

# FY23 Q1 Society Engagement

Goal: Determine baseline engagement with activities

Approximate Total Audience Size: 2,200 individuals; 161 societies

## EXECUTIVE UPDATES

	Page Views
Society Operating Model (Sept)	1,320
Attracting CFA Program Candidates (Nov)	276
Part. Effectiveness Survey Results (Oct)	259

## GLOBAL TOWN HALLS W/ MARG, RANDI & JENNIFER

**290+** society leader and staff attendees (182 views of recordings)

Feedback used to create FAQs, refine SOM comment document, and finalize SLC programming

## REGIONAL SOCIETY LEADERSHIP CONFERENCES

**310** society leaders, representing **151** societies

Feedback used to refine segmentation, service standards, and funding model and as input for business units on products, content, and strategy

## SOCIETY OPERATING MODEL

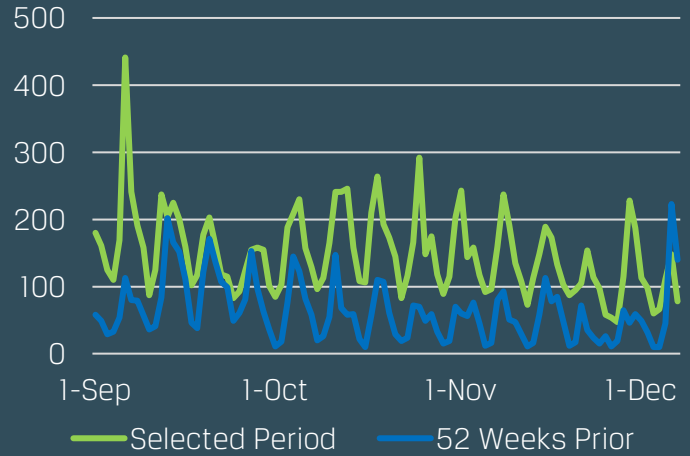
**22** working group participants  
**17** comment period documents submitted, representing the input of **27** societies

Feedback used to refine segmentation, service standards, and funding model

## SURVEYS

	Responses
Financial Literacy Activities	56
ESG Marketing Materials	9
Ethics Education & Programming	20

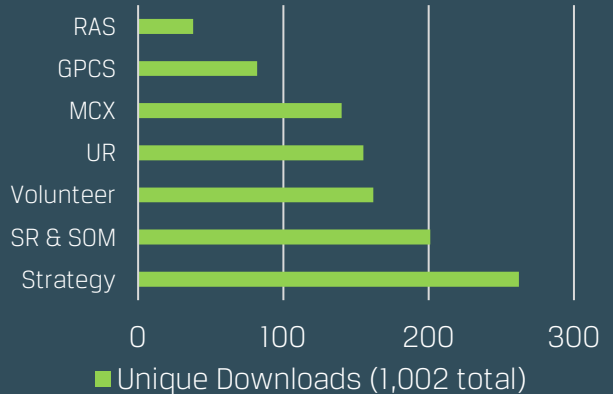
## CONNEXIONS VISITS



## AVERAGE ENGAGEMENT RATES WITH EMAILS

	Open	Click Through
Exec Updates/One-Offs	64.7%	5.8%
Weekly Connexions	58.7%	5.7%

## CONNEXIONS SLC LIVE PODCAST



## EMEA SLC RECORDINGS: 143 views across 6 sessions

## Q2 GOALS

- Refine email marketing analytics and insights
- Revise email templates to emphasize CTAs (FYI/participation requested/action required)
- Implement additional feedback channels & opportunities (info sessions, town halls)

[See results in Society Center >](#)