

# **Results of the ISM Membership Needs Survey**

**NOV**



**institute for  
supply management**

**December 2003**

**Revised June 2004**



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Periodically, ISM conducts a survey to determine member opinions and perceptions about existing ISM programs, products and services. This survey also gathers information about the program topics, methods of delivery and other program particulars that members are most interested in. Members are also asked for feedback on their interaction with ISM headquarters staff, and general demographics information is collected. Where the same question was asked in the previous Membership Needs Survey conducted in 2000, the results are reported for comparison purposes. Demographic information for the survey respondents is also reported here.

## Survey Methodology

A random list of 8,000 ISM members with active e-mail addresses was generated on December 9, 2003, based on a statistically valid sample size. This member sample was sent an invitation to complete the online survey along with a hyperlink to the survey. The deadline for receipt of all completed surveys was December 31, 2003. Of the

8,000 e-mails that were sent out, approximately 1,345 were returned to ISM as undeliverable. This resulted in an actual sample size of 6,655. The resulting data was analyzed using data analysis software. General information regarding population and sample size are provided below.

Total population (total ISM membership at the time of survey)	43,168
Sample size	6,655
Sample size, as a percent of the total population	15.4%
Completed responses received	915
Sample response rate	13.7%
Responses, as a percent of the total population	2.1%

## I.

### Opinions of Existing ISM Educational Programs and Products

What is your preferred method for finding out about ISM nationally sponsored seminars, conferences, programs, and products?

ISM e-mail/electronic newsletter	37.5%
ISM catalog or other direct mail brochure	32.7%
<i>Inside Supply Management</i> ® magazine	13.1%
ISM Web site	12.2%
Supervisor or colleague	0.2%
Other	0.4%
I don't seek out this information	3.8%

If you have not attended an ISM nationally sponsored seminar, conference, or program, why not?

	2003	2000
Cost	39.5%	34.4%
Time constraints/scheduling conflicts	25.6%	27.4%
Organizational travel restrictions	21.5%	17.8%
Prefer other methods of continuing education	2.7%	2.4%
Topics not applicable or not of interest to me or my organization	2.4%	5.2%
Other	8.3%	12.7%

The responses from the 2000 survey are based on a question that dealt solely with nationally sponsored seminars and did not include conferences or programs. As a result, the numbers reported are not necessarily comparable.

Do you feel you receive enough information in a timely manner about ISM nationally sponsored seminars, conferences, and programs?

Yes	93.2%
No	6.8%

Are you aware of ISM's Satellite Seminar Series?

	2003	2000
Yes	71.9%	70.4%
No	28.1%	29.6%

Have you attended any of the programs in the ISM Satellite Seminar Series?

	2003	2000
Yes	30.8%	25.6%
No	69.2%	74.4%

Are you aware of ISM's self-paced and instructor-led courses that are offered via the Internet?

	2003	2000 self-paced	2000 instructor-led
Yes	63.3%	51.6%	54.6%
No	36.7%	48.4%	45.4%

If yes, how did you find out about these courses?

	2003	2000 self-paced	2000 instructor-led
ISM Web site	35.5%	25.8%	17.6%
ISM catalog or other direct mail brochure	33.1%	54.1%	61.3%
<i>Inside Supply Management</i> ® magazine	12.6%	13.4%	12.9%
ISM e-mail/electronic newsletter	11.0%	-	-
Supervisor or colleague	3.6%	2.7%	2.4%
Other	4.2%	3.3%	3.3%

If you have not participated in an ISM online course, why not?

Time constraints/scheduling conflicts	31.0%
Not aware of ISM online courses	22.6%
Cost	17.8%
Prefer face to face educational programs	15.2%
Topics not applicable or not of interest to me or my organization	8.9%
Uncertainty about program quality	8.6%
Other	12.8%

Are you aware that ISM offers onsite training opportunities,  
including custom delivery of face-to-face and online courses?

Yes	66.1%
No	33.9%

Do you know that ISM sells books, study materials, workbooks,  
videos, and other educational products?

Yes	96.1%
No	3.9%

When you are looking for educational products in supply  
management, where do you look first?

ISM	72.5%
Online retailers like Amazon.com	10.0%
Other educational association	4.3%
Local retailers	4.1%
Other	9.1%

In an average month, how frequently do you access the ISM  
Web site to find supply management information?

Almost daily	1.2%
A few times each week	5.9%
A few times each month	40.8%
Rarely	46.6%
Never	5.5%

## II.

### Certification and Accreditation Programs

If you have ever studied to take the exam for the C.P.M. or  
A.P.P. designations, how valuable did you find the following  
study materials?

A five-point scale was used with 1 indicating “no value” and 5  
indicating “high value.” The average scores are reported.

	2003	2000
C.P.M. or A.P.P. Study Guide	4.20	4.15
Self-study workbooks	3.76	-
C.P.M. or A.P.P. Diagnostic Kit (paper version)	3.65	3.81
C.P.M. or A.P.P. Diagnostic Kit (computer disk version)	3.64	3.76
C.P.M. or A.P.P. Articles for Exam Preparation	3.40	3.54
The ISM four-volume Knowledge Series books	3.22	-
C.P.M. or A.P.P. Exam Specifications and Instructor’s Guide	3.21	3.36
C.P.M. or A.P.P. Bibliographic Reference Key	2.58	2.82
Online review courses	2.75	-

If you have taken the C.P.M. Exam, how satisfied were you with  
the exam registration process?

A five-point scale was used with 1 indicating “unsatisfied”  
and 5 indicating “satisfied.”

2003 overall average	4.27
2000 overall average	4.21

In my organization, earning the C.P.M. is (please choose one):

	2003	2000
Not important or not supported by my employer	24.7%	27.6%
Less preferred than another certification or accreditation	5.7%	4.0%
Somewhat encouraged	34.1%	32.7%
Strongly encouraged, but not required	31.2%	31.9%
Required	4.3%	3.9%

In my organization, earning the A.P.P. is (please choose one):

	2003	2000
Not important or not supported by my employer	39.8%	49.1%
Less preferred than another certification or accreditation	19.8%	8.6%
Somewhat encouraged	23.6%	25.0%
Strongly encouraged, but not required	15.8%	16.4%
Required	1.0%	0.8%

**In your opinion, how valuable are the following designations to the supply management profession?**

A five-point scale was used with 1 indicating "not valuable" and 5 indicating "valuable." The average scores are reported.

	<b>2003</b>	<b>2000</b>
Certified Purchasing Manager (C.P.M.)	4.40	4.29
Master's degree in supply management	3.96	-
Certified in Production and Inventory Management (CPIM)	3.83	3.85
Accredited Purchasing Manager (A.P.P.)	3.37	3.36
Certificate programs in supply management	3.37	-
Certified in Integrated Resource Management (CIRM)	3.32	3.40
Project Management Professional (PMP)	3.28	-
Certified Public Purchasing Officer (CPPO)	3.13	3.14
Certified Professional Public Buyer (CPPB)	3.10	3.10

### III.

#### **Overall Educational Experiences, Goals, and Preferences**

**Have you participated in any continuing education activities during the past 12 months?**

	<b>2003</b>	<b>2000</b>
Yes	73.2%	71.4%
No	26.8%	28.6%

**Do you plan to participate in any continuing education activities during the next 12 months?**

	<b>2003</b>	<b>2000</b>
Yes	88.5%	83.8%
No	11.5%	16.2%

**Does your employer bring educators/trainers into your organization to provide onsite supply management training?**

Yes	34.0%
No	66.0%

**What is the average annual training budget per supply management employees in your organization?**

\$0	9.2%
\$1-\$500	15.9%
\$501-\$1,000	15.6%
\$1,001-\$2,000	12.2%
\$2,001-\$5,000	7.5%
\$5,001 or more	3.7%
Don't know	36.0%

**Who decides how the supply management training budget is spent in your organization?**

Department head/supervisor	65.5%
Individuals determine their educational needs	14.7%
Don't know	12.7%
Training manager/HR	7.0%

**At what time of the year is your training budget set?**

January-March	17.1%
April-June	11.8%
July-September	23.3%
October-December	47.8%

**How interested are you in using the following types of media for training or educational purposes?**

A five-point scale was used with 1 indicating "not interested" and 5 indicating "interested." The average scores are reported.

	<b>2003</b>	<b>2000</b>
Face-to-face educational programs	4.13	-
Instructor-led online programs with interactive learning activities	3.45	3.02
Internet/Web instruction combined with traditional methods, such as live classroom instruction, workbooks, and audio programs	3.44	3.13
Self-study workbooks	3.37	3.16
On demand self-directed online programs with interactive learning activities	3.28	-
Multimedia CD-ROMs	3.04	3.30
Live or archived video and audio via the Internet	2.93	3.01
Text via the Internet	2.81	-
Video tapes	2.72	2.76
Online discussions, forums or educational "chats"	2.30	2.31
Audio tapes or audio CDs	2.14	2.66
Audio only via your telephone	1.33	1.68

**What is the main hurdle that keeps you from participating in continuing education? (select one):**

Time constraints	40.7%
Cost	19.9%
Courses I am interested in are not offered locally	13.2%
Employer does not support training efforts	10.3%
Cannot locate courses/products I need	4.5%
Travel restrictions	4.1%
Don't have access to needed technology	0.0%
Other	7.3%

#### IV. Educational Interests

Please indicate your level of interest in receiving education/training on the following topics:

A five-point scale was used with 1 indicating "no interest" and 5 indicating "high interest." The average scores are reported with the answers ranked in order from the highest overall average score to the lowest.

	<u>2003</u>	<u>2000</u>
Negotiations	4.04	3.73
Cost/price or other financial analysis	3.85	3.71
Contracting	3.84	3.53
Strategic sourcing	3.78	-
Supplier relationship management	3.75	3.47
Benchmarking and performance measurement	3.71	3.50
Leadership development	3.68	3.40
Legal aspects other than contracts	3.67	3.55
Strategic planning	3.66	3.41
Supply chain leadership	3.58	-
Automating/eliminating non-value added purchasing activities	3.57	-
Training targeted to your industry sector	3.55	-
Integrating supply management into other organizational functions	3.54	-
Project management	3.48	3.26
Commodity management	3.44	-
Economic forecasting, trends and techniques	3.41	3.50
Outsourcing	3.39	-
Selling supply management to senior management	3.36	-
Personal skills such as communication, and time management	3.30	-
International sourcing/negotiating	3.28	-
Inventory management	3.28	2.98
Market intelligence skills	3.27	-
Value analysis/value engineering	3.23	2.96
Technology/E-Commerce/auctions	3.20	-
Taking out spend	3.18	-
Logistics, distribution, and warehousing issues	3.10	2.75

#### V. Satisfaction with ISM Benefits and Services

Please indicate the value that you place on the following benefits of ISM regular national membership:

A five-point scale was used with 1 indicating "no value" and 5 indicating "high value." Respondents were offered an additional option of "no opinion." The average scores are reported with the answers ranked in order from the highest overall average score to the lowest. The percent of respondents who indicated "no opinion" is also reported.

	<u>2003 Average</u>	<u>2003 No Opinion</u>	<u>2000 Average</u>
Access to the Members Only content on the Web site	4.21	7.0%	3.70
Access to the ISM Resource Guides in the Online Info Center	4.14	6.5%	-
<i>Inside Supply Management</i> ® magazine	4.13	4.0%	3.96
Information on trends and strategies in the profession	4.07	4.1%	3.76
Local education and professional development opportunities	3.94	7.2%	3.85
Access to the Online Career Center	3.92	9.0%	3.54
Local meetings and networking opportunities	3.87	6.6%	3.66
Discounts on ISM programs, products, and services	3.85	4.3%	3.58
CAPS Research reports	3.61	13.5%	3.19
National education and professional development opportunities	3.48	6.3%	3.42
National meetings and networking opportunities	3.23	7.0%	2.95
Leadership opportunities in the local affiliate	3.08	10.3%	2.91
Overall membership package	4.09	2.6%	3.73

**Please indicate your level of interest in having ISM offer the following benefits or services:**

A five-point scale was used with 1 indicating “no interest” and 5 indicating “high interest.” The average scores are reported with the answers ranked in order from the highest overall average score to the lowest.

	<b>2003</b>	<b>2000</b>
Job search assistance/career center	3.89	3.52
Networking opportunities with members in your industry sector	3.85	3.65
Supplier rating reports	3.73	-
Promoting the profession	3.71	-
Online sourcing information	3.67	3.61
Commodity pricing surveys and forecasts	3.56	3.54
Directory of members by industry sector	3.52	3.40
Directory of local members	3.44	3.55
Certification programs specific to your industry sector	3.44	3.32
Real-time contract formation assistance	3.30	3.23
Discounts on travel and related services	3.15	3.11
Participation in a buying group/consortium	3.13	3.18
Directory of national members	2.93	3.04
Discounts on MRO goods	2.90	-
Customized research department	2.87	-
Discounted phone/Internet or other similar service	2.67	2.50
Consulting services	2.66	2.77
Access to national waste management services	2.30	-

**Please mark all items which were primary reasons for initially joining ISM. Also, mark all items which were primary reasons for renewing your ISM membership:**

The percent of respondents who answered yes to each item is reported with the answers ranked in order from the highest percentage for “joining” to the lowest.

	<b>Join</b>	<b>Renew</b>
For professional development and training opportunities	78.6	59.4
To receive information on trends and strategies in the profession	56.6	53.7
To support the profession	51.5	52.0
To enhance résumé with mention of association membership	51.3	44.3
Employer pays membership dues	51.1	47.0
For networking opportunities with colleagues	50.0	50.5
Encouraged by employer	44.2	22.8
To receive discounts on seminars, conferences, programs, or products	37.8	43.0
To receive <i>Inside Supply Management</i> ®	35.3	46.3
Encouraged by another member or colleague	34.7	14.8

For access to Members Only Web site

products/services 32.8 47.4

For leadership opportunities 29.2 30.0

**How likely are you to renew your ISM membership when the time comes?**

A five-point scale was used with 1 indicating “not likely” and 5 indicating “likely.”

2003 overall average 4.70

2000 overall average 4.77

**How likely would you be to recommend ISM membership to a colleague?**

A five-point scale was used with 1 indicating “not likely” and 5 indicating “likely.”

2003 overall average 4.43

2000 overall average 4.51

**If you have contacted the ISM *national* office in Tempe, Arizona, how do you rate your interaction with ISM *national* staff in terms of:**

A five-point scale was used with 1 indicating “unsatisfactory” and 5 indicating “satisfactory.” The average scores are reported.

	<b>2003</b>	<b>2000</b>
Friendliness/courtesy	4.42	4.41
Professionalism	4.42	4.42
Promptness	4.23	4.17
Answering your questions/resolving your concerns	4.21	-
Overall	4.34	4.33

**VI.  
Demographic Information**

<b>Gender</b>	<b>2003</b>	<b>2000</b>
Female	43.1%	37.3%
Male	56.9%	62.7%
<b>Age</b>	<b>2003</b>	<b>2000</b>
25 or younger	1.7%	1.2%
26-35	15.1%	13.9%
36-45	31.4%	34.2%
46-55	38.8%	39.5%
56 or better	13.0%	11.1%
<b>Ethnic origin</b>	<b>2003</b>	<b>2000</b>
African American	4.2%	2.2%
American Indian	0.4%	1.6%
Asian	1.4%	-
Caucasian	71.5%	88.6%
Hispanic	2.6%	2.3%
Pacific Islander	0.4%	-
Other	2.7%	0.9%
No response	16.7%	3.1%

In the 2000 survey, Asian and Pacific Islander was reported as a single category with 1.3%.

**Highest level of formal education completed**

	<b>2003</b>	<b>2000</b>
High school graduate	3.1%	5.4%
Some college	23.5%	25.3%
Bachelor's degree	37.4%	36.0%
Some graduate school	12.7%	13.0%
Graduate degree	23.2%	20.3%

**College major**

	<b>2003</b>	<b>2000</b>
Business, other than supply management	58.3%	56.8%
Liberal Arts	13.0%	13.7%
Engineering or Technology	9.8%	9.8%
Supply management or supply chain management	5.5%	5.7%
Other	13.4%	14.1%

**Years worked in the purchasing and supply management profession**

	<b>2003</b>	<b>2000</b>
Less than 3 years	6.8%	8.0%
3-8 years	21.3%	21.9%
9-15 years	29.6%	26.7%
16-24 years	26.6%	28.0%
25 or more years	15.7%	15.5%

**Level of current position**

Professional/Non-supervisory	41.9%
Supervisory	10.1%
Manager	32.8%
Director	5.8%
VP/Executive	2.5%
Other	7.0%

**Areas of supply management involved in**

Purchasing	96.2%
Inventory control	48.8%
Customer service	36.0%
Order fulfillment	33.4%
Receiving	31.0%
Materials handling	29.0%
Master planning	28.4%
Warehouse and stores management	28.4%
Inbound traffic	25.7%
Quality assurance	24.4%
Production	20.1%
Outbound traffic	16.9%
Investment recovery	14.8%

**Annual compensation**

	<b>2003</b>	<b>2000</b>
Less than \$30,000	2.3%	5.2%
\$30,001-\$55,000	35.2%	42.9%
\$55,001-\$85,000	41.8%	37.3%
\$85,001-\$100,000	11.1%	7.1%
Over \$100,000	9.5%	7.6%

**Dollar amount of annual purchasing buy**

	<b>2003</b>	<b>2000</b>
Less than \$500,000	7.2%	6.5%
\$500,001-\$10.9 million	40.1%	40.1%
\$11 million to \$39.9 million	27.6%	28.7%
\$40 million to \$100 million	15.1%	14.3%
Over \$100 million	10.0%	10.4%

**Employing sector**

	<b>2003</b>	<b>2000</b>
Agriculture/Forestry	0.8%	1.1%
Construction	1.4%	1.7%
Education	4.3%	4.1%
Finance, Insurance, Real Estate	4.7%	4.0%
Government (Local, State, Federal)	7.6%	7.0%
Healthcare	5.5%	3.9%
Manufacturing	42.4%	49.3%
Mining	2.4%	2.1%
Services	6.9%	3.5%
Transportation	2.6%	3.0%
Utilities/Communication	10.2%	6.6%
Wholesale/Retail	3.9%	4.3%
Other	7.2%	9.4%

**Number of individuals employed at work location**

	<b>2003</b>	<b>2000</b>
1-50	10.4%	8.4%
51-100	9.7%	8.0%
101-150	6.4%	8.9%
151-200	6.7%	7.0%
Over 200	66.8%	67.7%

**Employer is a division of a larger organization**

	<b>2003</b>	<b>2000</b>
Yes	50.7%	59.4%
No	49.3%	40.6%

**If employer is a division of a larger organization, number of employees for the total organization**

	<b>2003</b>	<b>2000</b>
Less than 300	1.3%	2.6%
301-500	2.3%	3.4%
501-700	3.3%	4.5%
701-900	3.3%	4.3%
More than 900	89.2%	85.2%

**Number of employees in the purchasing and supply management department**

	<b>2003</b>	<b>2000</b>
None	1.3%	0.4%
1-4	26.0%	32.1%
5-10	22.8%	22.0%
11-20	12.3%	15.5%
More than 20	37.6%	30.0%



### Number of organizational levels between the head of supply management and the CEO

1	30.6%
2	30.5%
3	19.6%
4	8.8%
More than 4	10.5%

### The supply management function/department's position relative to the following:

	<u>Above</u>	<u>Equal</u>	<u>Below</u>
Advertising	29.9%	48.1%	22.1%
Accounting	13.7%	66.1%	20.3%
Engineering	7.3%	54.5%	38.2%
Finance	3.4%	59.6%	37.0%
Information systems	14.6%	59.4%	26.1%
Legal	8.2%	45.3%	46.5%
Logistics/Distribution (if a separate function)	21.4%	68.7%	9.9%
Marketing	11.9%	53.2%	34.9%
Personnel/Human Resources	13.0%	64.5%	22.4%
Production/Operations	8.6%	60.5%	30.9%
Research & Development	12.5%	56.0%	31.5%

### How long have you been a member of ISM?

	<u>2003</u>	<u>2000</u>
Less than 3 years	34.8%	36.8%
3-8 years	35.1%	31.7%
9-15 years	18.8%	17.7%
16-24 years	7.6%	11.2%
25 years or more	3.7%	2.7%

### Does your employer pay your dues?

	<u>2003</u>	<u>2000</u>
Yes	80.2%	88.7%
No	16.8%	11.3%
Partial	3.0%	-

### Status with regard to C.P.M. certification:

I am a C.P.M. and plan to recertify	27.6%
I am a C.P.M. and do not plan to recertify	0.6%
I hold Lifetime status	13.2%
I plan to become a C.P.M. in the future	45.3%
I do not plan to become a C.P.M.	13.3%

In all, 41.4% of respondents indicated that they were C.P.M. certified with 1.4% of these indicating that they did not plan to recertify. In 2000, 41.6% of respondents indicated that they were C.P.M. certified with 1.6% of these indicating that they did not plan to recertify.

### Status with regard to A.P.P. accreditation:

I am an A.P.P. and plan to reaccredit	8.5%
I am an A.P.P. and do not plan to reaccredit	2.8%
I hold Lifetime status	3.7%
I plan to become an A.P.P. in the future	24.8%
I do not plan to become an A.P.P.	60.2%

In all, 15.0% of respondents indicated that they were A.P.P. accredited with 18.4% of these indicating that they did not plan to reaccredit. In 2000, 19.5% of respondents indicated that they were A.P.P. accredited with 20.4% of these indicating that they did not plan to reaccredit.

### Opinion of the importance of the supply management function to the overall success of the organization

A five-point scale was used with 1 indicating "little importance" and 5 indicating "very important."

Overall average: 4.44

### Does your organization have a minority supplier development program?

	<u>2003</u>	<u>2000</u>
Yes	54.9%	43.1%
No	45.1%	56.9%

### Does your organization have an enterprise-wide diversity initiative?

	<u>2003</u>	<u>2000</u>
Yes	54.2%	48.4%
No	45.8%	51.6%

### Does your organization have a policy on corporate social responsibility (CSR)?

Yes	61.3%
No	38.7%

### Is your organization involved in low labor cost sourcing overseas?

Yes	37.1%
No	62.9%