2024 DIGITAL MATURITY REPORT

for Associations

108|ideaspace

CSAE

2024

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Executive Summary

This Digital Maturity Survey, conducted by 108 ideaspace in collaboration with the Canadian Society of Association Executives (CSAE), offers an in-depth analysis of digital and IT adoption within Canadian associations. The survey aims to benchmark digital maturity, providing associations with valuable insights to gauge their progress and strategize their digital transformation journey.

Key Findings

- **Technology Alignment with Strategic Goals**
  - Strategic Planning Sessions are the most common method (45%) for aligning technology choices with organizational goals, followed by Regular Alignment Meetings (25%) and Technology Governance Committees (8%).
  - Other notable methods include Board Meetings and Annual IT Planning Discussions.

- **KPIs of Technology Initiatives**
  - Efficiency Gains (36%), User Adoption Rates (31%), Customer Satisfaction Scores (30%) and ROI (26%) are rated as the most effective KPIs for measuring the success of technology initiatives.

- **Frequency of Technology Effectiveness Assessment**
  - A significant portion of organizations assess their technology effectiveness irregularly (33%), while others conduct assessments quarterly (23%), annually (18%), or monthly (15%).

- **Budget Allocation for Digital Tools**
  - Majority of associations allocate 1-5% of their budget towards digital tools (38%), with a notable portion allocating 5-10% (26%) and 10-20% (24%).

- **Future Technology Roadmap**
  - Top priorities for the short-term include New Website Development (19%), Data Analytics and Visualization Tools (19%), and AMS/CRM Solutions (16%).

- **Defining Digital Transformation**
  - 57% of respondents recognize digital transformation as encompassing changes in technology, processes, and culture. However, 47% still view it primarily as implementing new technologies, indicating a need for broader understanding.

- **Digital Maturity Self-Assessment**
  - 46% of organizations consider themselves "Competent" (rating 5-6) in digital maturity, with a small percentage rating themselves as "Advanced" (16%) or "Expert" (1%).

- **Digital Transformation Management**
  - 46% of organizations lack a dedicated team or individual for managing digital transformation, which would make the process challenging.

- **Top outcomes of Digital Transformation**
  - Improved Efficiency (85%) and Enhanced Customer Experience (51%) are the top reported outcomes, highlighting the impact of digital initiatives.

- **Impact on Member Engagement**
  - 72% of respondents report improved member engagement and satisfaction due to the adoption of digital tools, emphasizing the positive effect of investment in technology.

- **AI Adoption Objectives**
  - Improving Efficiency (74%) is the primary goal for AI adoption, followed by Customer Service (18%) and Improved Decision-Making (12%).

- **Handling Resistance to Change (technology adoption)**
  - The most effective strategies include Addressing Concerns Directly (52% rated as most effective) and Providing Additional Training and Support (39%).

- **Data Backup and Disaster Recovery**
  - 66% of organizations use cloud-based solutions for data backup, while 48% outsource these functions, and 30% rely on in-house IT teams.

- **Security Audits**
  - Annual security audits are the norm for 42% of organizations, with others conducting them quarterly (22%), monthly (20%), or biannually (16%).

Key Insights

> - Strengthen the alignment of technology with strategic goals through structured planning sessions and regular reviews.
> - Increase the frequency of technology effectiveness assessments to ensure ongoing alignment and improvement.
> - Focus on quantifying the efficiency gains and user adoption rates to measure the success of technology initiatives.
> - Emphasize and evaluate the integration of technology, processes, and cultural changes in digital transformation efforts.
> - Conduct regular security audits and implement comprehensive data backup and disaster recovery plans.
> - Provide continuous training and support to address resistance and improve technology adoption.
> - Appoint dedicated teams or individuals to manage digital transformation for better outcomes.
> - Reassess budget allocations to ensure sufficient investment in digital tools and technologies.

For detailed insights and results, purchase the full report here.