



BECOME AN  
**SCTE • ISBE**  
MEMBER

The Society of Cable Telecommunications Engineers (SCTE), along with its global brand, the International Society of Broadband Experts™ (ISBE), is part of a unique ecosystem that possesses the power to prepare the technical workforce to meet the growing demands of the increasingly sophisticated telecommunications industry.



# BE A MEMBER

Members streamline the delivery of products and services and improve customer satisfaction, **favorably impacting business results**. Aligned with its Corporate Alliance Partners (CAP) and industry partners like CableLabs® and NCTA, SCTE•ISBE prepares leaders by:

- ∴ Identifying, determining, and communicating new industry trends and technology.
- ∴ Extending valuable networking and mentoring opportunities.
- ∴ Constructing and delivering technical training, certification, leadership, and career-path programs in concert with business strategies of the industry's corporate enterprises.
- ∴ Developing the industry's technical standards and operational best practices; standards member companies provide expertise in: data and telephony over cable; application platform development; digital video; cables, connectors, and amplifiers; energy management; IoT; wireless; PNM; and more.

# BE AN EXPERT

Through free, discounted, and exclusive offerings, SCTE•ISBE keeps you **up to date** and **ready for what's next** in the advancing world of cable telecommunications technology. Let the global technical leader in the industry—SCTE•ISBE—help you to **achieve expertise**. With SCTE•ISBE, build a valuable, personal brand of competent professionalism.

Importantly, true to its non-profit nature, the Society invests back into its programs and resources for the welfare of its members and the technical community at large.

## BE A LEADER

“An association is often the face and voice of an industry. Because of that, all of its members are viewed as credible [individuals and] organizations that are important to the industry as a whole. Become a member of your industry's most critical associations if you want to be viewed as a leader in the industry.”

From “10 Reasons to Join an Association,”  
by Lisa Ptak, special contributor to IFMA

# BENEFITS

Professional Members advance their careers with programs on new technologies. Some specifics:

## :: CORTEX Expert Development System™ (EDS) and the CORTEX Mobile App

Sensitive to how you learn best, CORTEX tracks, recommends, and adapts your professional development by appealing to multiple senses and using a variety of touch-points. Shift from understanding to mastering. Experience the Society holistically. Be the applied science expert you're meant to be.

## :: SCTE•ISBE LiveLearning Webinars™ for Professionals

Subject matter experts from among the Society's CAP companies present these monthly interactive sessions, educating about new technologies, products, and services.

## :: Technology Webinar Series

Offered periodically, these live presentations explore hot technical topics and fresh industry trends.

## :: Knowledge Resource Collection

Locate, read, and learn from technical papers presented at past events such as SCTE•ISBE Cable-Tec Expo®.

## :: Primer Series

These multimedia presentations, including ones in Spanish, answer "What is...?" questions.

## :: NEW! MicroLessons

MicroLessons are short, focused learning segments made available only to our members. Our learner centric, just-in-time training is available on multiple devices, easily accessible and meant for you to be able to apply to your job immediately. Our MicroLessons include but are not limited to Primers, Microlearnings, and Lightning-Mods™. Complimentary as part of your SCTE•ISBE membership.

## :: UPDATED! SCTE List is now MemberConnect!

Share ideas and suggestions to the SCTE•ISBE community via this new interactive platform that now allows you to upload documents, color graphics, create your own communities, forums and make announcements.

## :: Certification Programs

SCTE•ISBE's industry-recognized certifications span the cable network from installer to engineer. Subject matter experts keep the material relevant. On average, industry professionals earned 400 new SCTE•ISBE certifications per month.

## :: Technical Courses

Engage in fresh, interactive, readily applicable offerings for learning that sticks! The crisp content—packaged into 600-plus online modules and more than 75 onsite classes—equips field operators, advanced technical professionals, and operations and technology executives. Highly esteemed Boot Camps (e.g., DOCSIS® 3.1, FTTx, and Wireless) are in big demand. SCTE•ISBE also leverages unique affiliations with Cisco Systems, CompTIA, and [CWNP.com](http://CWNP.com).

**:: Leadership Institute**

SCTE·ISBE Leadership Institute at Tuck Executive Education at Dartmouth and SCTE·ISBE Leadership Institute at Georgia Tech Scheller College of Business are elite, customized opportunities for unparalleled skills development. In seven years, the Leadership Institute has amassed 700-plus alumni, including a record 114 last year. In 2018, the SCTE·ISBE Leadership Institute at Tuck Executive Education at Dartmouth scored a 4.8 out of 5, and the SCTE·ISBE Leadership Institute at Georgia Tech Scheller College of Business rated a 4.74 out of 5.

**:: Chapter Technical Training**

Local seminar/webinar, vendor day networking, and thought-leadership opportunities in more than 70 locations across the Society promote proficiency.

**:: SCTE·ISBE Cable-Tec Expo®**

The industry's premier engineering show of the year, deeply discounted for members, delivers top-notch workshops, hands-on exhibits, thought-leadership exchanges, and networking functions. Global audience with over 400 exhibitors attest to Expo's prime status on the industry calendar.

**:: Chapter Leadership Conference (CLC)**

This annual gathering is all about coaching the many valued volunteers on ways to make SCTE·ISBE Chapters even better at serving members locally.

**:: SCTE Foundation**

Take advantage of grants and scholarships to solidify your competence and value and advance your career.

**:: Industry Partner Publications**

Connect with great sources of impactful information, discounted or free, to help you excel. *Broadband Library* is a chief example.

**:: Society Publications, Guides, and Tools**

Access valuable, industry-specific resources such as training manuals, Tech Tips, pocket guides, a cable search engine, white papers, a glossary, standards/operational best practices, and technical journals on network operations, digital video, and energy management.

**:: Strong Identity**

Belong to a potent industry change agent. With its Emmy Award-winning standards program, SCTE·ISBE is the only ANSI-accredited standards developer for cable telecommunications. Also, the Society originated and executes the unprecedented Energy 2020® program. Plus, diversity and inclusion efforts bolster cable's workforce.

**Executive Members receive all Professional Membership benefits plus:**

**:: SCTE·ISBE Leadership Institute Webinars for Executives**

Geared to high-level executives, these learning opportunities feature the wisdom of business and industry experts.

**:: Recognition**

Your profile/*Membership Directory* listing will show your executive status.

**:: Invitations**

Be included among the guests at VIP networking events.

**:: SCTE·ISBE Cable-Tec Expo®**

Receive access to executive benefits and VIP functions.

**:: Thought Leadership**

Seize opportunities to shape technical training content.

## BE PREPARED



“SCTE•ISBE membership causes me to push myself to do things that I didn’t think I was capable of.”

Chris Bailey, Technical Trainer II, Altice



“In the darkest hour of my 35-year cable career, I reached out to inform colleagues of my unexpected employment status. Within 30 minutes, I had three calls with leads that resulted in the position I have today. They were all from managers who knew about me because of my active role in SCTE•ISBE. Now that’s value!”

Scott A. Wilber, BCT®-E, BDS-E, Senior Manager, Digital Video Engineering, Altice, and an SCTE•ISBE member since 1987



“When you are as excited about SCTE•ISBE as I am, it’s tough to describe its benefits in only a couple dozen words. I gain access to a very large, comprehensive source of training courses and materials that keep me prepared for what lies ahead.”

Steve R. Murphy, CHQ Field Operations, Comcast Cable Communications, and 2013 SCTE•ISBE Member of the Year



“I relish my role of representing SCTE•ISBE and extolling its virtues among my fellow technical professionals in South and Central America.”

Rolando Jochen Barja Elías, HFC Network Director, Cotas RL



“The most valuable benefits of membership are networking and access to technical information and training, often years before [new technology] makes its way into the network. As we deploy DOCSIS® 3.1, I am fully prepared, thanks in part to my SCTE•ISBE membership.”

Andrew L. Laframboise, WAN OPS Manager, Rogers Communications Partnership

# BEHOLD THE FACTS

According to the 2018 SCTE•ISBE Scorecard Study, a Net Promoter Score survey prepared by Rockbridge:

- ∴ Members believe that SCTE•ISBE's key strengths include providing useful research on new initiatives, relevant education opportunities, training, and industry recognized certification.
- ∴ Three quarters of SCTE•ISBE members consider it their preferred organization if they are members of more than one organization.
- ∴ Overall satisfaction and membership value among Individual Members have increased significantly from 2017 to 2018.
- ∴ More than half of SCTE•ISBE Members see the organization as highly innovative.
- ∴ Membership maintained their **Excellent NPS Score** in the 2018 survey.
- ∴ Chapters, Training, Standards and Cable-Tec Expo® received an Excellent NPS score from members who participated in these areas.

## POWER IN NUMBERS

There is power in numbers—particularly when thought leaders and decision makers constitute a significant share. According to the SCTE•ISBE membership database, nearly 8,900 of the Society's more than 22,000 (and rising) members hold management positions in their organizations. That is around 40%!



# BEFORE YOU APPLY

If your employer is an SCTE•ISBE CAP member, you might have a paid membership available to you. Ask your supervisor. If it's true, simply activate your Professional or Executive Membership at [www.scte.org](http://www.scte.org).

## BEGIN NOW!

Become a member or renew your membership online at [scte.org/membership](http://scte.org/membership)  
You may also contact us below:

**SCTE•ISBE**  
140 Philips Road, Exton, PA 19341-1318  
T: 800.542.5040 or 610.363.6888  
F: 610.884.7237  
[info@scte.org](mailto:info@scte.org)

## BE KNOWLEDGEABLE



"I feel strongly that SCTE•ISBE's meaningful resources and programs are essential to the future success of the industry, and it was a true privilege and honor to attend such a quality, useful SCTE•ISBE-sponsored program."

Aimee C. Doane, Vice President of Operations, Altice, and member, SCTE•ISBE Leadership Institute at Tuck Class of 2015



"Cable-Tec Expo® is one-stop shopping for staying current on rapidly evolving technology that drives our industry."

Ken Wright, Technology Advisor, Wright Solutions, and Expo 2016 Program Committee Member



"There are so many benefits that events like Cable-Tec Expo® bring to the industry."

Balan Nair, Executive Vice President and CTO, Liberty Global, and Expo 2015 Program Committee Chairman



"With its BTCS certification, the Society weeds out knowledgeable career experts from career test takers."

Daniel W. Havens, BTS, BTCS, Lead Hub Technician, ISP, Charter Communications



"I continue to be amazed by the breadth of knowledge of the membership and the generosity with which they share that knowledge. I have yet to meet a member who wasn't willing to share their time and expertise generously."

Michael J. O'Dell, Senior Manager, Network Maintenance, Comcast Cable Communications