

Welcome to the CIO Hour!

February 2022

AMS/CRM Software Selection Survey *What People Really Think?*

Today's Panel



TERI CARDEN

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Teri Carden has been in the association industry for over ten years. Along the way, she has been able to rub elbows with the most exceptional executives of the association industry. With the support of her mentors, colleagues, volunteer leaders, and bosses during her association career, she was able to fulfill her constant desire to geek out at work. This meant selecting, testing, and implementing new software and technologies, stretching to new marketing heights with eye-catching campaigns, introducing video and social media before it was cool, and jumping headfirst into the mobile world.

She now serves the incredible association industry as Founder of ReviewMyAMS and 100Reviews. She's also the creator of two niche industry events: AMS Fest and Non-Dues-a-Palooza. When she's not face-to-face with the computer screen she loves to cook, hike, play games with her kids, explore craft cocktail bars, visit the beach, and enjoy time with her family and friends.



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 for for-profit and nonprofit clients. He also has designed and built multiple Internet-based business applications including Mojo Middleware™.



The CIO Hour

- A new type of Webinar
- 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 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.
- Each session is worth 1 CAE credit – details to claim emailed tomorrow



Agenda

- In the News – A few highlights that might interest you
- Fast 15 min – Introduction to the topic of the month
- Q & A – 30 min – Discussion with our experts and taking your questions

In the News

1. The humble slide rule turns 400 this year.

<https://www.sciencenews.org/blog/context/logarithms-celebrate-their-400th-birthday>

2. Appeals court upholds California's right to enforce its net neutrality law while the FCC remains at a standstill

<https://www.cnbc.com/2022/01/28/appeals-court-upholds-californias-right-to-enforce-net-neutrality-law.html>

3. The IRS is reportedly looking for ID.me alternatives amid privacy concerns

<https://www.theverge.com/2022/1/29/22907853/irs-idme-facial-recognition-alternatives-privacy-concerns>

Today's Topic:

AMS/CRM Software Selection Survey

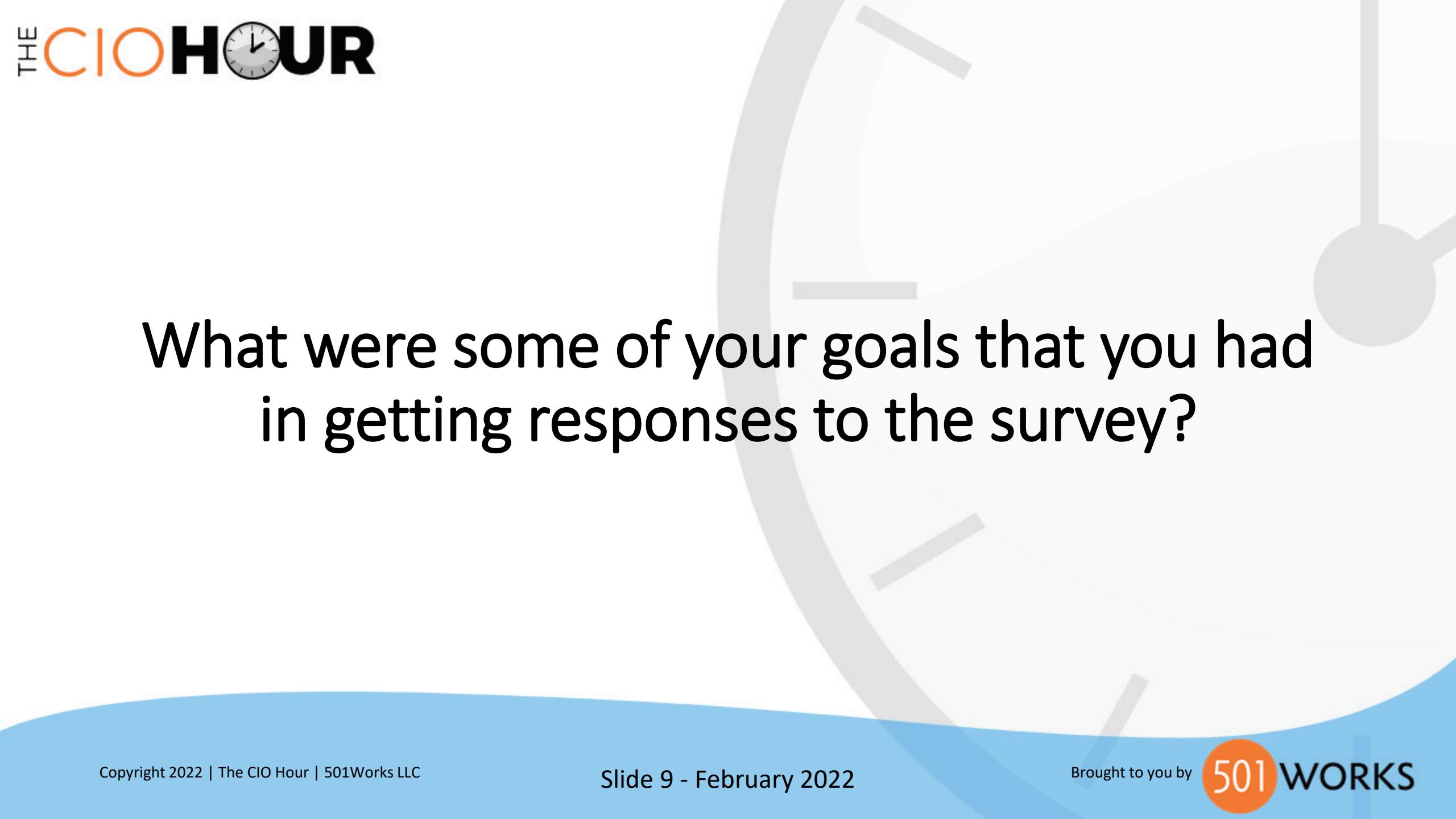
What People Really Think?

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?

On to the survey results!

(Drumroll Optional...)



What were some of your goals that you had in getting responses to the survey?

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

159 Association employees participated in the survey. 45% of the Association employee participants are in the process of searching for a new system. 38% of Association respondents selected a system within the past 5 years.



VENDOR - 14% OF SURVEY RESPONDENTS

34 Vendor employees representing more than 16 AMS/CRM solutions



CONSULTANT - 9% OF RESPONDENTS

22 Consultants representing 13 consulting organizations



ASSOCIATION MANAGEMENT COMPANY REPRESENTATIVE - 9% OF RESPONDENTS

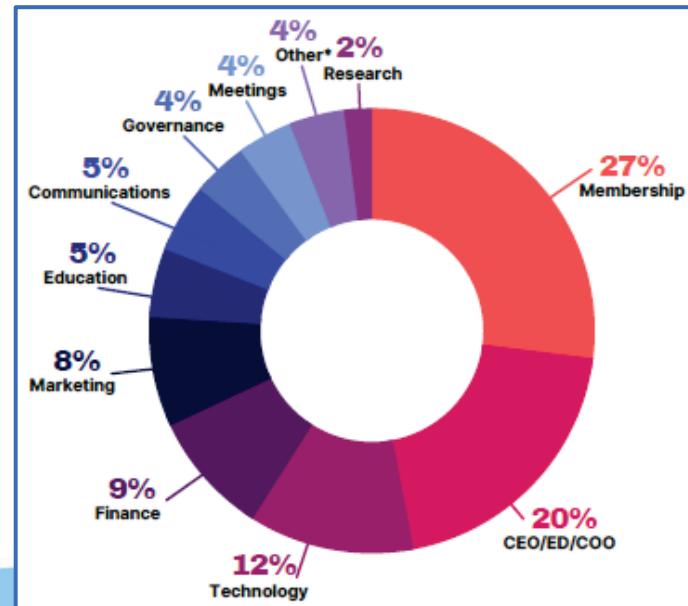
19 AMC reps. who manage one organization (32%) responded to the same survey questions as the Association Staff. AMC rep. managers of multiple organizations (68%) were redirected into the Other Interested Participants category.



OTHER INTERESTED PARTICIPANTS

Survey respondents with experience in the system selection process who fell outside of the targeted participant groups 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 (17% of Association Staff survey respondents).

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



ASSOCIATION STAFF DEMOGRAPHICS

Organization Type

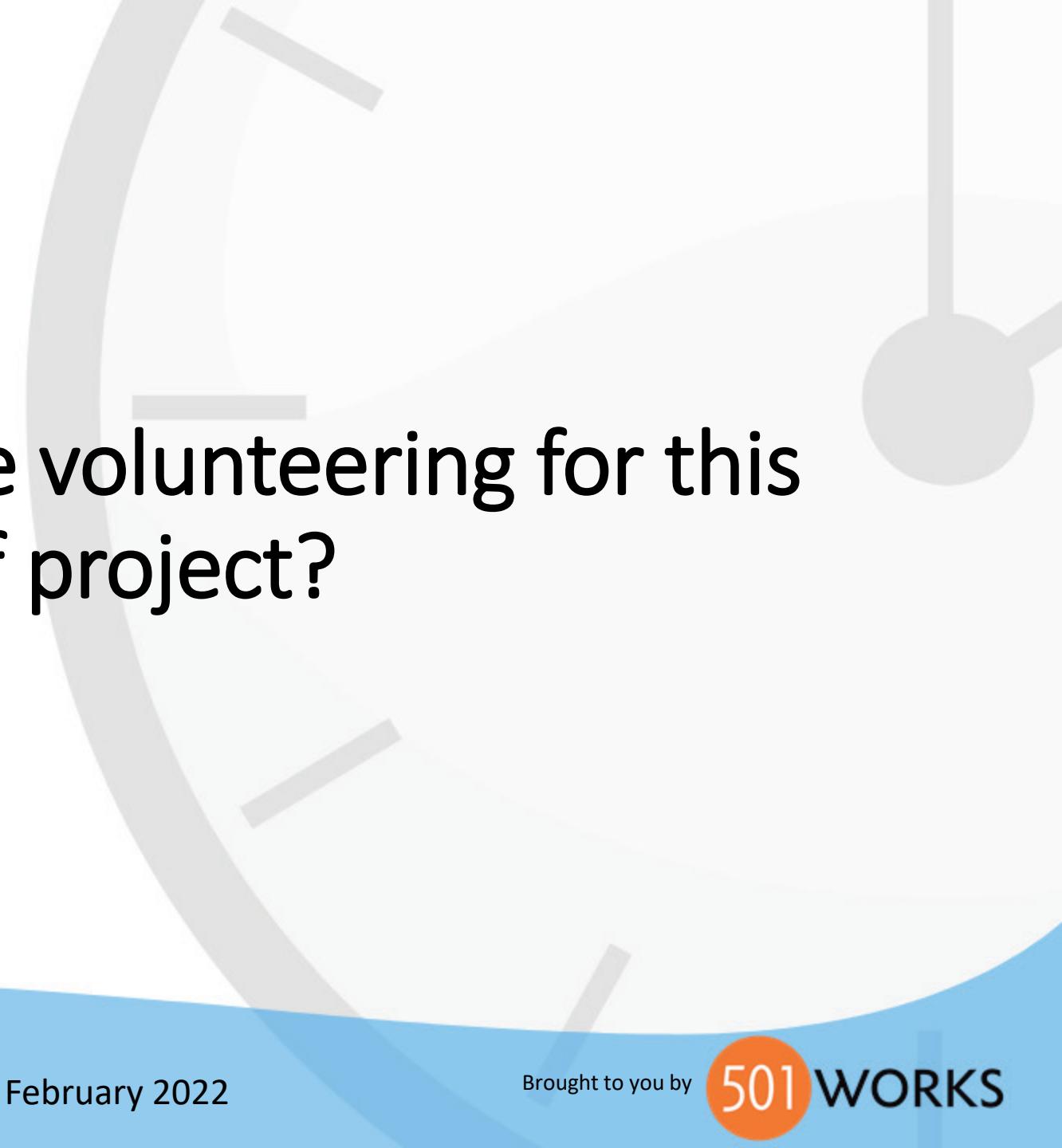


*Fewer than 1% of respondents identified "Other" as their Organization Type.

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”



ASSOCIATION STAFF INSIGHTS

What challenges are you facing as you go through AMS/CRM selection? "Fitting in search and implementation between all other day-to-day duties."

ASSOCIATION STAFF INVOLVEMENT IN SYSTEM SELECTION

How Staff Became Involved in Selection



14%

Volunteered



86%

Assigned
by Management

"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.

How frequently do organizations change their AMS?

Longevity varies greatly...

- 20% (Yikes) keep their system less than 5 years.
- ~35% keep it more than 10 years
- 45% keep it 5 – 10 years – a good ROI





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

Most put a lot of effort into the selection cycle:



VENDOR INSIGHTS

66% of Vendor respondents receive between 10 and 30 RFPs per year.
75% said they respond to up to 30 RFPs. 46% win the client up to a quarter of the time each year.



VENDOR INSIGHTS

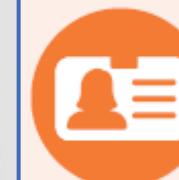
40% of Vendor respondents say it can take three to four days to respond to a client RFP. 30% say it can take five or more days.



VENDOR INSIGHTS

56% of Vendor respondents provide 2-3 targeted demos with content specific to the potential client before a selection decision is made.
36% of Vendor respondents said they rarely learn after the targeted demo that the system does not fit the needs of the potential client.
Another 36% said it sometimes does occur.

We can do a little better:



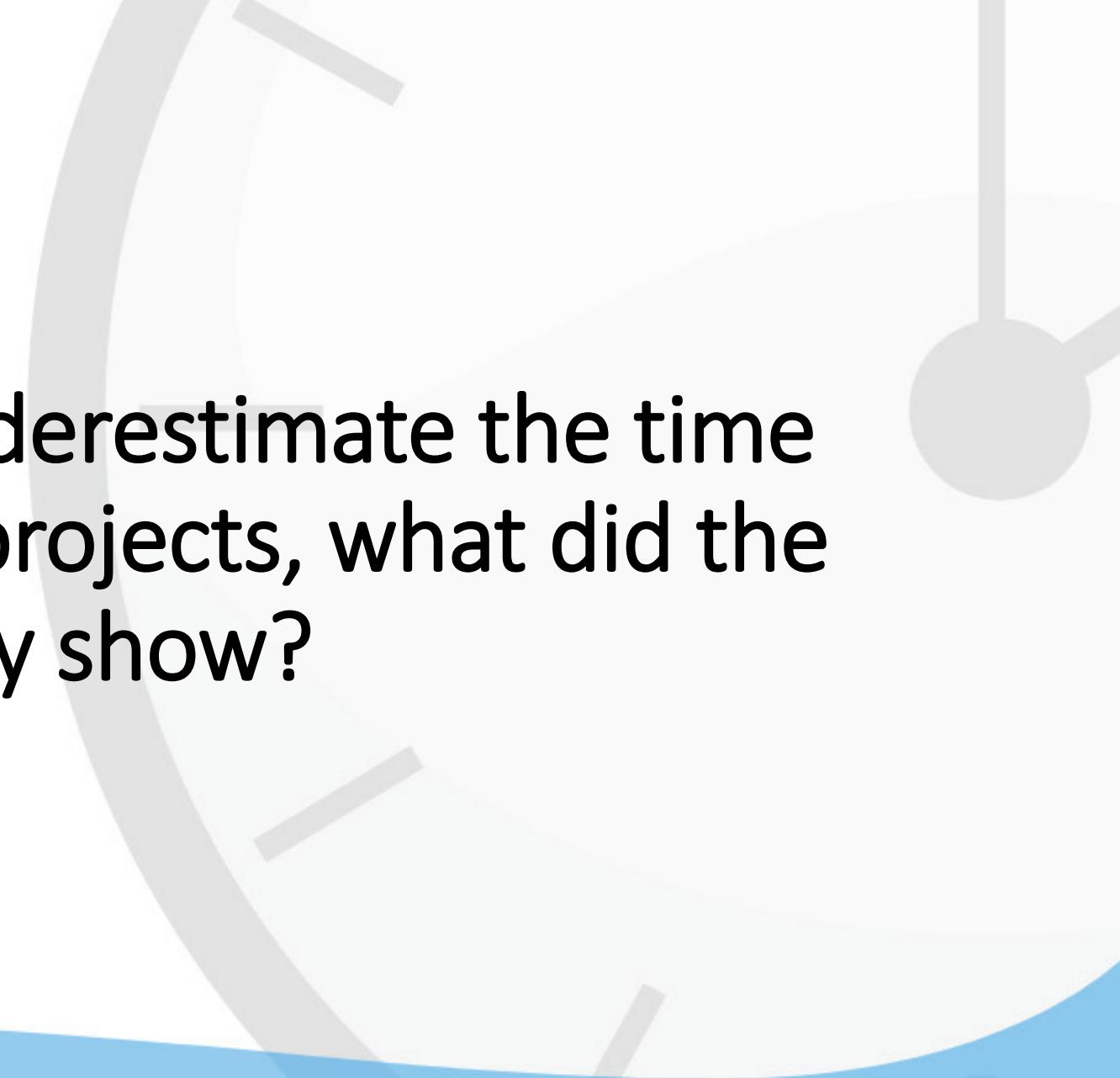
ASSOCIATION STAFF INSIGHTS

"We sent RFPs to 45 companies."



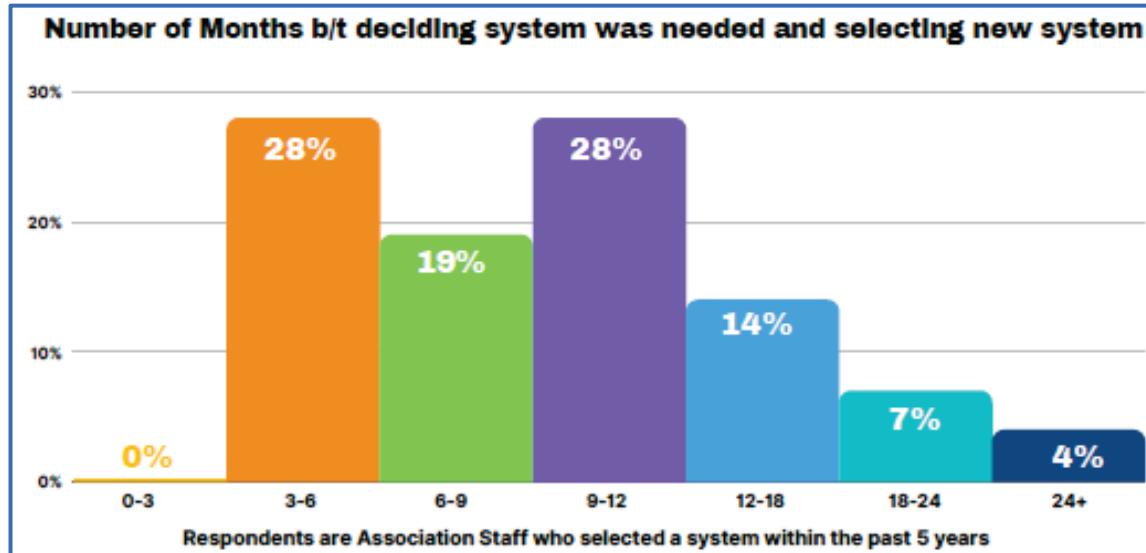
VENDOR INSIGHTS

46% of Vendors said sometimes organizations do not include system/business requirements in the RFP. More than a third (39%) said system/business requirements are frequently included that do NOT fit the actual system/business requirements of the organization.



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

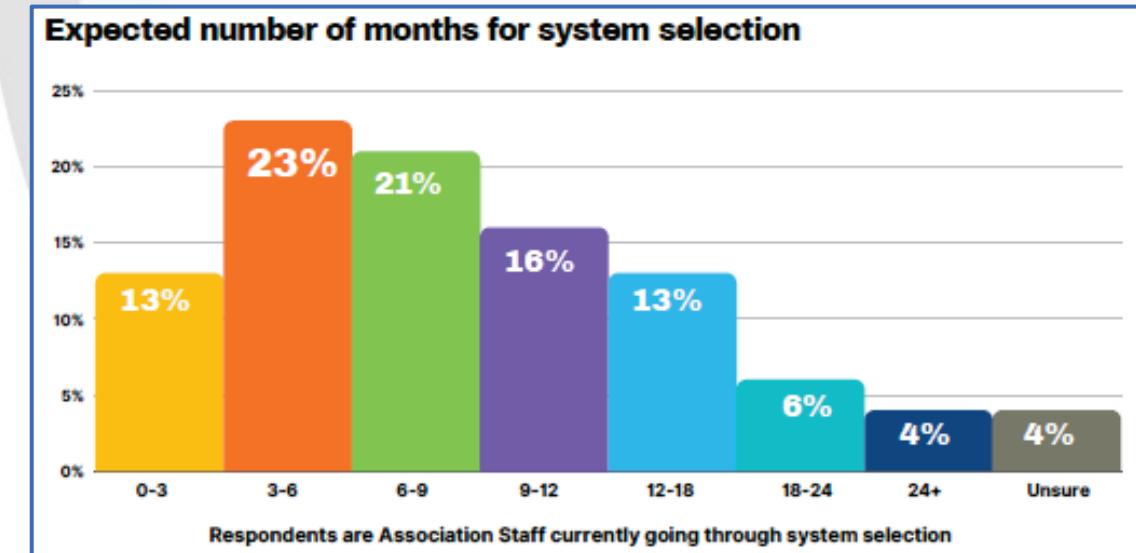
Actual projects take longer than expected



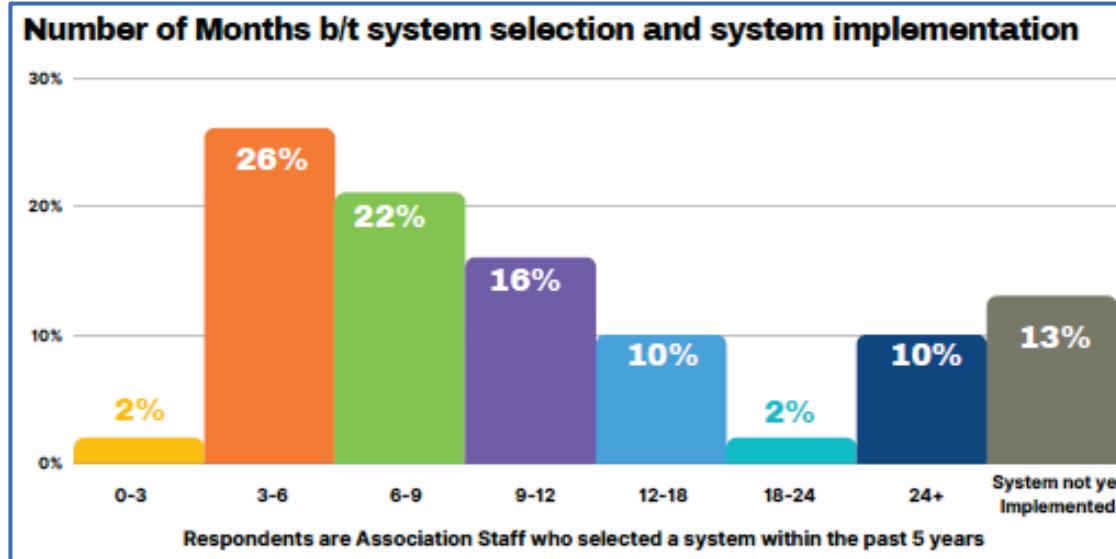
Selection

Looking at selection:

- No respondents said they were able to do it in 3 months
- 25% took longer than a year

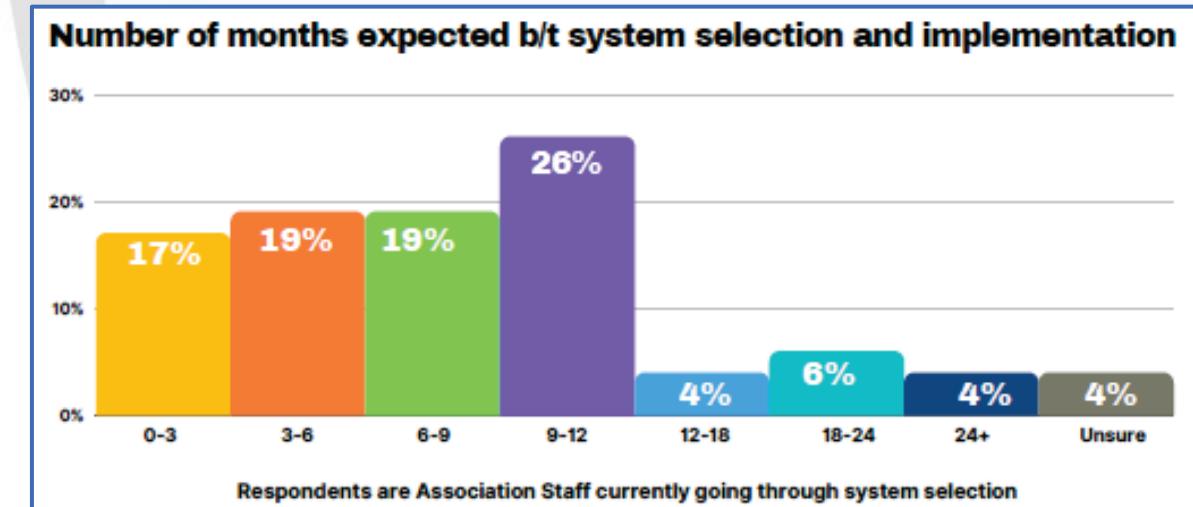


Actual projects take longer than expected



Looking at selection:

- Only 2% of respondents said they were able to do it in 3 months
- 22% took longer than a year

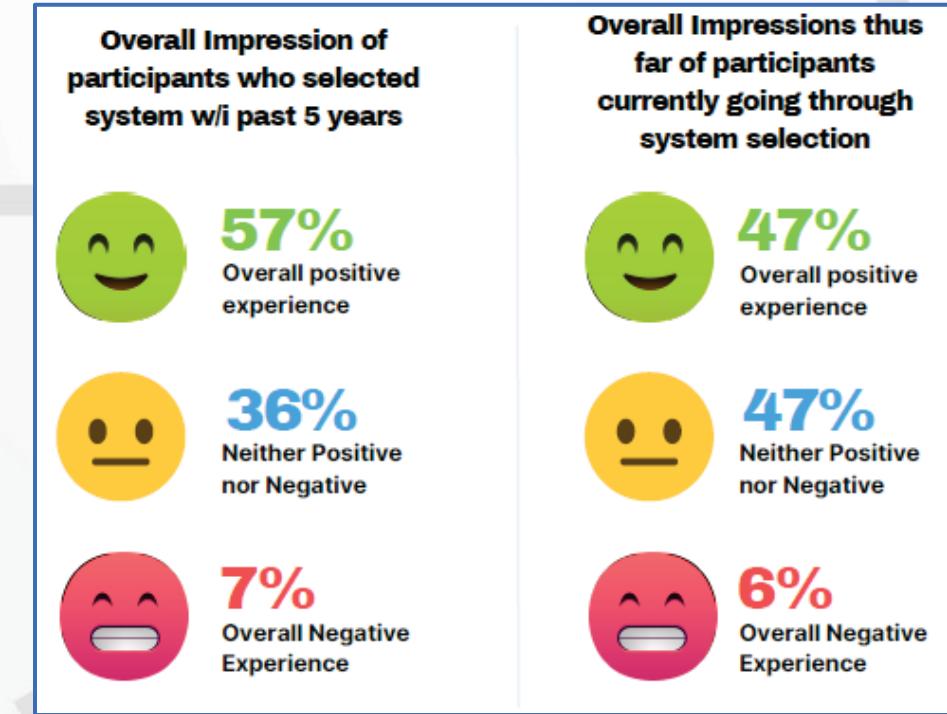


Implementation

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...
0% (-) / 33% (n) / 66% (+)
- Vendors have the most negative views...
16% (-) / 44% (n) / 32% (+)



Other Questions?



Thank you to Teri for joining today's conversation!



If you have additional questions, please contact
Teri Carden:

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REVIEWMYAMS

NON DUES-A-PALOOZA



501Works

Founded by experienced executives envisioning a better way to make technology work for associations.

PRODUCTS & SERVICES



- **Mojo Middleware™** - 501Works's flagship product to easily integrate association software.
- **Software Mage™** – a tool that helps you navigate the AMS/CRM selection process, gather requirements, draft your RFP, and evaluate vendor responses.
- **Customized Software Solutions and Integrations**
- **IT Consulting Services**
- **Advanced Web Design and Content Solutions**



Want a One-on-One with the 501Works CIO?

30-minute free consulting session for today's participants. Call or email us:



703-459-9779



theCIOHour@501works.com



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Final Thoughts

- Join us in March for the **5 Ways To Turn Your Members Into An Army Of Marketers Utilizing Social Media**
- An archive of this presentation and today's Webinar will be posted on theCIOHour.com in a few days.
- Any suggestions for future programs? Topics you would like to see covered? Please email us: theCIOHour@501works.com
- For CAE credit – you will receive a link via email tomorrow so you can claim your credit and receive your certificate.

