

Results of the ISM Membership Needs Survey

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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 2003, 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 July 12, 2006, 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 August 8, 2006. Of the 8,000 e-mails that were sent out, approximately 1,048 were returned to ISM as undeliverable. This resulted in an actual sample size of 6,952. 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)	40,699
Sample size	6,952
Sample size, as a percent of the total population	17.1%
Completed responses received	795
Sample response rate	11.4%
Responses, as a percent of the total population	2.0%
Margin of error	±4%
Confidence level	95%

I. Opinions of Existing ISM Programs and Products

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

	2006	2003
ISM e-mail/electronic newsletter	47.5%	37.5%
ISM catalog or other direct mail brochure	23.3%	32.7%
ISM Web site	13.2%	12.2%
<i>Inside Supply Management</i> ® magazine	9.6%	13.1%
Supervisor or colleague	0.8%	0.2%
Other	0.6%	0.4%
I don't seek out this information	4.9%	3.8%

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

	2006	2003
Time constraints/scheduling conflicts	32.2%	25.6%
Cost	30.8%	39.5%
Organizational travel restrictions	17.6%	21.5%
Topics not applicable or not of interest to me or my organization	4.8%	2.4%
Prefer other methods of continuing education	2.3%	2.7%
Other	12.3%	8.3%

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

	2006	2003
Yes	35.1%	30.8%
No	64.9%	69.2%

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

	2006	2003
Yes	58.7%	63.3%
No	41.3%	36.7%

The responses to the question above from the 2003 survey are based on a question that asked about awareness of ISM's self-paced *and* instructor-led courses and are not necessarily comparable to the 2006 data.

If you have not participated in an ISM online course, why not? (Select all that apply.)

	2006	2003
Not aware of ISM online courses	32.3%	22.6%
Time constraints/scheduling conflicts	28.0%	31.0%
Cost	17.2%	17.8%
Prefer face-to-face educational programs	15.2%	15.2%
Uncertainty about program quality	8.8%	8.6%
Topics not applicable or not of interest to me or my organization	7.3%	8.9%
Other	15.5%	12.8%

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

	<u>2006</u>	<u>2003</u>
Yes	62.4%	66.1%
No	37.6%	33.9%

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

	<u>2006</u>	<u>2003</u>
ISM	67.2%	72.5%
Other educational associations	14.6%	4.3%
Online retailers	4.2%	10.0%
Local retailers	3.7%	4.1%
Other	10.3%	9.1%

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

	<u>2006</u>	<u>2003</u>
Almost daily	1.5%	1.2%
A few times each week	8.0%	5.9%
A few times each month	39.8%	40.8%
Rarely	44.4%	46.6%
Never	6.2%	5.5%

II. Certification and Accreditation Programs

If you have ever studied to take the exam for the C.P.M. designation, 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.

	<u>2006</u>	<u>2003</u>
C.P.M. Study Guide	4.18	4.20
Self-study workbooks	3.73	3.76
C.P.M. Diagnostic Kit (computer disk version)	3.73	3.64
C.P.M. Diagnostic Kit (paper version)	3.44	3.65
The ISM four-volume Knowledge Series books	3.32	3.22
C.P.M. Articles for Exam Preparation	3.14	3.40
Online review courses	2.93	2.75
C.P.M. Exam Specifications and Instructor's Guide	2.76	3.21
C.P.M. Bibliographic Reference Key	2.43	2.58

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."

2006 overall average	4.23
2003 overall average	4.27

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

	<u>2006</u>	<u>2003</u>
Not important or not supported by my employer	24.2%	24.7%
Less preferred than another certification or accreditation	6.4%	5.7%
Somewhat encouraged	33.6%	34.1%
Strongly encouraged, but not required	31.8%	31.2%
Required	3.9%	4.3%

What are your plans for pursuing the Certified Professional in Supply Management (CPSM) designation when it is introduced by ISM in 2008?

I will actively pursue it.	20.4%
I will not pursue it.	15.0%
I will wait and see.	37.6%
I need more information.	27.0%

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.

	<u>2006</u>	<u>2003</u>
Certified Purchasing Manager (C.P.M.)	4.24	4.40
Master's degree in Supply Management	3.89	3.96
Certified in Production and Inventory Management (CPIM)	3.56	3.83
Certificate programs in supply management	3.32	3.37
Certified Supply Chain Professional (CSCP)	3.27	-
Project Management Professional (PMP)	3.26	3.28
Certified Professional Purchaser (CPP)	3.07	-
Certified in Integrated Resource Management (CIRM)	3.06	3.32
Certified Public Purchasing Officer (CPPO)	3.06	3.13
Certified Professional Public Buyer (CPPB)	2.99	3.10

III. Overall Educational Preferences and Goals

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

	<u>2006</u>	<u>2003</u>
Yes	73.5%	73.2%
No	26.5%	26.8%

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

	<u>2006</u>	<u>2003</u>
Yes	86.9%	88.5%
No	13.1%	11.5%

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

	<u>2006</u>	<u>2003</u>
Yes	33.3%	34.0%
No	66.7%	66.0%

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

	<u>2006</u>	<u>2003</u>
\$0	6.8%	9.2%
\$1-\$500	12.9%	15.9%
\$501-\$1,000	15.4%	15.6%
\$1,001-\$2,000	13.7%	12.2%
\$2,001-\$5,000	9.8%	7.5%
\$5,001 or more	4.3%	3.7%
Don't know	37.0%	36.0%

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

	<u>2006</u>	<u>2003</u>
Department head/supervisor	65.2%	65.5%
Individuals determine their educational needs	15.7%	14.7%
Training manager/HR	6.2%	7.0%
Don't know	13.0%	12.7%

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

	<u>2006</u>	<u>2003</u>
January-March	19.0%	17.1%
April-June	12.7%	11.8%
July-September	31.0%	23.3%
October-December	37.3%	47.8%

Assuming that topics of interest are offered and funds for training are available, how likely would you be to choose the following delivery methods for training or educational purposes?

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

	<u>2006</u>	<u>2003</u>
Face-to-face educational programs	3.95	4.13
Internet/Web instruction combined with traditional methods, such as live classroom instruction, workbooks and audio programs	3.46	3.44
Instructor-led online programs with interactive learning activities	3.37	3.45
Self-study workbooks	3.32	3.37
On-demand self-directed online programs with interactive learning activities	3.29	3.28
Webcasts/live or archived video and audio via the Internet	3.23	-
Videotapes/DVDs	3.03	2.72
Multimedia CD-ROMs	2.89	3.04

Online discussions, forums or educational chats	2.32	2.30
Podcasts	1.84	-
Audio-only programs	1.84	-

What is the main hurdle that keeps you from participating in continuing education?

	<u>2006</u>	<u>2003</u>
Time constraints	55.9%	40.7%
Cost	19.2%	19.9%
Employer does not support training efforts	9.5%	10.3%
Cannot locate courses/products I need	8.7%	4.5%
Travel restrictions	6.6%	4.1%
Courses I am interested in are not offered locally	-	13.2%
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>2006</u>	<u>2003</u>
Negotiations	3.94	4.04
Cost/price or other financial analysis	3.76	3.85
Strategic sourcing	3.71	3.78
Supplier relationship management	3.69	3.75
Contracting	3.68	3.84
Benchmarking and performance measurement	3.68	3.71
Leadership development	3.60	3.68
Strategic planning	3.59	3.66
Automating/eliminating non-value-added purchasing activities	3.53	3.57
Supply chain leadership	3.48	3.58
Training targeted to your industry sector	3.47	3.55
Spend analysis	3.45	-
Legal aspects other than contracts	3.41	3.67
Project management	3.40	3.48
Global supply management	3.40	-
Integrating supply management into other organizational functions	3.39	3.54
Commodity management	3.36	3.44
Economic forecasting, trends and techniques	3.35	3.41
Technology/e-Commerce	3.34	3.20
Risk management	3.28	-
Selling supply management to senior management	3.27	3.36

Personal skills such as communication and time management	3.27	3.30
Outsourcing	3.26	3.39
Services and indirect spend	3.24	-
Value analysis/value engineering	3.15	3.23
Market intelligence skills	3.14	3.27
Supply chain security	3.06	-
Inventory management	3.05	3.28
Quality management	3.04	-
Logistics, distribution and warehousing issues	2.98	3.10

Access to the special interest Groups and Forums	3.34	12.5%	-
Leadership opportunities in the local affiliate	3.10	11.3%	3.08
Overall membership package	4.07	5.3%	4.09

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.

V. Satisfaction with ISM Benefits and Services

Please indicate the value that you place on the following benefits of ISM regular 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>2006 Average</u>	<u>2006 No Opinion</u>	<u>2003 Average</u>
Information on trends and strategies in the profession	4.19	5.1%	4.07
<i>Inside Supply Management</i> ® magazine	4.17	5.5%	4.13
Access to the Members-Only content on the Web site	4.13	8.8%	4.21
Access to the ISM Resource Guides in the Online Info Center	4.13	9.2%	4.14
ISM education and professional development opportunities	4.03	6.1%	3.48
Discounts on ISM programs, products and services	3.92	5.9%	3.85
Local education and professional development opportunities	3.92	7.4%	3.94
Access to the Online Career Center	3.84	9.2%	3.92
Local meetings and networking opportunities	3.71	9.2%	3.87
ISM meetings and networking opportunities	3.60	9.4%	3.23
CAPS Research reports	3.59	14.8%	3.61
Discounts on non-ISM goods and services	3.50	10.2%	-

	<u>2006</u>	<u>2003</u>
Supplier rating reports	3.77	3.73
Online sourcing information	3.72	3.67
Networking opportunities with members in your industry sector	3.64	3.85
Commodity pricing surveys and forecasts	3.62	3.56
Promoting the profession	3.62	3.71
E-newsletters on specific areas of practice	3.52	-
Certification programs specific to your industry sector	3.49	3.44
Directory of members by industry sector	3.41	3.52
Discounts on travel and related services	3.17	3.15
Discounts on MRO goods	2.96	2.90
Customized research department	2.90	2.87
Consulting services	2.69	2.66

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.

	<u>Join</u>	<u>Renew</u>
For professional development and training opportunities	75.8%	58.9%
To receive information on trends and strategies in the profession	52.7%	56.2%
Employer pays membership dues	50.2%	47.1%
To support the profession	48.0%	44.8%
To enhance résumé with mention of association membership	47.3%	40.2%
For networking opportunities with colleagues	43.8%	40.6%
Encouraged by employer	39.8%	24.4%
To receive discounts on seminars, conferences, programs or products	39.4%	40.5%
To receive <i>Inside Supply Management</i> ®	35.2%	41.1%

For access to Members-Only Web site articles/products/services	34.1%	45.9%
For leadership opportunities	30.2%	28.9%
Encouraged by another member or colleague	29.5%	14.5%
For access to the Online Career Center	29.2%	39.2%

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."

2006 overall average	4.65
2003 overall average	4.70

How likely are you to recommend ISM membership to a colleague?

A five-point scale was used, with 1 indicating "not likely" and 5 indicating "likely."

2006 overall average	4.30
2003 overall average	4.43

Does your employer pay or reimburse you for the following expenses?

	<u>All Costs</u>	<u>Some Costs</u>	<u>No Response</u>
ISM membership	64.4%	7.0%	28.6%
Membership in other associations	35.2%	18.1%	46.7%
Certification expenses	40.6%	21.9%	37.5%
Professional development/training	42.9%	26.0%	31.1%

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.

	<u>2006</u>	<u>2003</u>
Friendliness/courtesy	4.41	4.42
Professionalism	4.41	4.42
Promptness	4.20	4.23
Answering your questions/resolving your concerns	4.22	4.21
Overall	4.30	4.34

VI. Demographic Information

Gender:

	<u>2006</u>	<u>2003</u>
Female	40.8%	43.1%
Male	59.2%	56.9%

Age:

	<u>2006</u>	<u>2003</u>
25 or younger	1.2%	1.7%
26-35	14.6%	15.1%
36-45	27.5%	31.4%
46-55	40.5%	38.8%
56 or better	16.2%	13.0%

Ethnic origin:

	<u>2006</u>	<u>2003</u>
African-American	3.3%	4.2%
American Indian	0.1%	0.4%
Asian	4.2%	1.4%
Caucasian	69.3%	71.5%
Hispanic	3.5%	2.6%
Pacific Islander	0.3%	0.4%
Other	3.4%	2.7%
No response	16.0%	16.7%

Highest level of formal education completed:

	<u>2006</u>	<u>2003</u>
High school graduate	5.0%	3.1%
Some college	20.9%	23.5%
Bachelor's degree	37.1%	37.4%
Some graduate school	9.4%	12.7%
Graduate degree	27.6%	23.2%

College major:

	<u>2006</u>	<u>2003</u>
Business, other than Supply Management	54.6%	58.3%
Engineering or Technology	12.6%	9.8%
Liberal Arts	11.0%	13.0%
Supply Management or Supply Chain Management	7.3%	5.5%
Other	14.5%	13.4%

Years worked in the supply management profession:

	<u>2006</u>	<u>2003</u>
Less than 3 years	6.8%	6.8%
3-8 years	21.0%	21.3%
9-15 years	26.6%	29.6%
16-24 years	27.2%	26.6%
25 or more years	18.4%	15.7%

Level of current position:

	<u>2006</u>	<u>2003</u>
Professional/nonsupervisory	41.0%	41.9%
Supervisory	7.1%	10.1%
Manager	32.7%	32.8%
Director	11.4%	5.8%
VP/executive	3.6%	2.5%
Other	4.2%	7.0%

Areas of supply management involved in:

	<u>2006</u>	<u>2003</u>
Purchasing	86.2%	96.2%
Strategic sourcing	62.7%	-
Inventory control	39.7%	48.8%
Services	36.2%	-
Customer service	32.8%	36.0%
Order fulfillment	29.6%	33.4%
Category management	28.0%	-
Receiving	27.1%	31.0%
Warehouse and stores management	26.8%	28.4%
Indirect	26.5%	-
Inbound traffic	24.8%	25.7%
Quality assurance	22.6%	24.4%
Materials handling	22.3%	29.0%
Master planning	21.7%	28.4%
Production	16.8%	20.1%
Outbound traffic	15.2%	16.9%
Investment recovery	12.3%	14.8%

Annual compensation:

	<u>2006</u>
Less than \$40,000	7.5%
\$40,001-\$65,000	32.6%
\$65,001-\$95,000	35.7%
\$95,001-\$110,000	10.9%
More than \$110,000	13.4%

The compensation categories used in 2003 were changed for the 2006 survey, so the categories are not comparable.

Dollar amount of annual purchasing spend:

	<u>2006</u>	<u>2003</u>
Less than \$500,000	10.1%	7.2%
\$500,001-\$10.9 million	37.5%	40.1%
\$11 million-\$39.9 million	22.7%	27.6%
\$40 million-\$100 million	15.8%	15.1%
More than \$100 million	13.9%	10.0%

Employing sector:

	<u>2006</u>
Accommodation and food services	1.5%
Agriculture, forestry, fishing and hunting	0.5%
Arts, entertainment and recreation	1.2%
Construction	2.7%
Educational services	6.0%
Finance and insurance	4.4%
Government (local, state, federal)	6.3%
Healthcare and social assistance	4.4%
Information	3.2%
Management of companies and administrative services	0.0%
Manufacturing	38.8%
Mining	1.4%

Other services, except government	1.5%
Professional, scientific and technical services	6.5%
Real estate and rental and leasing	0.5%
Retail trade	2.0%
Transportation and warehousing	3.2%
Utilities	6.8%
Wholesale trade	1.8%
Other	7.7%

The industry classification categories were expanded from 13 in 2003 to 20 in 2006, so comparisons are not valid.

Number of individuals employed at work location:

	<u>2006</u>	<u>2003</u>
1-50	12.2%	10.4%
51-100	8.6%	9.7%
101-150	6.5%	6.4%
151-200	6.9%	6.7%
More than 200	65.7%	66.8%

Employer is a division of a larger organization:

	<u>2006</u>	<u>2003</u>
Yes	46.4%	50.7%
No	53.6%	49.3%

Number of employees for the total organization:

	<u>2006</u>	<u>2003</u>
Less than 300	11.9%	13.0%
301-500	5.4%	5.6%
501-700	3.9%	3.6%
701-900	2.9%	4.4%
More than 900	75.9%	73.4%

Who the head of supply management reports to:

	<u>2006</u>
CEO	13.5%
CFO	20.6%
VP of operations	24.9%
COO/general manager	10.0%
President	13.7%
Other	17.3%

How long have you been a member of ISM?

	<u>2006</u>	<u>2003</u>
Less than 3 years	36.1%	34.8%
3-8 years	31.2%	35.1%
9-15 years	18.0%	18.8%
16-24 years	9.7%	7.6%
25 years or more	4.9%	3.7%

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

	<u>2006</u>	<u>2003</u>
I am a C.P.M. and plan to recertify.	23.2%	27.6%
I am a C.P.M. and do not plan to recertify.	2.3%	0.6%
I hold Lifetime status.	14.8%	13.2%
I plan to become a C.P.M. in the future.	45.7%	45.3%
I do not plan to become a C.P.M.	13.9%	13.3%

In all, 40.4% of respondents indicate that they hold the C.P.M. designation. Of those who plan to become a C.P.M. in the future, 31.4% indicate that they will be ready to apply for the C.P.M. within six months; 27.7% indicate that they will be ready to apply within 18 months; and 40.9% do not know when they will be ready to apply.

Status with regard to other designations:

	<u>Currently Hold</u>	<u>Don't Hold But Plan To</u>	<u>Don't Hold</u>
Master's degree in Supply Management	8.4%	8.6%	83.0%
Certified in Production and Inventory Management (CPIM)	7.6%	7.2%	85.2%
Certified Professional Purchaser (CPP)	2.9%	4.0%	93.1%
Project Management Professional (PMP)	1.7%	9.6%	88.7%
Certified Professional Public Buyer (CPPB)	1.7%	2.5%	95.8%
Certified Public Purchasing Officer (CPPO)	1.1%	3.0%	96.0%
Certified Supply Chain Professional (CSCP)	0.8%	8.8%	90.3%
Certified in Integrated Resource Management (CIRM)	0.8%	2.3%	96.8%

Does your organization have a minority supplier development program?

	<u>2006</u>	<u>2003</u>
Yes	52.3%	54.9%
No	47.7%	45.1%

Does your organization have an enterprise-wide diversity initiative?

	<u>2006</u>	<u>2003</u>
Yes	51.5%	54.2%
No	48.5%	45.8%

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

	<u>2006</u>	<u>2003</u>
Yes	64.0%	61.3%
No	36.0%	38.7%

Does your organization have suppliers located outside of your home country?

	<u>2006</u>
Yes	75.2%
No	24.8%