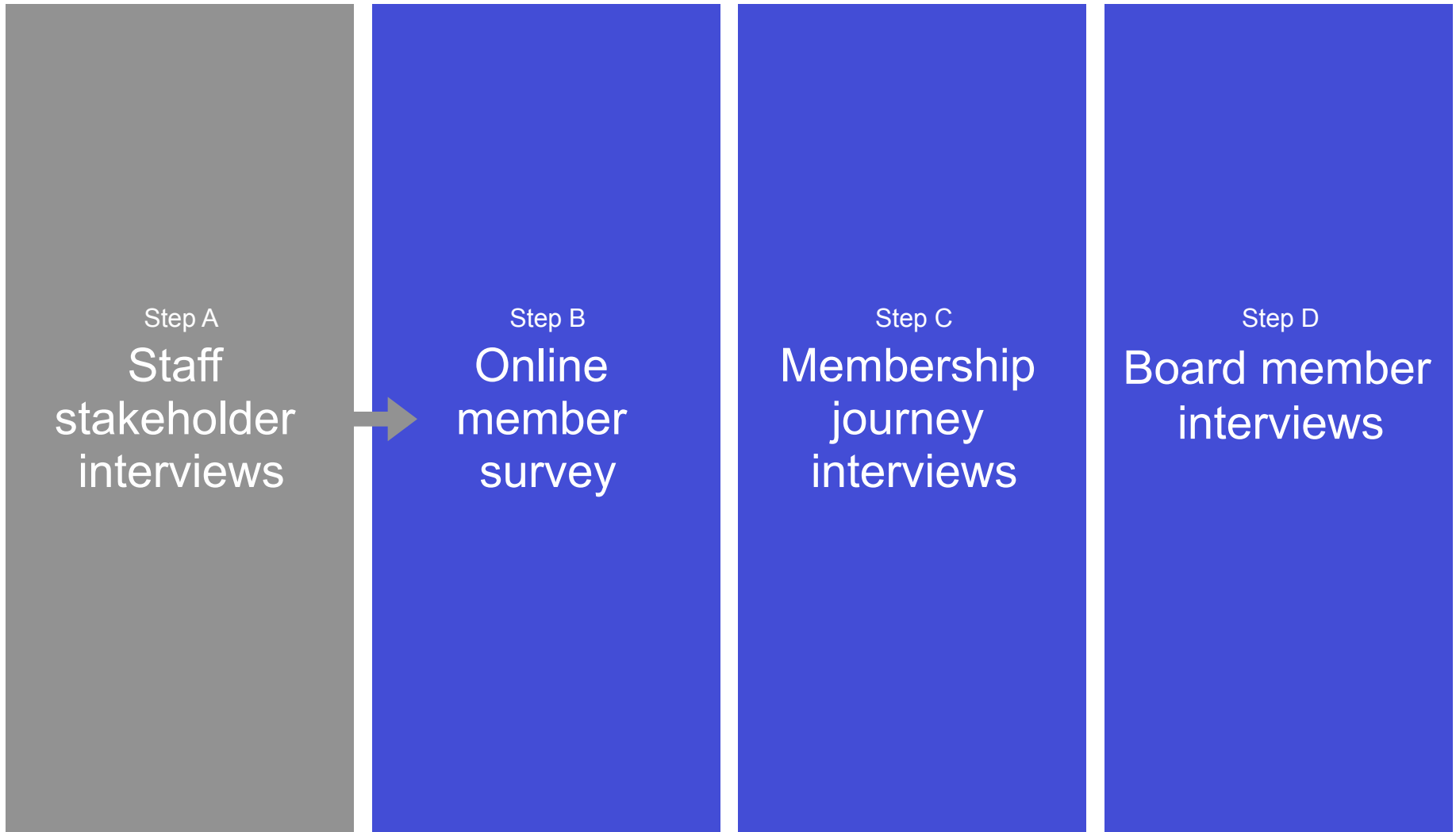
22

People interviewed to date

Participants represented key areas of the organization, including:

- CEO
- Global Engagement
- Partnership Development
- Policy
- Regional Bureaus
- Technology
- IT
- Stakeholder relations.

Phase 1: next steps



Project timeline is highly dependent on stakeholder interview scheduling and the time required to gather a representative sample for the survey.

Phase 1: online member survey

An online member survey will help us understand Who our members are and what motivates them.

The survey will provide broad information about members' demographics, reasons for joining ISOC, activities, and satisfaction with membership. It will also help us build data-based member segmentation and identify members for in-depth interviews.

Staff interviews highlighted some key themes and needs that informed survey design. For example, arranging the survey in two sections, and questions about fees and donations were informed by the interviews.

80,000

Membership surveys to be sent

The survey is designed to be quick to complete.

The first section covers basic information, and those who wish to continue will be asked more about their motivations.

This ensures that even participants with only a few minutes to spare can help us build an understanding of who our members are.

Phase 1: membership journey interviews

One-on-one interviews will provide an opportunity to learn about representative individuals' experiences and motivations in more depth.

In conjunction with the survey results, we will build a broad and deep picture of how and why people engage with ISOC, and how membership does and does not meet their needs.

5

Members to be interviewed

Members to be interviewed are chosen from survey respondents who have expressed their interest to participate in interviews. We will use segmentation from the survey results to identify participants who represent different types of members.

Phase 1: board member interviews

One-on-one interviews with each board member will further deepen the insights into the goals, challenges and requirements the organization has for membership.

These interviews provide also an opportunity to talk through project status, and any key highlights from the journey so far.

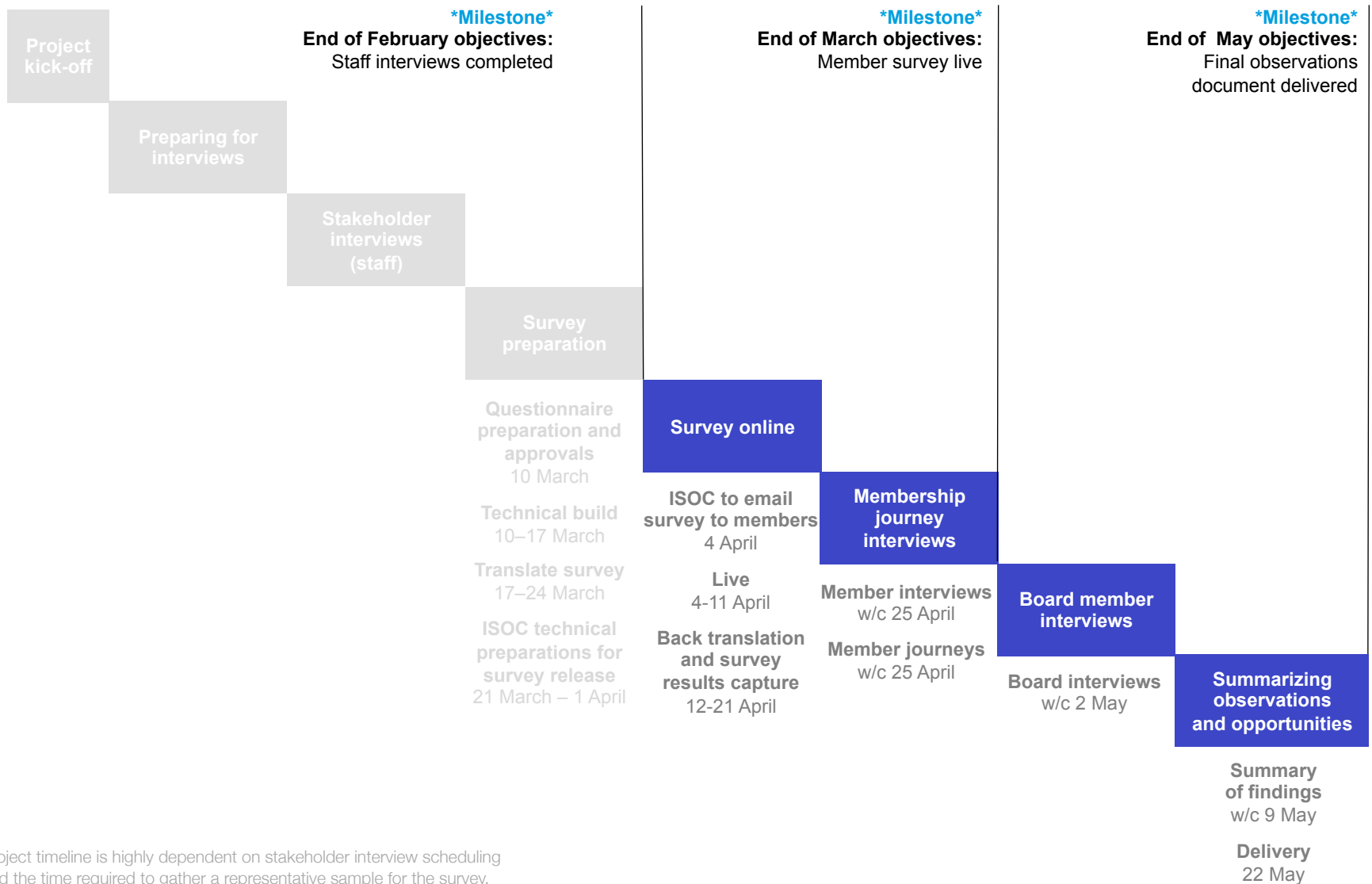
12

Board members to be interviewed

Board members are to be interviewed before final project analysis is completed. This will ensure the interview insights will be able to inform and shape the analysis.

No preparation for the interviews is required.

Phase 1: full overview



Project timeline is highly dependent on stakeholder interview scheduling and the time required to gather a representative sample for the survey.

Thank you.

