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Members: We Heard You. Here's How We're Responding.

THANKS TO IIBEC members and nonmembers, IIBEC just received our biennial review in the form of the member engagement survey. Nearly 750 individuals took the time to provide constructive feedback to the organization, and now the IIBEC Board of Directors and staff team are busy reviewing the results. Our goal is to use your feedback to improve IIBEC's programs, products, and services to add value for the building enclosure profession.

First, a big *thank you* to everyone who participated in the survey. The responses—743 in all—came from current members (64%), former members (8%), and nonmembers (28%) who offered valuable insights into how IIBEC is perceived and where we can do better to serve members and the building enclosure profession.

The results were encouraging: Nearly 8 in 10 respondents (79%) are satisfied or extremely satisfied with IIBEC—a number that's held steady since 2023. Even more promising, 86% of you plan to renew your membership. That's a strong foundation, and we're grateful for it. But we're not stopping there. Our goal is to move even more members from "satisfied" to "extremely satisfied." We know that to stay relevant, we must keep evolving—expanding our offerings, refining our services, and strengthening the value of your IIBEC membership.

OUR PLAN

We're taking a comprehensive approach to acting on your feedback. While we always review input from meetings and events, we're now integrating member feedback more intentionally across all levels of IIBEC programming. We want to hear from you—what's working, what isn't, and what can improve. Look for new and easier ways

to share your experiences, whether it's about earning credentials, completing education, or attending chapter events.

We're also enhancing our product and content offerings. Beyond continuing our trusted educational programs, we're investing in new opportunities—such as our *Blueprints of an Enclosure Career* webinar series, expanded networking channels, and upgrades to digital platforms that make IIBEC resources accessible anytime, anywhere.

Recently, we completed major updates to The Hub (iibec.org/hub), which now hosts nearly 3,000 searchable technical resources—fully available as a member benefit. Feedback on this exclusive benefit has been overwhelmingly positive, and we're excited to build on that success.

ELEVATING OUR CREDENTIALS

IIBEC credentials represent the highest standard of professional expertise in the building enclosure industry. To help more professionals achieve and maintain these credentials, we're defining clearer pathways, short tutorials, and improved tools to assist folks on their road to achieving an IIBEC credential.

Nearly half of you (49%) are what we call *promoters*—members who actively share the value of IIBEC with others. You are our greatest ambassadors, and we plan to equip and mobilize you with content and stories that amplify IIBEC's impact across the industry. Chapter leaders and social media advocates: We're counting on you to help us spread the word.

Of course, we also recognize that not everyone stays with IIBEC long-term. We have implemented an exit survey for outgoing

members and are routinely evaluating their feedback to better understand the reasons some professionals choose not to renew their membership.

RENEWED FOCUS ON YOU

For current members, we're personalizing our communications to better reflect how you engage with IIBEC. We'll spotlight underused benefits that can help you sharpen your technical skills and receive more value out of your membership.

And when it comes to membership costs, we're exploring flexible options—such as multiyear discounts, bundled benefits, and easier payment processing—to clear any obstacles that might be keeping you from retaining your membership.

If you didn't participate in the survey but would like to share your thoughts on how IIBEC can better serve, please feel free to reach out to me with your ideas. We are always looking at ways to improve the member experience at IIBEC.

From the bottom of my heart, thank you for your participation, feedback, and commitment to IIBEC. Together, we're building a stronger organization and a stronger industry. As always, I welcome your thoughts and ideas. Let's keep the conversation—and the progress—going.

