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CES-Ontario Member Retention Report

Adam Spencer, Membership Chair

In recent years, the Canadian Evaluation Society's National membership has grown significantly. In the last year alone, close to 200 new members have joined the society (June 2001, 1378 members; June 2002, 1565 members). The Ontario Chapter is also seeing a similar trend in its total membership, thanks in part to the hard work and dedication of volunteers and board members. Since June 2002, the Chapter's total membership has increased by 21%, or 55 members. The Ontario Chapter membership represents about 20% of CES National's overall membership.

Is the CES-Ontario retaining its members?

Despite the membership growth in the past few years, a few questions related to member retention have been the subject of discussion. For example, how many of our members are choosing not to renew their membership?

The following information, based on data collected from June 2001 to June 2002, attempts to shed light on this matter. Memberships are renewed on an annual basis, therefore each of the CES-Ontario members' membership expired at least once between June 2001 and June 2002.

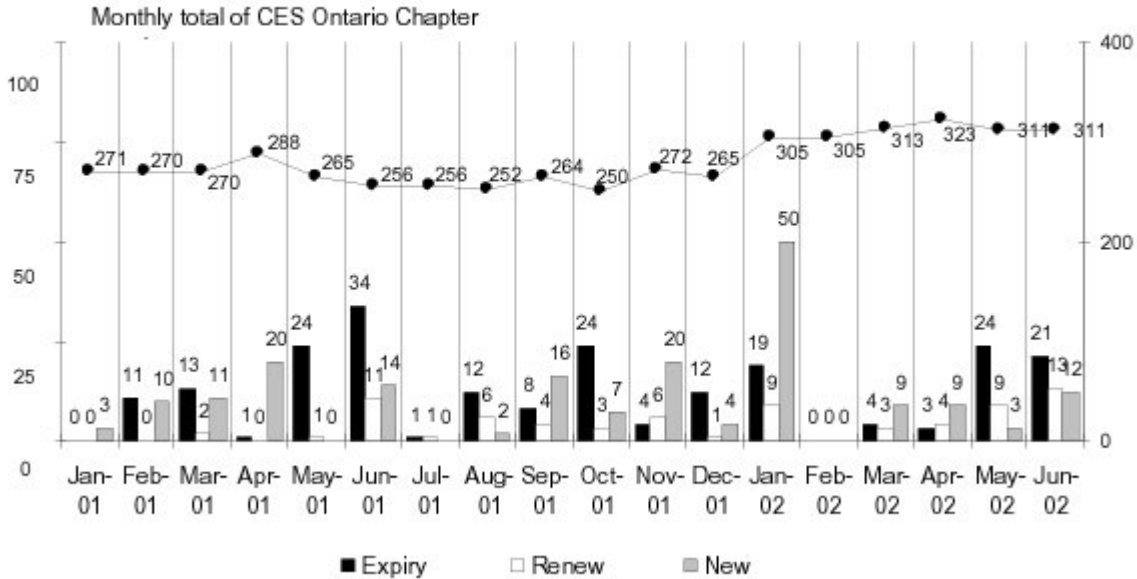
There were 90 members who renewed their membership immediately, and an additional 70 members who renewed their membership after it expired. Results below show that our overall retention rate between January 2001 through to June 2002 equals to 63%.

Table 1: Retaining past members

Members in June, 2001	256
Members who renewed membership prior to expiry	90
Members who renewed their expired membership	70
Total number of members who renewed their membership	160
Members who did not renew between June 2001 and June 2002	96
Estimated Retention rate (160/256)*100	63%

The graph below displays monthly statistics based on membership information collected since January 2001. The information is based on memberships that expired; in other words, those memberships that were not paid for in the month following the membership's expiry. Four types of information were collected, (1) total number of members (represented by the line), (2) number of expired memberships, (3) number of renewed, and (4) number of new memberships.

CES Ontario Chapter - Membership (Jan01-July02)



Although CES-Ontario has retained about 63% of its members across a one year period, the board will be proceeding in the development of an “exit” questionnaire used to collect information from members who choose not to renew their membership. It is hoped that this type of information will help identify potential areas for improvement and additional services that CES-Ontario could be offering its members. However, we are always interested in hearing from our current members, so if you have any ideas for activities or things that we could improve, please do not hesitate to contact [me](#) or anyone else on the board. We would all love to hear from you!