

ICEAA Board of Director's Meeting  
1100 – 1300 | Friday, November 20, 2020

GoToMeeting Virtual Conference  
AGENDA  
as of November 19, 2020

Time	Agenda Item	Leader
11:00	Welcome, Quorum Count, and Houskeeping Announcements  Items for individual reading not on the agenda for live discussion: -November 2020 Membership Statistics -Business Office Update -Chapter & Region Reports	Rick Collins
11:10	Secretary Report <b>Vote:</b> Approve September 2020 Minutes	Christina Snyder
11:15	Treasurer Report <b>Vote:</b> Approve Treasurers Report	Jeff Moore
11:30	Priority 5 - OEM Engagement Update	Bob Hunt Karen Mourikas
11:45	Priority 3 - US Government Engagement	Rick Collins
12:00	Priority 1&2 - CEBoK, Software CEBoK, and Certification	Christian Smart
12:15	Journal Revival Update	Erin Barkel
12:30	2021 Workshop Status Update and Virtual Contingency Plan	Megan Jones
12:55	New Business/Additional Discussion	Rick Collins
1:00	Plan Next Meeting & Adjourn	Rick Collins

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Voting Attendees

Erin Barkel, Rick Collins, John Deem, Steven Glogoza, Bob Hunt, Meghan Kennedy, Paul Marston, Arlene Minkiewicz, Jeffrey Moore, Dale Shermon, Christian Smart (via Cincotta proxy) Christina Snyder, Kellie Wutzke

Non-voting Attendees:

Tom Bosmans, Kevin Cincotta, Nicole Robertson, Trevor VanAtta, Sharon Burger, Megan Jones, Chelsea Torres

Welcome, quorum count, introductions:

Rick Collins

Rick calls the meeting to order, wishing everyone continued good health. Thanks to Christina for her hard work in making the experiment of holding a 2-hour board meeting a reality. Thanks to all for their contributions since our last meeting in May, given the unfamiliar situations we are all in and the various and increasing demands on us due to the pandemic.

Quorum is established at 11:10.

Secretary Report:

Christina Snyder

Christina thanks the board members for sending their signed conflict of interest forms by the requested deadline. The signed forms have been saved in three places to ensure safekeeping.

No comments/corrections were received on the May 2020 minutes in advance of or during the meeting.

**Vote:** Motion is raised to approve the May 2020 minutes. No further discussion is requested. Seconded and passed.

Christina presents a proposed revision to the ICEAA bylaws regarding the schedule and timeline for the ICEAA Board of Directors nomination process. The dates presented in red in the right column are conducive to the International Business Office's capability and available resources on and around those dates (such as workload in preparation for the Workshop or

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turnaround time for items). The existing bylaws begin the board nominating process on 15 August of the year before the election; Christina suggests postponing the first date to 15 October and modifying other dates as shown. The amount of time between deadlines outlined in Section F are likely relics from when ballots were mailed and hand-counted, and the shorter timeline in Section F will reflect the efficiency of electronic voting.

Christina understands this information was not available to the board to review in advance and asks if the board would prefer not to vote on this item today, asks to conduct an electronic vote later in the week so that the nomination process can be promoted in the upcoming *ICEAA World* magazine issue.

Paul, as Past President and Nominating Committee Chair, is confident the timelines will work, especially since the amount of time between preparation deadlines remain the same. Other board members voice their agreement to the proposed dates and are willing to vote on the changed dates immediately, barring any additional requests for discussion.

**Vote:** Motion is raised to approve amendments to the bylaws as presented. No further discussion is requested. Seconded and passed.

Treasurer Report:

Jeff Moore

Jeff presents slides. The first slide presents the impact of not seeing the revenue expected from the 2020 Workshop, and while the impact will be bad, it will not be as bad as predicted during the May 2020 Board meeting.

Second slide shows the reserves available in both checking and savings, including the matured CD that was cashed out in August 2020. Three CDs will mature in February 2021, and both Jeff and Megan agree it is unlikely we will have to cash out any CDs prematurely, but will likely need one or more of the February 2021 CDs once mature.

Other positive impacts on the Business Office cash flow include cost cutting, COVID-19 relief funds received, a returned hotel deposit from the Canada Chapter for their postponed Workshop, and some early-purchased sponsorships for the 2021 Workshop.

**Vote:** with no further discussion requested, a motion is raised to approve treasurer's report. Seconded and passed.

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Priority 5 OEM Outreach progress report

Bob Hunt

Bob presents slides. The team working towards the OEM goal has increased to include more members representing more OEM companies. Planning calls scheduled and taking place, and the team working towards introducing a virtual event featuring a speaker and panel discussion focused on OEM issues in January/February 2021.

Kudos all around from the board to Bob and his team for their efforts.

Priority 3 US Government Engagement

Rick Collins

Rick outlines the efforts that had been put forth for the planned 2020 US Government Day to be held in San Antonio, and the commitment from leaders from defense, civil, and intelligence agencies to both participate and encourage their employees to attend.

Absent the inaugural US Government Day in San Antonio, Rick is looking to see if an appetite exists for a virtual US Government Day to take place either towards the end of 2020 or beginning of 2021. The response has been mostly positive, with one exception: the OSD CAPE representative Rick asked indicated their team is experiencing “webinar fatigue” and is unlikely to participate in an online event that is not mission critical.

If the virtual event is successful, it will be a good indicator to try to hold a US Government Day again in Minneapolis at the 2021 Workshop.

Jeff adds his compliments to the Washington Capital Area Chapter for their ICEAA AfterWork events that have transitioned from in-person to virtual events and their next event is scheduled for October 8.

CCEA-P Parametric Specialty Exam Discussion

Kevin Cincotta

The Business Office received the first request they’ve gotten since at least 2012 to take the Parametric Specialty Exam. Kevin reviewed the CCEA-P exam and found it to be outdated and in some cases inaccurate, and determined the investiture of time and effort required to update the CCEA-P exam as well as to restructure and import it for online testing is not commensurate to the market’s interest in the exam.

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Given the disparity between the effort and interest, Kevin asks for the board to consider either abolishing the exam outright or suspending availability of the exam until such unspecified time when either resources are available or interest has grown.

Sharon confirms that in the past six years, not one person has taken the exam, and only one has expressed interest in taking it. All current CCEA-P certified members received their certification from ISPA and their credentials were grandfathered in.

**Vote:** a motion is raised and seconded to suspend the availability of the Parametric Specialty exam to the public until such time that the exam has undergone a thorough review and comprehensive revision. No further discussion requested, the motion is seconded and passed.

International Business Office Report

Megan Jones

Having provided the report in advance Megan skips discussion on several slides, presents the rest. The Distance Learning Webinar series has been a valuable means to connect with the membership in absence of the Workshop, however, the pool for potential webinars is growing smaller, and the webinars may not be as regular through the end of the year.

The paid webinar from June 23 brought in a small amount of revenue, but has afforded us the ability to create the Professional Development Package, which provides the ability to bundle a year of membership with a training purchase, much like the free year of membership that comes with the non-member Workshop registrations. Another paid webinar is scheduled, which will provide a choice for those taking advantage of the Professional Development Package, and third in the works for 2020.

Summer 2020 also saw a surge in paid promotional Tech Showcase Webinars, especially from Palisade, which were very successful. All board members are encouraged to sign up for the Annual All-Member Meeting on October 8.

Rick encourages all board members to promote ICEAA's webinars, the Professional Development Package and other offerings to their colleagues and clients, stressing the value of word-of-mouth promotion.

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Priority 1&2 – CEBoK, Software CEBoK, and Certification

Kevin Cincotta

Kevin has been primarily involved in Software CEBoK and Certification, and asks Kellie to provide a report on CEBoK. Kellie has not heard much feedback on the CEBoK2.0 beta but what she has seen is positive (mostly verbal), particularly for the improved readability and user-friendliness over the old PowerPoints. She also has some additional updates to add to the beta shortly.

Kellie is developing a curriculum for another group and asks if CEBoK can and should be cited like any other academic publication. The board agrees and encourages citations that provide a means for others to learn more about CEBoK and ICEAA.

Dale adds that he has received storyboards from some of his team members for the country-specific CEBoK modules, and expects the Australia and UK modules to be ready for inclusion in the beta by the end of the month.

On the topic of citations, Kevin has found evidence of CEBoK having been plagiarized, but also seen instances where CEBoK was plagiarized from other sources. As we develop CEBoK2.0 as well as SCEBoK, we should be conscious of and work to rectify cases any possible plagiarism.

SCEBoK is progressing well under the organization of our lead author/contractor, Carol Dekkers. Lessons learned so far are that many concepts that apply globally and/or to both government and private sectors use different terms for the same concepts, and often one group's terms are already in use by the other for different concepts, leading to confusing definitions and usage. Efforts are being made to deconflict the terms used in SCEBoK so the content is universally applicable.

Things are going well for the online certification exams. The feedback has been favorable, which is especially good since feedback on something like an exam tends to bias to the negative. There have been vague complaints about the integrated calculator, so the Business Office has started offering candidates a means to practice using the calculator before taking the exam, and is developing additional, more specific questions to identify what problems with the calculator truly exist. Sharon adds that the test results have shown that the calculator has not been responsible for anyone either running out of time or otherwise failing the exam.

Kevin looks forward to being able to present statistics and analysis based on the data drawn from the online exam by the next board meeting. The number of available exam questions

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has increased significantly, but Kevin's goal is to have twice as many questions in the pool of available questions than the amount on the exam.

Kudos all around to Sharon and Kevin for all of their hard work on getting the exam online and a successful launch.

Association Awards Criteria Update

Erin Barkel and Nicole Robertson

A group of members met to discuss the Association Awards criteria and nomination process, having edited and adjusted the questions and intend to amend the nomination form to guide better and stronger nominations.

A larger problem remains that can't be fixed by changing questions: very few nominations are received every year, and most from the same few companies. The team asks the board to nominate their employees, customers, and/or colleagues, and to encourage others to do so. We receive complaints every Workshop that our awards always go to the same companies, and unless more companies send in nominations, that won't change.

Amending the form may help increase the number of nominations received, but the variety will increase the program's value. Arlene suggests that since many of our members are not strong writers and may have been intimidated by an open 2-page essay, and agrees that changing the form should help. Jeff wants to ensure that we do not dilute the quality of submittals by reducing the work required in nominations.

Megan challenges the board to be our advocates and is willing to provide assistance as needed.

2021 Workshop Status

Megan Jones & Christina Snyder

Christina presents slides. The year 2020 has shown without a doubt how important the Workshop is to ICEAA. What the global situation will be in May of 2021 is unknowable, hopefully for the better. Until then, the 2021 Workshop Committee will be planning the event as though everything will carry on as normal, and asks everyone to join them in hoping for the best.

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Thanks to those sponsors who have already committed their support for ICEAA in 2021. Leadership roles are being filled, and anyone who is or has heard of someone interested in participating on the Workshop committee should contact Megan to get more involved.

Rick says if US Government Day does take place, he insists it be scheduled on Monday to accommodate the schedules of the leaders with which he's invited to present. Megan says she had received complaints from government employees about the Monday scheduling, and the 2020 Workshop Committee had planned to distribute a survey to government employees asking their preferred day. Rick argues that for every complaint about Monday Megan has received, he has heard support for Monday, and would prefer not to solicit attendee preference, but to plan for Monday should US Government Day happen.

#### New Business

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Megan announces that the sitting Region 7 Director, Nathan Eskue, has submitted his resignation due to accepting a position as a professor for a university in the Netherlands. The bylaws state Rick is responsible for appointing a replacement to fill the remainder of the term, and any recommendations for interim Region 7 Director appointees are welcome and encouraged.

Megan received a request from the US Department of Labor's O\*Net program asking for subject matter experts on the cost estimating field to update and enhance their career/occupation listing. Megan has agreed to share the names and email addresses of the board members and chapter presidents to participate, and asks the board to be on the lookout for an interview request from the O\*Net team, but if they would rather not contribute, to contact Megan to opt out.

Erin comments there has been some forward progress on the Journal and its new format, and will feature an article in the next *ICEAA World* issue explaining the new process and calling for participation.

#### Plan Next Meeting & Adjourn

Rick Collins

No additional new business is raised. The participants agree to hold another meeting before the end of 2020; a date proposal to come soon via email. The meeting adjourns at 1:05.



# ICEAA BoD Report VP for Professional Development

Christian Smart  
20 November 2020



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## Agenda

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- Priority 1 – Improve CEBoK and certification
- Priority 2 – Develop SCEBoK

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# 2019-2021 Priorities



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## Priority 1 Update

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- Completed:
  - CEBoK wiki is live (Beta version)!
  - Online exam is live!
- In Progress:
  - Need to decide upon an enterprise pricing plan for CEBoK and discuss path forward on platform

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## Certification Exams Update

- Online exam going well, fewer glitches
- Question bank sizes significantly increased
- Generally favorable feedback about exam; virtually all negative feedback centered around online calculator
- Awaiting question performance reports (average correlation of question success w/ other questions) from Mettl
- Two questions that nobody has gotten right
  - Both new
  - Both spot-checked with VP for Professional Development, who got both right, and one was an “an excellent question”
- Only two scores (of 48) above 90%
- Most scores between 60% and 80% (see following table)
- Among the seven individuals for whom we have data, pass rate is 100% when (a) years of experience exceeds two and (b) they indicate use of CEBok to study
- General impression is that exam is moderately more difficult, in a good way <sup>5</sup>

## Certification Exams Dashboards

EXAM	n	PASS RATE	AVG	MEDIAN	STDEV	% BTW 60% & 80%
PCEA	27	66.7%	72.8%	75.0%	12.9%	59.3%
CCEA	21	52.4%	67.6%	72.0%	20.6%	57.1%

EXAM	QUESTIONS PER EXAM	CURRENT QUESTION BANK	TARGET VALUE
PCEA	60	88	120
CCEA	50	75	100

**Body of Knowledge update will enable much broader and deeper questions**

### Enterprise Pricing for CEBoK and Platform

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- Enterprise Pricing for CEBoK
  - Proposed (Annual Subscription Basis)

Number	Current (Life)	Proposed (Annual)
Individual	\$235	\$100
2-5	\$335 total	10% Discount (\$90 per)
6-20	\$195 per	15% Discount (\$85 per)
21-50	\$100 per	20% Discount (\$80 per)
51-100	\$100 per	25% Discount (\$75 per)
> 100	\$100 per	\$5,000 per year (flat fee)

- Platform
  - For discussion

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### Priority 2 Update

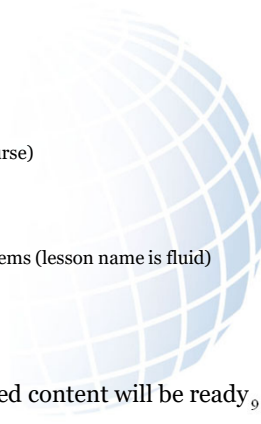
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- Development of SCEBoK is underway
- Current status, progress, and planned completion date – Kevin Cincotta will discuss

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### Priority 2 Update - SCEBoK (1 of 2)

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- Nearly completed lessons:
    - Introduction
    - Software Development Paradigms
    - Size
    - Productivity
    - Five-Step Estimating Process
  - Lessons with some content, but not near completion:
    - Estimating Cost & Schedule of Developed Software (“heart” of course)
    - Software Sustainment
  - Lessons/materials not yet started:
    - COTS/GOTS/ERP/Software Procurement/IS/DBS/Business Systems (lesson name is fluid)
    - Commercial Parametric Models
    - Summary/Conclusion
    - End-of-lesson Q&As (akin to CEBoK) (if needed)
  - No estimated completion date, but significantly improved content will be ready<sub>9</sub> for 2021 workshop
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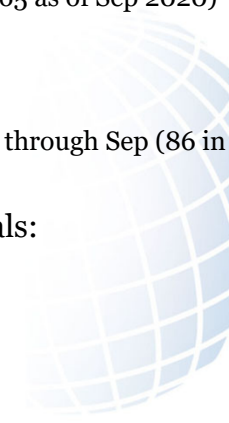
### Priority 2 Update - SCEBoK (2 of 2)

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- General observation: constant balancing act; Nesma emphasis in blue
    - SLOC vs. [functional sizing](#) vs. [other metrics](#)
    - Waterfall vs. [agile](#) vs. [hybrid](#) methods
    - Productivity factors as outputs vs. [inputs](#)
    - Custom-developed CERs vs. COCOMO II vs. [productivity-based analogy](#) vs. [expert opinion](#)
    - Non-linear vs. [linear](#) framework
    - Stochastic risk analysis vs. [discrete/risk cube method](#)
    - Treatment of [non-functional](#) requirements
    - CES vs. WBS vs. [Solution Breakdown Structure \(SBS\)](#)
    - Government/customer vs. [private sector/developer](#) perspective
    - US vs. [European](#) focus
    - Creating an LCCE vs. [bidding on a proposal](#)
    - Estimating the cost of a work as a non-advocate vs. [also managing the project and executing the work](#)
    - Unbiased assessment of cost vs. [Price-to Win](#)
    - Cost estimating and analysis vs. [pricing and budgeting](#)
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## Overall Summary Statistics


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- Overall certifications as of April 22, 2020:
    - CCEA® 772 (including 14 CCEA®-P, 789 as of Sep 2020)
    - PCEA® 157 (including 55 CCEA Eligible, 165 as of Sep 2020)
    - CPP 11
  - Re-certifications:
    - 75 certifications have been renewed in 2020 through Sep (86 in 2019, 97 in 2018, 80 in 2017)
  - Other Countries with Certified Individuals:
    - UK - 55
    - Canada - 62
    - Australia - 2
    - Puerto Rico - 2
    - Saudi Arabia - 1
    - Spain - 1
    - Brussels - 3
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## Certification Program Update

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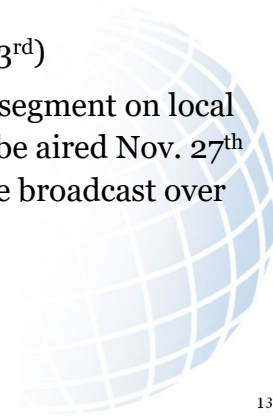
- Operational Status
    - 74 applicants have taken the exam in 2020
      - 35 via the online platform
      - 39 via paper version
    - Affiliation
      - 64 Industry
      - 5 AFIT
      - 4 DHS
    - 157 total in 2019, 136 in 2018, 133 in 2017
    - 7 are registered to take the exam (through November)
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## Book Update

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- My book *Solving for Project Risk Management* is now available in hardcover from Barnes and Noble, Amazon.com, and other retailers
- eBook will be released next week (Nov. 23<sup>rd</sup>)
- Later today, I am recording a 20-minute segment on local radio (<https://www.wgnradio.com/>) to be aired Nov. 27<sup>th</sup> 9:40-10:00 AM EST – you can stream the broadcast over the internet





# Journal of Cost Analysis and Parametrics

November Progress Update

## Publication Schedule

- ◆ Issue 1 – Best Papers of 2020
  - ◆ Reaching-out to best paper award winner to see
  - ◆ Target publication date: January 2021
- ◆ Issue 2 – Innovation in Cost Estimating
  - ◆ Call for papers: December 2020
  - ◆ Target publication date: September 2021

## Next Steps

- ◆ People
  - ◆ Recognize David Peeler for stepping forward
  - ◆ More volunteers needed
- ◆ Production
  - ◆ Working with Megan and Chelsea to prepare a layout template
  - ◆ Drafting submission guidelines
- ◆ Distribution
  - ◆ Members will have access online
  - ◆ Work to be done to reach institutional subscribers



# ICEAA Washington Capital Area Chapter Report

## November 20, 2020

### Board of Directors

President: Rennie Arnold  
Vice President: Kammy Mann  
Secretary: Courtney Silies  
Treasurer: Max Watstein  
Past President: Meghan Kennedy  
Programs Chair: Ann Hawpe  
Membership Chair: Tim Anderson  
Outreach Chair: Aileen Donohue  
Web Coordinator: Kevin Coonce

### Recent Events

- Hosted ICEAA AfterWork, with speaker Rich Hartley.

### Future Events

- Tentatively moved annual chapter workshop to Spring 2021, no announcement made yet. Given feedback from recent IT CAST event we are exploring options other than full day virtual, which people found to be a bit too much.

### Member Outreach

- Surveyed chapter membership on interest and frequency of future events (results available upon request)
- Responses were limited, but perhaps still useful. Membership appears to still...
  - Be most interested live-virtual meetings
  - Be most interested in a monthly frequency of events
  - Interesting in both chapter luncheon meetings and receiving technical papers to read on their own time
  - Divide on level of interest in contributing to facilitating events
- Based on survey results, the next step will be to explore the feasibility of a monthly recurring “Book Club” style event for people to read a technical paper on their own and then get together for a live-virtual luncheon type meeting to discuss the paper.

## ICEAA Membership 2015-2020

## Business Office Update

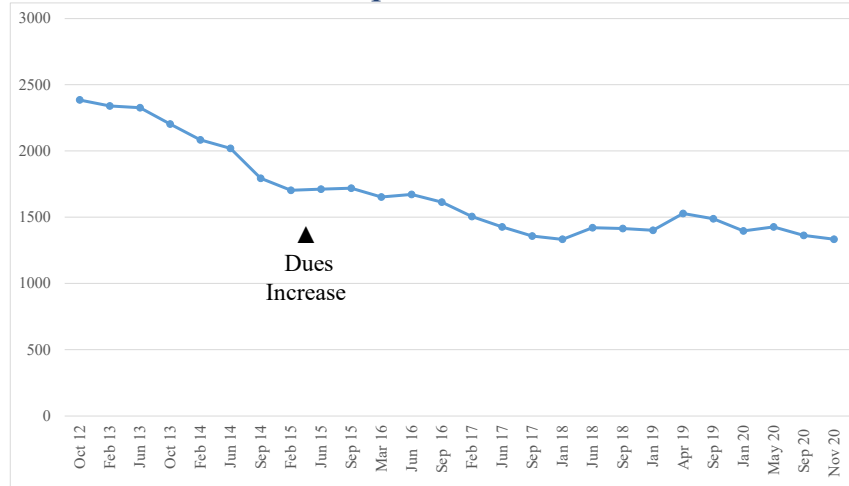
	Sep 15	Mar 16	Jun 16	Sep 16	Feb 17	Jun 17	Sept 17	Feb 18	Jun 18	Oct 18	Jan 19	April 19	Sept 19	Jan 20	May 20	Sep 20
TOTAL MEMBERSHIP	1719	1652	1672	1614	1505	1426	1358	1333	1420	1414	1401	1528	1488	1398	1427	1363
Atlanta	7	6	4	3	4	4	4	4	4	5	4	5	4	5	7	7
Australia			47	43	42	51	50	48	58	60	60	60	51	45	49	45
Baltimore	26	20	23	24	22	18	15	13	18	17	17	20	13	13	12	15
Canada	48	58	60	74	51	55	61	56	56	66	57	63	80	85	87	83
Central Florida	21	25	27	25	23	20	16	17	19	15	15	16	21	21	22	20
Central VA	24	26	26	26	24	23	24	23	22	26	28	30	32	32	34	32
Dayton OH	73	70	70	70	63	58	47	47	51	52	51	55	44	41	50	42
DC Metro	397	375	377	370	359	348	336	345	356	354	367	451	476	461	480	479
Detroit	9	10	10	9	8	8	10	12	14	13	18	18	18	19	20	14
Greater Alabama	83	75	80	76	73	60	56	53	57	53	53	48	41	40	40	36
Hampton Roads VA	19	17	19	19	21	21	21	18	17	16	14	15	14	14	16	14
Houston	16	16	15	15	10	10	9	9	10	10	10	10	10	12	12	12
Lone Star TX	27	25	26	27	23	20	19	15	15	16	15	15	12	10	10	11
Mid-Atlantic	16	13	13	11	13	13	15	15	16	14	14	16	13	14	12	12
New England	82	79	82	81	77	72	56	62	81	87	92	95	91	85	81	84
Northwest	130	127	108	78	63	46	36	33	34	31	28	27	18	17	17	12
Northwest Florida	16	14	13	12	10	8	7	7	8	18	18	18	21	13	11	12
Pike's Peak	27	22	22	25	23	21	22	23	23	21	17	23	22	21	20	16
Rocky Mountan / Denver	23	23	27	21	21	18	13	10	11	8	8	9	7	9	8	9
San Antonio TX	5	5	5	5	4	4	2	1	2	2	3	4	4	4	5	5
San Diego	45	43	47	48	41	40	40	39	46	41	39	40	37	35	35	37
So Cal	148	145	140	134	123	120	117	111	118	110	111	117	102	88	93	95
St. Louis Gateway	31	30	32	30	30	24	20	16	21	23	22	22	14	14	14	13
Twin Cities	6	7	7	6	7	7	7	7	6	7	7	6	6	6	6	6
At Large/No Chapter	440	369	392	382	370	357	355	349	357	348	332	345	336	293	286	251

## ICEAA Membership 2015-2020

## Business Office Update

	Sep 15	Mar 16	Jun 16	Sep 16	Feb 17	Jun 17	Sep 17	Feb 18	Jun 18	Oct 18	Jan 19	Apr 19	Sep 19	Jan 20	May 20	Sep 20
TOTAL MEMBERSHIP	1719	1652	1672	1614	1505	1426	1358	1333	1420	1414	1401	1528	1488	1398	1427	1362
BAE				22	26	26	24	24	23	26	23	25	22	19	19	16
BAH	82	84	81	75	61	59	64	71	68	64	63	58	60	55	52	45
Boeing	174	166	145	100	90	69	58	53	65	68	64	60	40	31	32	26
Cobec	21	16	16	16	18	21	22	27	26	27	33	34	36	38	37	44
Deloitte	20	17	17	14	9	7	8	16	17	17	17	13	10	12	7	7
Galorath			14	18	18	21	18	15	18	18	18	21	20	18	19	17
Herren							12	12	10	13	12	14	25	26	27	23
Kalman & Company, Inc.										11	12	13	14	13	13	10
KPMG									15	15	14	14	12	11	11	11
Lockheed Martin	42	39	40	39	35	31	27	24	26	25	23	20	19	16	16	16
MCR	28	24	29	27	22	25	23	22	25	22	23	26	23	22	20	17
MITRE	24	25	24	24	23	22	21	21	20	19	15	16	13	12	10	11
Northrop Grumman	33	30	31	30	25	25	23	23	26	24	19	21	19	19	18	13
PRICE			19	18	17	17	12	11	16	14	14	17	12	12	15	12
Quantech Services									21	38	42	50	49	47	46	46
Raytheon	15	14	15	16	16	15	15	14	13	12	13	14	14	11	11	10
TASC/Engility									18	12	10	6	4	3	3	3
Technomics	62	62	63	60	58	62	47	54	71	56	64	137	159	165	181	180
Tecolote	109	102	112	112	106	103	87	85	99	95	102	110	105	99	92	107

### State of the Association: Membership Trends 2012-2020

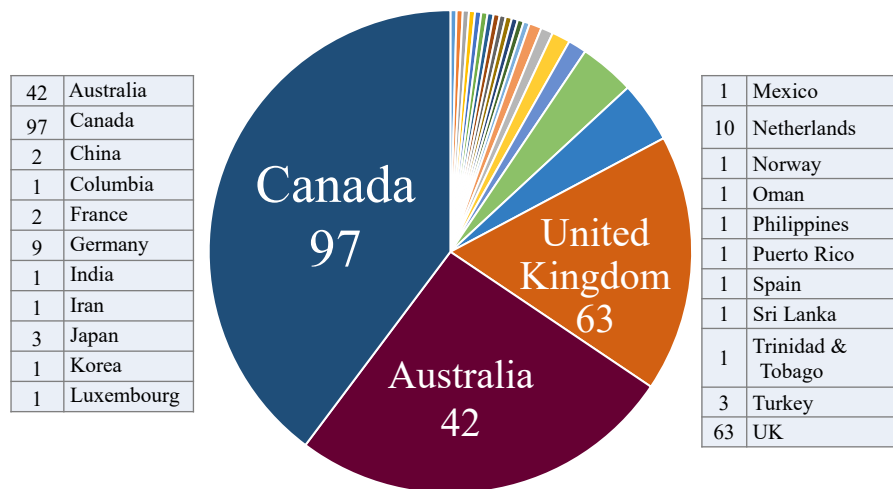


International Cost Estimating  
and Analysis Association

as of November 1, 2020

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### State of the Association: International Membership



International Cost Estimating  
and Analysis Association

as of November 1, 2020

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## Government Employees (*estimated*)

	Jan 2018	May 2018	Sep 2018	Jan 2019	Apr 2019	Sep 2019	Jan 2020	May 2020	Sep 2020	Nov 2020
DoD et al	16	23	26	16	13	10	22	16	17	15
Air Force	95	97	103	98	103	102	91	104	89	80
Navy	31	30	32	28	25	31	33	30	27	21
Army	14	12	10	10	10	11	12	15	11	13
Marines	5	4	2	2	1	0	1	1	2	2
Coast Guard	1	2	1	2	3	2	2	2	1	1
NASA	20	21	20	20	21	20	22	21	19	18
MDA	15	14	16	19	12	8	8	7	7	6
State/Local	1	3	1	1	3	3	2	2	2	1
DHS	-	-	-	-	9	14	11	13	12	13
Misc Civil	36	29	25	23	21	20	13	13	14	13

Total  
US Government  
Employees (est.) 196

Total Membership  
as of 11/1 1334

Percentage of  
Membership: 15%

Jan18 25%

May18 23%

Sep18 25%

Feb19 24%

Apr19 15%

Sep19 15%

Jan20 16%

May20 16%

Sep20 15%

Nov20 14.5%

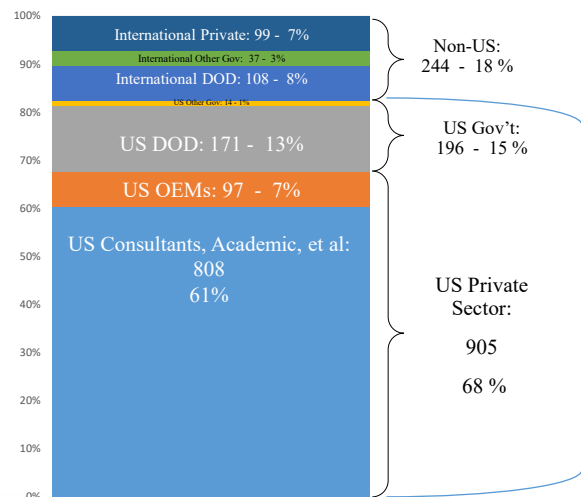


International Cost Estimating  
and Analysis Association

as of November 1, 2020

3

## Membership Composition



International Cost Estimating  
and Analysis Association

as of November 1, 2020

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## ICEAA Distance Learning Series

Bringing the cost community to your workspace



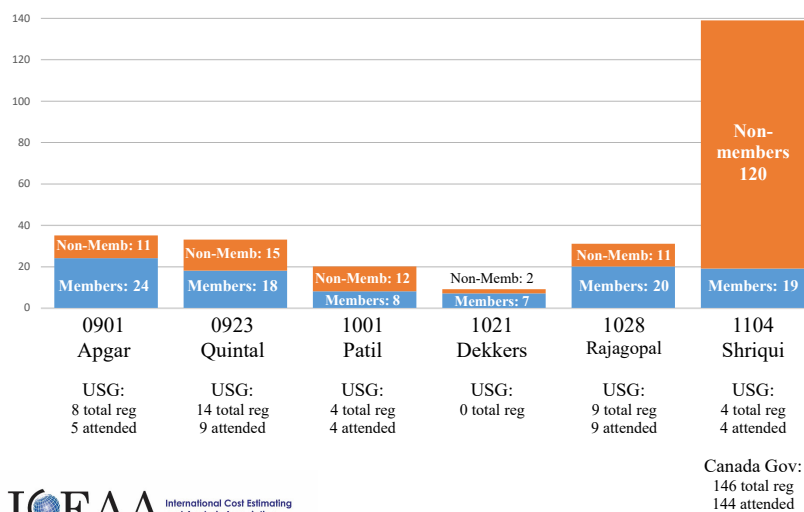
- 6 free webinars between Sept 1 and November 4
- Registrants: 425 total, 70 avg. per webinar
- Attendees: 268 total, 44 avg. per webinar (avg. 66% register vs. attend)
- 332 Unique Registrants:  
82 members | 12 expired | **237** new contact emails
- Big winner: Jonathan Shriqui from Canada DND  
227 registrants | 139 attendees  
**196** of the 237 new contact emails (mostly from Canada DND)
- 23 out of 332 unique registrants from US Gov  
11 members | 2 expired | 9 new contact emails



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## ICEAA Distance Learning Series

Bringing the cost community to your workspace



6

## ICEAA Distance Learning Series

Bringing the cost community to your workspace



- Not scheduling more webinars in 2020
- SCAF/ICEAA Virtual Workshop webinars:  
Nov. 17 | Nov. 24 | Dec. 1 | Dec. 8
- Given excellent response to Shriqui webinar, will pursue more Canadian presenters

## ICEAA Professional Development Package

PURCHASE A  
LIVE OR RECORDED  
TRAINING SESSION

**for \$100**

Receive one  
free year of  
**MEMBERSHIP**



- Purchased by 68 members (vs. 8 at last BOD)
- 7 purchased the package with *Intro to Machine Learning*
- 61 purchased the package with *Solving for PRM*  
14 US – 2 Australia – 41 Canada (all DND) – 3 UK – 1 Puerto Rico
- 25 new memberships / 43 renewals