**ID-Pro**

**Member Models & Services: Draft Proposal**

**February 2017**

# Overview

This document presents a proposal for initial membership structure, together with a prioritised list of services which the ID Pro organisation should seek to provide as part of the membership package.

The proposals contained in this document, based on feedback from the member models & services working group, input from other membership organisations, and commentary from select individual contributors in the Identity Community.

These proposals are aligned with a longer-term objective of creating a self-sufficient and self-supporting organisation, and as such, make certain assumptions about the need for paid membership categories, but do not presume or commit the nascent body to any particular model.

The preference is to keep the initial model simple, to facilitate rapid establishment of a programme with a minimum of cost and effort; and to ensure flexibility as the organisation develops over the crucial initial two years of operation.

It is important that the organisation maximises its potential to provide valuable services to its members by raising appropriate funding to support each of these services. Broadly, sources of income can be split into three categories:

* Membership Fees – both individual and corporate
* Sponsorship Activities – for conferences, seminars, webex, studies
* Certification Activities – examination fees, training courses, training materials

Only the first category of income has been considered in any depth in this paper, as it is as yet unclear what other activities the organisation may undertake and whether or not a formal examination system will be put in place.

Membership Model

The following guiding principles have been considered in assess potential membership models:

1. Membership should be offered to both individuals and to organisations
2. There should be defined ‘categories’ Individual membership to allow differentiation between those members who have achieved a certain recognised level of knowledge and capability within the Identity domain.
3. There should be tiers of organisation membership with the tiers being linked to both size and the number of individual members they wish to associate with the organisation
4. Higher categories of membership (both individual and organisation) will both cost more, and will attract additional services

Based on these principles, several other organisation’s membership models were reviewed (including; ICAEW; IAPP; ISACA and OIX)

## **Individual Membership**

It is important that individuals are able to become members and gain access to, and contribute to, a community of likeminded professionals. It is this ‘spirit of membership’ that will keep the organisation active and relevant.

Individual memberships need to be low enough to encourage people to join, but also high enough to ensure that the organisation attracts people who are serious about the profession and committed to maintaining standards.

Having considered the entry points for many other professional bodies, the proposal is to set individual membership fees as follows:

* Individual Member: $150 per annum
* Preferential Rate Membership (Student, under 25): $100
* Annual Maintenance Fee for Certified Members: $50

This would mean that a regular member, who was certified through an examination system (should the organisation choose to implement one) would pay $200 per annum for membership and to maintain their standing. This is in line with, or lower than, other established professional membership organisations.

## **Organisation Membership**

Other organisations we have spoken with have found that corporate memberships appear to be approximately 10 times more ‘sticky’ than personal memberships. The churn rate for individuals appears to be approximately 20% per annum, with memberships through a corporate relationship churning only around 2%.

The IDPro organisation should aim to attract as many corporate members as possible, both to ensure there are funds to continue operations, but also to ensure there is a large and persistent community of members.

There are three main reasons why corporate members might be interested in membership:

1. To ensure that professional standards are developed within the Identity domain and that they are hiring suitably qualified personnel to undertake, or deliver, Identity services within the organisation or for their customers
2. To secure attractive membership rates for their staff, especially when purchasing multiple memberships
3. To gain positive brand exposure by being associated with the organisation, its principles, goals and activities

We are therefore proposing two main components to the corporate membership

1. The basic corporate membership fee, with tiers based on the level of commitment and participation the corporate member wants; and
2. The fee for bundles of employee memberships

### ***Basic Corporate Membership***

For the basic corporate membership we are proposing the following table of membership fees:

|  |  |  |  |
| --- | --- | --- | --- |
|  | Affiliate | Advocate | Director |
| Benefits | * Brand recognition on website
* Individual membership for up to 5 people
* Access to all conference calls / WebEx meetings and presentations
* Access to curated content and tools
* Regular curated communications
 | * Prominent Brand recognition on Website
* Brand recognition at conference and seminars
* Brand placement in member communications
* Individual membership for 10 employees
* Access to all conference calls / WebEx meetings and presentations
* Opportunity to co-publish one, curated, article per annum to membership
* Access to curated content and tools
* Regular curated communications
* Unlimited job postings on the website
 | * One Board Member position
* Prominent Brand recognition on homepage of Website
* Prominent Brand recognition at conferences and seminars
* Brand placement in member communications
* Individual Membership for up to 25 employees
* Access to all conference calls / WebEx meetings and presentations
* Opportunity to publish one, curated, article per annum to membership
* Access to curated content and tools
* Regular curated communications
* Unlimited job postings on the website
 |
| Corporate – 1,000+ employees | $3,000 | $10,000 | $60,000  |
| Corporate 5 – 1,000 employees | $2,000 | $5,000 | $30,000 |
| Sole-trader, Not-for-profit | $1,000 | $2,000 | $15,000 |

### ***Bulk Membership Packs***

Recognising that some organisations may want to secure additional membership bundles beyond those offered in the initial corporate membership fees, we propose to offer the following membership packs:

### ***Individual Membership***

### ***Founder Members***

In the first year of operation, many of the member services will not be available, at least not for the full year. Much of the initial membership fees will be put towards growing the Body Of Knowledge and standing up the infrastructure and services.

Hence, we propose initially to offer a ‘Founding Member’ status to organisations who are prepared to support ID-Pro with seed funds to accelerate the IDPro initiative.

Any individual or corporate who joining in the first year of operation will receive the ‘Founder Member’ designation on the website, at conferences and in significant communications issued by the organisation. Such members will also be able to use the designation in their own publications and communications.

We also propose a 10% reduction in membership fees for the first year of operation.

# Membership Services

The working group enumerated a list of potential services both for individual members and for organisations; and prioritised these based on estimated effort and impact (working document available on request).

Individual members will most immediately benefit from:

* An ID-Pro ‘news channel’ – regular news and updates of relevance to the identity professional
* An online networking tool and moderated forum wherein questions relating to the professional practice of identity may be posed and answered; active and positive participation in the forum will support…
* Accreditation: members participating actively and positively in the forum (measurement criteria tbc, but ‘up-votes’ might be an option) will be deemed ‘accredited’, to last 12 months from first issuance and reviewed on an annual basis
* Networking events, either in the form of local informal gatherings; and/or at the key events in the calendar (RSA, EIC, CIS).
* Discounting to significant events – to be negotiated by ID-Pro board in conversation with the relevant event management
* Finally, we propose that currently active members on the working groups be granted ‘Founding Support’ status (name TBC), to last as long as the member continues as a paid member in good standing.

The bulk of the Organisation Member benefits are reliant on the BoK, so the priority must be to establish this programme. Pending delivery of the BoK, a small number of services could be considered, including:

* Moderated and limited access to the membership via sponsored messaging or marketing
* Option to promote and/or deliver webinars to the membership

In the longer term, our research has shown that the most valuable member services tend to be:

* Curated regular communications on developments and events
* Providing professional recognition through an examination / accreditation system, with supporting training and education processes
* Annual surveys on the state of the Identity employment market (salary levels, organisational structures, positions within organisations etc)
* Conferences allowing the community to gather and share / learn from experiences, whilst also providing a showcase for vendors. Often, training and certification events are centred around such conferences

As the organisation matures, there will be opportunities to stand up and enhance each of these potential offerings. There are many choices in terms of style and approach for each item. It will be for the leadership of the organisation to develop appropriate plans for each based on membership levels, membership feedback and available funding.