



What is BCS?

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BCS USA Section Membership Secretary

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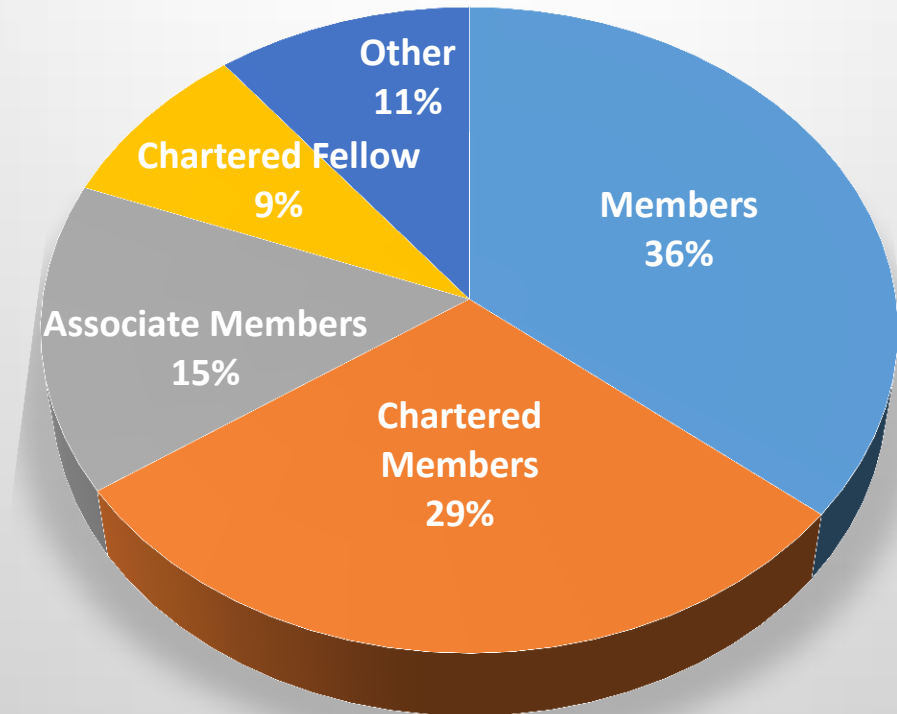
BCS USA Section



- Established 2004
- 962 members March 2015
- 925 members October 2013
 - 89% male
 - Primary residence
 - 65% USA
 - 17% UK
 - 18% other

Member Demographics

Member Grades
925 BCS USA Section members



The Question



- What will engage members?

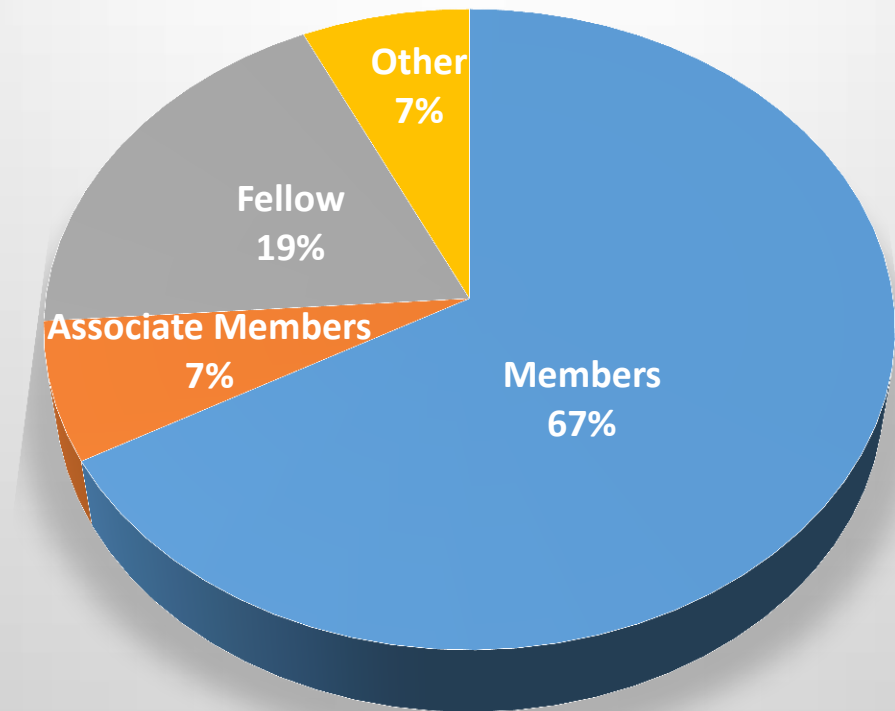
Online Survey



- BCS HQ
 - Hosted survey
 - Returned results in aggregated and anonymized format
- BCS USA Section sent out email

Survey Demographics

Member Grades
157 BCS USA Section survey respondents



Themes



- Social: Most members see no opportunity for interaction
- Development: BCS qualifications and credentials no use in the US
- Globalization: No benefits package targeted for members outside the United Kingdom
- Immigration: No support for new arrivals

Recommendations



- Social: Increased use of social media. Find what works.
- Development: Emphasize personal development opportunities through volunteerism
- Globalization: Petition BCS HQ to provide comparable materials and benefits for members outside the UK
- Immigration: Find out more about the 35% of BCS USA Section members who claim a primary residence outside the US.

Updates



- Established value proposition
- Identified member benefits accessible to US residents
- Established contact with BCS Upper Canada and BCS North America (now dormant)

Value proposition



- Community of friends and professional allies
- Bringing together diverse constituents
- Access to a national network of highly accomplished professionals
- Personal and professional development

Member benefits



- BCS email address
- BCS secure area
- BCS USA Section LinkedIn group
- Free access to Books 24 X 7
- Reciprocal membership discount with ACM
- 10% discount on PluralSight training plans
- IT Now magazine
- Specialist Interest Groups (SIG)

BCS North America



- Partner with USA and Canada sections
 - Top 10 US city roadshow
 - New member onboarding

Questions

