

137 – Slovenski odsek – Slovenia Chapter Membership Retention & Acquisition

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Chapter Secretary

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Slovenia Chapter (1)

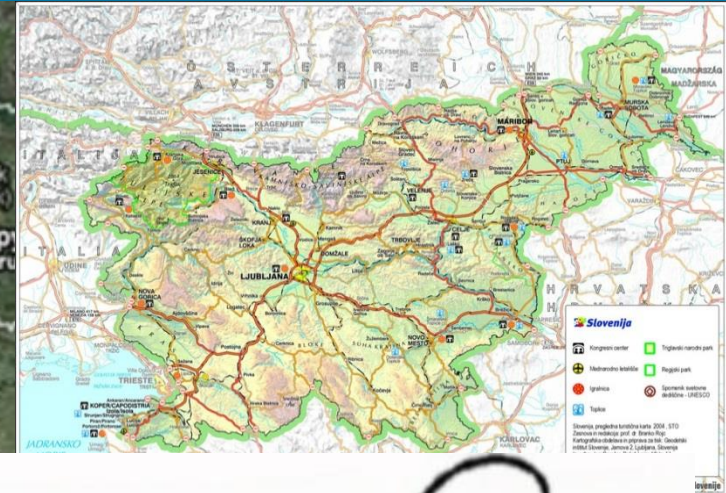
- ▶ Chapter since April 1995, as 137th ISACA chapter
- ▶ **24 awards:** 2× K. W. Snipes Worldwide (2000, 2001, small), 9× K. W. Snipes Regional (last 2008, medium), 1× president's cup, 10× web site (last 2011 gold), communication commend. 2013, retention 2014 (93%)



- ▶ 10 members of chapter board (7 till 2014, volunteers only)
- ▶ www.isaca.si



Slovenia (1)





Slovenia (2)

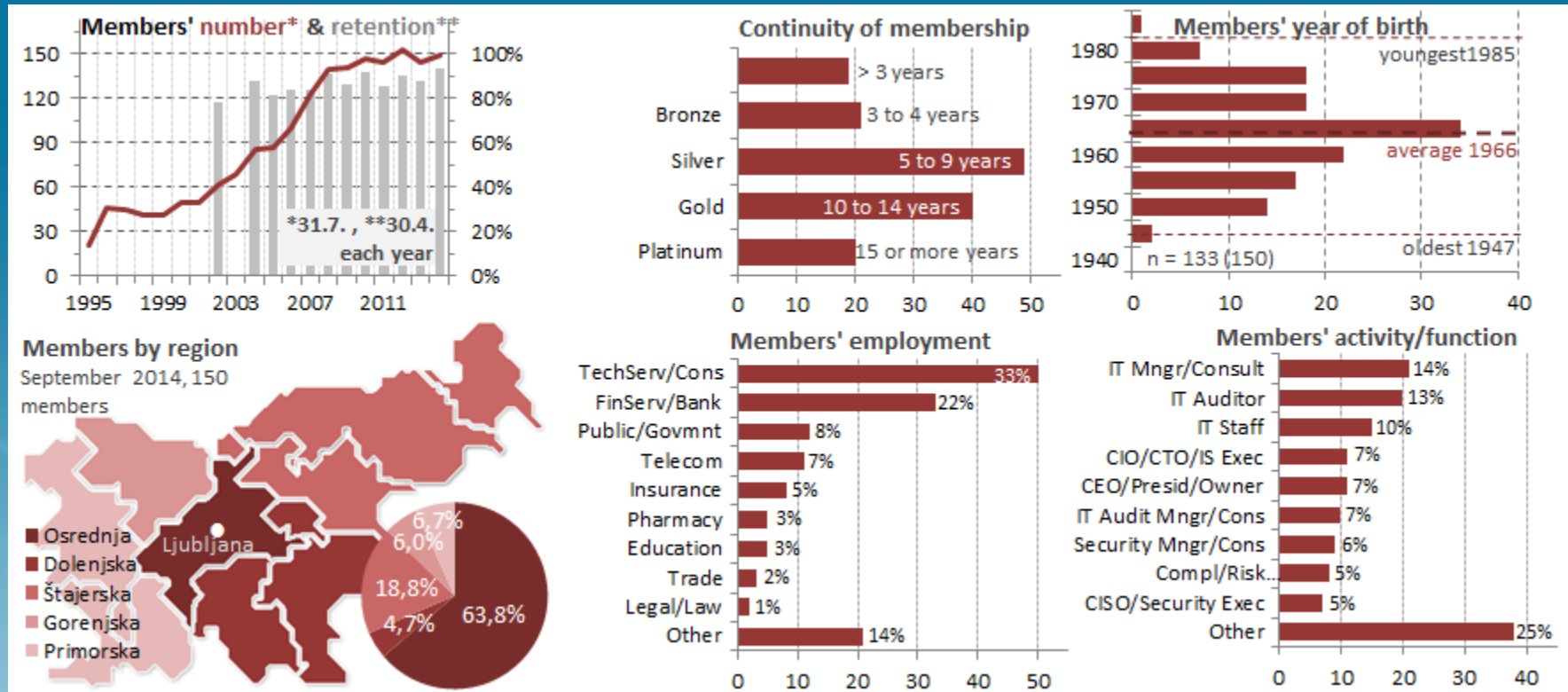
- ▶ Independent since 1991
- ▶ 20.273 km², 2.057.236 residents, 42 km coast
- ▶ GDP₂₀₁₃ = 36.144 mil €/48.003 mil \$
17.550 €/23.308 \$ per capita
- ▶ EU member 2004, € since 2007
- ▶ Known for: natural beauties, cozy place to live, diversity, hard- & quality working people...
- ▶ www.slovenia.info

Slovenia Chapter (2)

- ▶ 150 members, of that 28 female, 1 student, 1 exam passer, 3 academic advocates, 130 with university degree or higher (10 DSc, 46 MSc), 111 with over 14 yrs of work. experience, oldest 1947, youngest 1985, average 1966/48 yrs, 12 young
- ▶ 20 with platinum, 40 gold, 49 silver and 21 bronze level; 6 new in 2014, 93% retention (24 new in 2011)
- ▶ 126 with certificates: 2 with four, 5 three, 30 two; of 172: 111 CISA (74%), 37 CISM, 15 CGEIT, 9 CRISC; 10 certs in 2014 (6 CISA, 3 CISM, 1 CRISC; 28 in 2011: 17 CISA, 2 CISM, 9 CRISC)
- ▶ Of members, 68 holding local PRIS (CISA) certificate

How we plan (1)

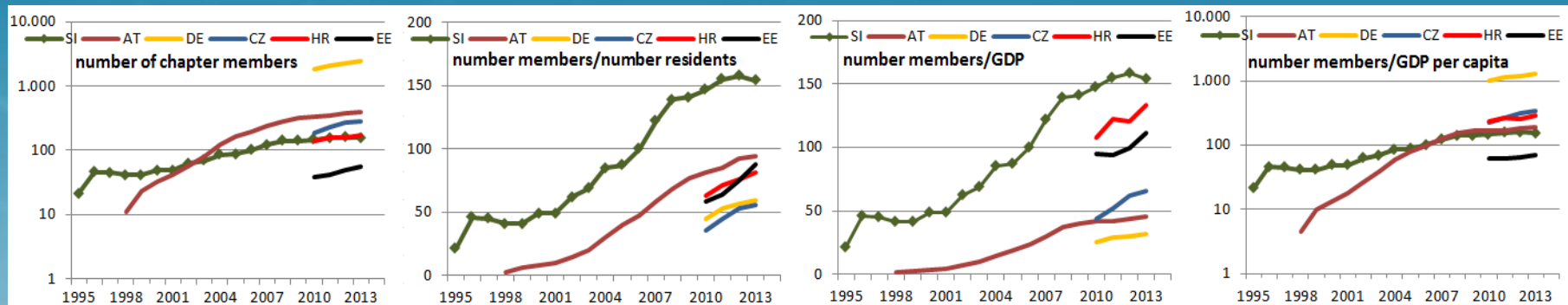
Why membership statistics:
 to know and follow our members to act properly!



How we plan (2)

How to know whether you are successful?
measure and compare/benchmark:

- ▶ surveys, more statistics
- ▶ Brainstorming (the board, „beer-talk“)
- ▶ 24 ISACA awards



Findings, baseline, goals

- ▶ Number of members stagnating, only few new: due to crisis, organizations are not paying membership & education
- ▶ Relatively old but faithful membership: keep them!
- ▶ >70% of members CISA – highest value added: serve to keep them!
- ▶ Very well educated, experienced members: don't sell pumpkins, transparency, networking, personal contact, awards&recognition
- ▶ Only <10 young members (<7%), only 1 student: promote value of certifications, networking, freebies, open modern channels
- ▶ Young members come from computer, electrotechnical, economy/business informatics faculties: engage academic advocates, cooperate
- ▶ Centralized membership (~60% from wider Ljubljana): decentralize!
- ▶ PRIS (local CISA) is competition & general: promote ISACA and products, support recognition of ISACA certificates/professions

What we do (1)

The plan: 2-years, 14 points with goal/deadline/responsible:

- ▶ www, monthly education, conferences, workshops, preparation & COBIT courses, translations, marketing & promotion, communication, cooperation with universities & professional & GRA organizations, articles & presentations, compliance, own awards;

What we actually do:

Communication (communic. plan; contact, promotion, transparency):

- ▶ www: keeping current, transfer to isaca template, google analytics; with history & statistics: be present, credible and transparent
- ▶ sending monthly bulletin and chapter notices (~2×/month) to >500 e-mails (to anyone, +120%/3yrs); use a free tool with analytics
- ▶ opened linkedIn (68 members) & facebook (54 likes) groups
- ▶ occasional and individual e-mails
- ▶ publish annual report (14 pages, with financial report and plan & chapters from BSC: governance, statistics, activities, achievements...)

What we do (2)

Education (earn CPE, network, grow the profession):

- ▶ organizing free monthly educational events (9×2 free CPEs; ~50% of members at least 1×/year): 6 in 2014, average 44,2 participants (37,2 members), max 70; together 99 (28 non-members);
- ▶ co-organizing annual conference on auditing and IS governance, **22nd this year** (topics from whole ISACA range; 2 international presenters, 16 CPEs, >80 participants for years)
- ▶ organizing preparation (this year CISM, CRISC, 4 days, 32 CPEs each, 7/5 participants) and COBIT courses (1st time, >10)

Year	No.	Avg	AvgM	All	Mem	Ex	Other	Max	MaxM
2014	6	44,2	37,2	99	67	4	28	70	53
2013	9	44,2	37,8	118	76	4	38	53	45
2012	9	39,1	31,3	123	79	4	40	68	49
2011	9	33,3	29,0	95	65	5	25	43	36
2010	9	35,2	31,0	101	81		20	41	38
2009	8	34,9	31,1	96	79		17	42	36
2008	8	38,0	32,0	110	84		26	69	55
from '08	58	38,2	32,6	274	144		130	70	55

What we do (3)

IS auditing (serving members, promotion, recognition)

- ▶ Closely cooperating with Slovenian institute of auditors (SIR) & section of PRIS (local CISA):
 - jointly issued the Hierarchy of Rules for IS auditing (published in the Official Gazette)
 - translated COBIT 4.1, ISACA standards & guidelines
- ▶ translated ISACA glossary, plan to publish it as a part of an existing Slovenian e-dictionary of informatics
- ▶ Translated ITAF 2, now translating ITAF 3
- ▶ Prepared/published the audit folder (jointly with PRIS section: manual, guides, templates, advice use of ISACA standards & guidelines (manual, templates; jointly with PRIS section)
- ▶ Smaller initiatives (contact the regulators...)

What we do (4)

Young members/students (informing, awareness, attraction)

- ▶ ISACA materials are used/quoted at 5 faculties, mostly by members
- ▶ Invited student member to the board to consult him
- ▶ 2 members of the board from big 4 promote ISACA and encourage young people
- ▶ Organizing ISACA day at the university, sponsoring student events, where our lecturers present advantages of membership, ISACA certificates..., giving away freebies and student membership
- ▶ Acquired 2 new, now have 3 academic advocates, concluded a memorandum of cooperation with Faculty for computer sciences, University of Ljubljana

Transparency, new ideas & hands (retain existing members)

- ▶ Added 3 members to the board (from 7 to 10)
- ▶ Publish everything, present a comprehensive annual report,
- ▶ Personal contact with new and not renewing members, „beer-talk“ ...

Takeaways

- ▶ **Know your members and their needs.**
- ▶ **Target, plan and measure.**
- ▶ **Communicate!**
Communications plan is an excellent tool.
- ▶ **Be transparent, credible and inclusive.**

Dobrodošli v Sloveniji!

Welcome to Slovenia!

e-mail: predsednik@isaca.si (president, Renato Burazer)
or tajnik@isaca.si (secretary, Marko Jagodic)

www.isaca.si

Hvala za pozornost!

Thanks for the attention!

Your turn!

**Comments, critics,
suggestions, ideas ...**