

OVER TITLE MAP Confidence in the Results SEGMENTATION Segments Segment Supported

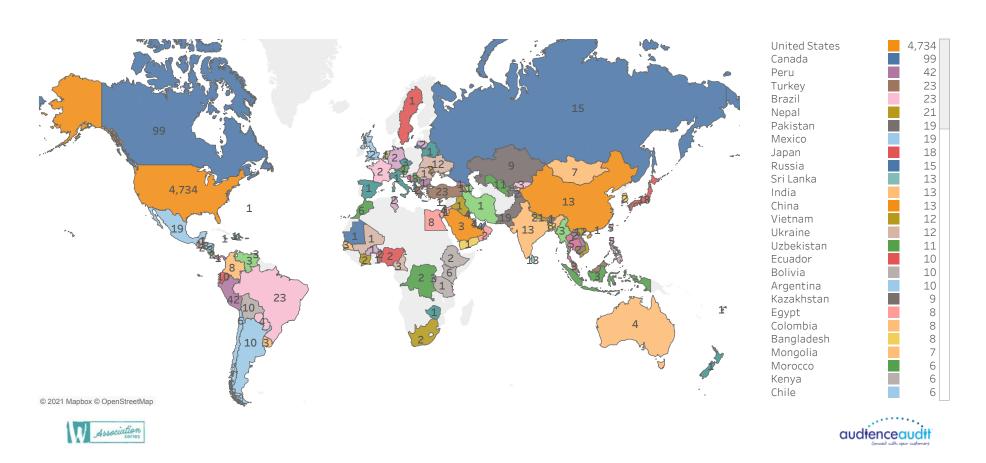
Exploring Member Mindsets Meeting Your Members Where They Are

GIVING MEMBERS A LIFT IN THE POST-2020 ASSOCIATION COMMUNITY





5,338 professionals participated in the survey, including 604 from outside the US.



OVER TITLE MAP Confidence in the Results SEGMENTATION Segments Segment 1: Supporte

Confidence in the Results

The number of respondents in the study gives us an overall margin of error of +/- 1.2 percentage points at a 95% confidence level.

95% of the time, repeating the study would generate results within 1.2 percentage points of the results reported here.

This is a very high level of confidence.





Attitudinal Segmentation

Segmentation was based exclusively on ratings of attitudinal statements.

Neither the number of segments nor their defining attitudes were predetermined.

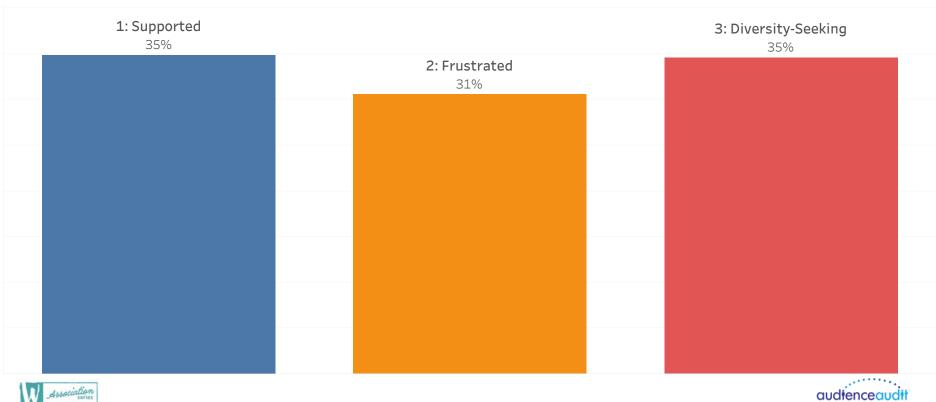
All resulted organically from a purely mathematical analysis.

Each segment represents a group of respondents for whom a particular set of attitudes are strongly connected.





Analysis identified three distinct attitudinal segments among association members.







Segments

Segment 1: Supported

Segment 2: Frustrate

Segment 3: Diversity-Seeking Non-Defining Attributes

Supported respondents feel embraced by their industry and supported by their associations and their employers.

Segment

1: Supported
2: Frustrated
3: Diversity-Seeking







Frustrated respondents are unhappy with their work, their career, their opportunity to learn and their employers.

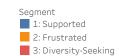


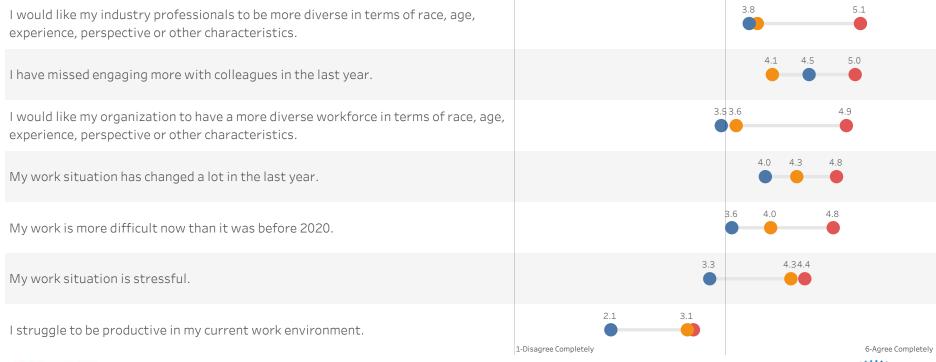
			1	
My employer sees most employees as easily replaceable.	1.0	2.5	37 41	
I would like to work for a different employer.	1.8	2.8	3.8	
I am seriously considering doing a completely different type of work.	1.6 1.9		3.6	
I am seriously considering moving to a different employer in my current industry.	1.7	2.4	3.5	
I am seriously considering moving to a different industry.	1.5 1.8		3.5	
I would like to work in a different industry.	1.6 1.8		3.4	40 57
I am proud of my work.			0.7	4.9 5.7
I regularly learn new things in my work.			3.7	5.0 5.2
I feel good about how things are going in my life.			3.7	4.6 5.2
I'm doing the type of work I want to do.			3.6	5.1 5.4
My work makes me feel fulfilled.			3.5	5.0 5.3
My current job is helping to get me where I want to go with my career.	1-Disagree Completely	3.0	4.:	1 4.9 6-Agree Completely





Diversity-seeking employees are struggling with stress, productivity and isolation. They want their industry and their organization to be more diverse.









Supported respondents are most likely to say they have a good work-life balance and that they are treated well at work.









Respondent Characteristics

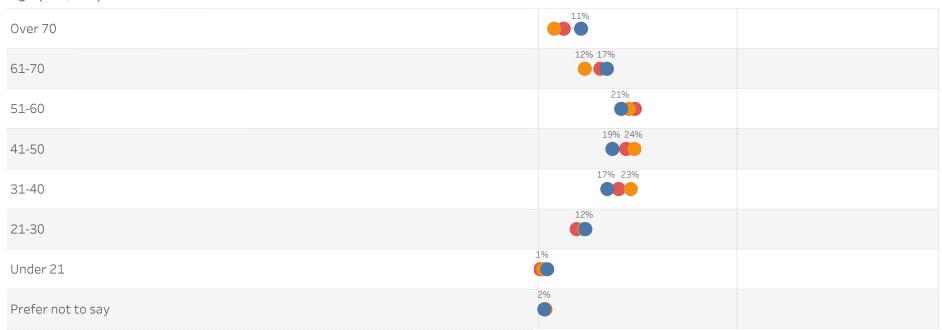




There is no difference in age distribution between segments.

View Selector Segment 1: Supported
2: Frustrated
3: Diversity-Seeking

Age (n=5,338)



What is your age?





There is no difference in gender distribution between segments.

View Selector Segment



Gender (n=5,338)

Female		72%
Male	27%	
Prefer to self-describe	0%	
Prefer not to say	3%	

Which best describes your gender?

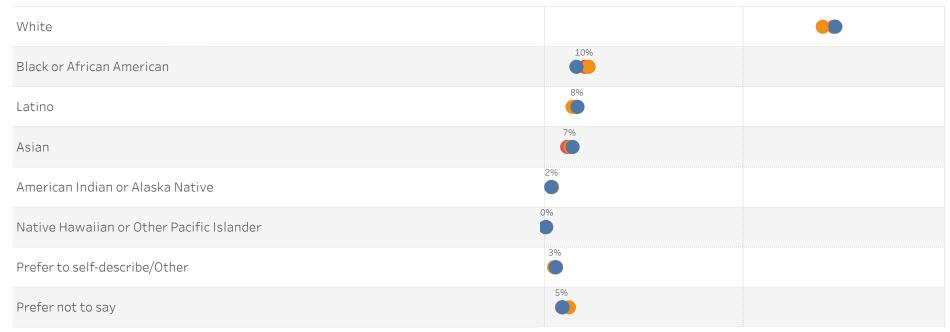




72% of respondents say they are white. There is no difference in racial distribution between segments.



Race/Ethnicity (n=5,338)



One of the factors we want to assess is whether members from different groups experience association membership differently. It would help us to know your race or ethnicity. Please choose all that apply.

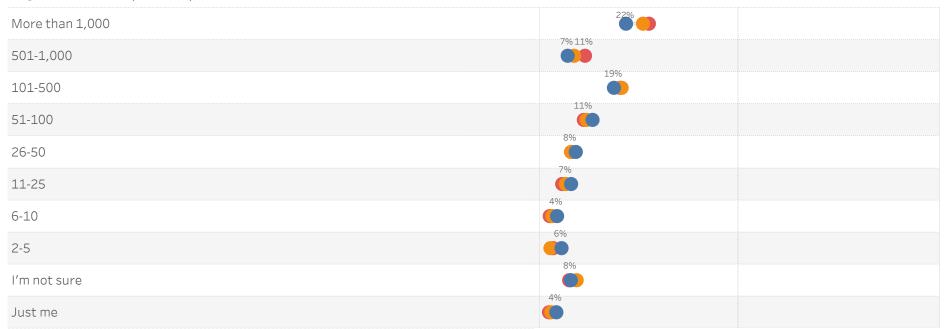




Respondents work in organizations of all sizes. There is no difference in the distribution of organization size between segments.

View Selector Segment 1: Supported
2: Frustrated
3: Diversity-Seeking

Organization Size (n=4,657)



How many people work in your organization/institution?





Among the respondents currently unemployed, half say it's due to circumstances related to COVID-19.

View Selector All All

Unemployed Due to COVID-19 (n=303)



Are you unemployed due to circumstances from COVID-19?





See segment distribution by group using the View Selector at right.

View Selector Age Group

Segment

1: Supported

2: Frustrated

3: Diversity-Se..

Segment Distribution







Challenges





Frustrated and Diversity-Seeking respondents are more likely to say they struggle to feel valued and to be fairly compensated.

View Selector All All

Greatest Work Challenges Personally Facing (n=4,462)

Feeling valued for my contributions	Ψ
Being compensated fairly relative to others with the same level of experience and skills	•
Keeping up with best practices for my profession	•
Keeping up with developments and trends in my profession or industry	•
Feeling respected and valued to the same degree as my colleagues	•
Maintaining or growing my visibility in my profession	26%
Connecting with others in my profession	
Learning from people in my profession with different backgrounds and perspectives	
Staying competitive with others in my profession for jobs and opportunities	•
Finding training or continuing education resources for myself	•
Keeping up with compliance requirements and regulations	
Finding a more rewarding job	•
Finding opportunities to mentor others in my profession	•
Finding a job	•
Other challenges (please specify)	

What are the greatest challenges you personally are facing with respect to your work? Choose all that apply.





Greatest Work Challenge Personally Facing Greatest Workforce Challenges

ASSOCIATION MEMBERSHIP

Member of Professional Association **Association Types**

Frustrated and Diversity-Seeking respondents are more likely to say their organization struggles to retain employees and make them feel equally valued.

View Selector

All

Greatest Workforce Challenges (n=4,527)

Retaining qualified employees	4706
Making all employees feel equally valued and respected	38%
Finding qualified employees	9070
Having a diverse workforce	•
Helping employees adapt to changes in workplace policies due to COVID-19	•
Implementing changes in workplace policies due to COVID-19	•
Providing employees with resources to develop their skills and expertise	
$Making\ decisions\ based\ on\ input\ from\ people\ with\ different\ backgrounds,\ perspectives$	
Developing leaders within our current workforce	
Providing opportunities for employees to connect and learn from each other	21%
Getting employees to take advantage of career development and training opportunities	9%
Other challenges (please specify)	

What are the greatest challenges your organization is facing in terms of its workforce? Choose all that apply.





Association Membership





75% of respondents are current association members.

View Selector All All

Member of Professional Association (n=5,338)

I am currently a member		75% •
Not currently, but I have been a member in the past	10%	
I have never been a member	15%	

Are you personally a member of a professional, trade or industry association?





91% have belonged to professional associations.

View Selector All All

Association Types (n=4,549)

Professional Association (members are individuals)		91%
Philanthropic/Non-Profit/Charitable/Foundation	17%	
Trade Association (members are organizations/institutions)	14%	
Credentialing/Certification Organization	13%	
Combined Trade/Professional Association: Majority Professional	12%	
Federation of Associations	5%	
Association Foundation	5%	
Combined Trade/Professional Association: Majority Trade	2%	
I'm not sure	4%	
None of these	1%	

Which best describe the types of associations you've been a member of? Choose all that apply.





Half of respondents have two or three association memberships.

View Selector All All

How Many Memberships (n=3,988)



How many professional, trade, or industry associations do you currently belong to?





39% say association membership is almost always helpful for someone All in their profession, and 25% say it's absolutely essential.

All

Helpfulness of Membership (n=4,446)



Generally speaking, how would you categorize association membership as a career resource for someone in your profession?





The greatest interest is in a-la-carte or multiyear/lifetime memberships.

View Selector All All

Interest in Membership Models (n=4,393)

A-la-carte (membership where you select the benefits and services you want and only	38%
Multiyear/Lifetime (membership discounted and paid covering multiple years)	36%
Individual (personal individual membership)	29%
Combined Association Membership (dual membership in collaboration with another in	28%
Online/Virtual Membership (membership allowing only virtual access and not in-perso	26%
Combined Multimember Membership (membership that rolls up both state and nationa	
Student (pre-service professionals)	10%
Monthly Subscription (Netflix model where you pay by month as you go)	00/
None of these would interest me	00'
Geographical Membership (restricting membership to specific state or regional areas v	9%
Other structure (please describe)	5%

Would any of these membership models interest you? Choose up to 3.





View Selector

All

54% say that membership organizations would probably benefit from having different membership models.

Benefit From Different Membership Models (n=4,393)

Probably		54%
I'm not sure	41%	
Probably not	5%	

Do you think membership organizations could benefit from different membership models?

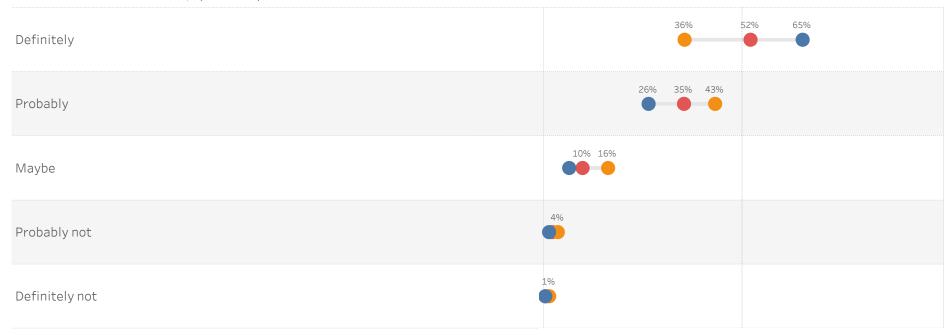




52% of members say they definitely plan to renew their membership. 34% say they probably will. Frustrated are the least likely.

View Selector Segment 1: Supported
2: Frustrated
3: Diversity-Seeking

Plan To Retain Membership (n=3,339)



Do you plan to retain your association membership when it's time to renew?





Continuing education, access to research, member connections and insights into trends are the main reasons to renew.

View Selector

All

Which Benefits Encourage Renewal (n=3,358)

Continuing education or professional development services		70%
Access to research and other resources that help my work		65%
Opportunities to connect with others in my profession or industry		64%
Insights into trends and developments in my industry		63%
Access to experienced professionals or mentors	46%	
Personal relationships formed with other association members	41%	
The opportunity to demonstrate my expertise to others	28%	
The opportunity to mentor other members of my profession or industry	24%	
Other benefits (please specify)	5%	
None of these	2 %	

Which of the following benefits are most likely to keep you renewing your association membership? Choose all that apply.





39% say membership is a good value, and another 19% say it's a great deal. Frustrated and Diversity-Seeking want more value.

Value of Membership Dues (n=3,354)



How would you rate the value of your association membership dues?





All

Supported respondents reflect a significantly higher Net Promoter Score for association membership.

US or Non-US

View Selector Segment

NPS Membership







24% of non-members say they are definitely or probably considering establishing membership in the next year. 33% are on the fence.

View Selector

All

Plan To Establish Membership (n=475)

Definitely	10%
Probably	14%
Maybe	33%
Probably not	30%
Definitely not	13%

Are you considering establishing an association membership in the next year?





Diversity, Equity & Inclusion

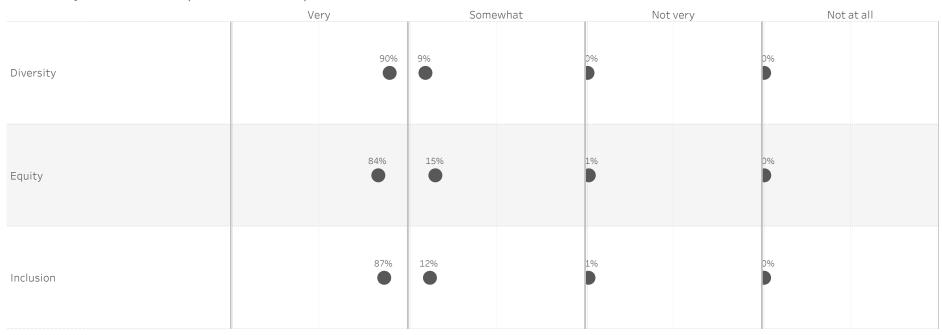




Nearly all respondents say they understand the meaning of the terms diversity, equity and inclusion very well. US or Non-US

View Selector All All

Familiarity with DEI terms (n=5,191 to 5,193)



How familiar are you with the meaning of the following terms?





77% recognize that diversity and inclusion definitely do not mean the same thing.

View Selector

All

Are "Diversity" and "Inclusion" Equivalent (n=5,176)

Definitely not		77%
Probably not	12%	
Maybe	5%	
Probably	3%	
Definitely	2%	
I'm not sure	1%	

Do the terms "diversity" and "inclusion" mean the same thing?





All

65% say it is extremely important that their organization has a diverse All workforce. 78% of Diversity-Seeking say so.

Organization Diversity Importance (n=4,589)

Extremely important		65%
Somewhat important	27%	
Not very important	5%	
Not important at all	3%	

Is it important to you that your organization has a diverse workforce?





Only 16% give their organization a rating of "excellent" with respect to having a diverse workforce. Supported are more likely.

View Selector

All

Organization Diversity Rating (n=4,588)

Excellent	16%	
Good	31%	
Okay	30%	
Not very good	16%	
Terrible	5%	
I'm not sure	2%	

How would you rate your organization in terms of achieving a diverse workforce?





62% say it's extremely important that their associations have a diverse member community. 75% of Diversity-Seeking respondents do.

View Selector

All

Associations Diversity Importance (n=4,574)

Extremely important		62%
Somewhat important	30%	
Not very important	5%	
Not important at all	2%	

Is it important to you that the associations you belong to have a diverse member community?





Only 16% say their associations are doing an excellent job of helping their industry achieve a diverse workforce.

View Selector

All

Associations Diversity Rating (n=4,574)

Excellent	16%
Good	34%
Okay	28%
Not very good	9%
Terrible	2%
I'm not sure	1296

How would you rate your membership associations in terms of helping your industry achieve a diverse workforce?

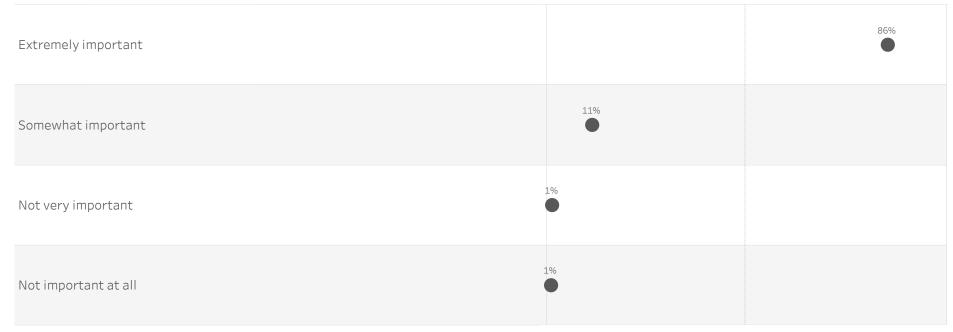




86% say it's extremely important to them that their organization treats all employees equitably.

View Selector All All

Organization Equity Importance (n=4,543)



Is it important to you that your organization treats all employees equitably?





All

Only 18% say their organizations are excellent with respect to treating All employees equitably. Supported respondents are far more likely.

Organization Equity Rating (n=4,543)

Excellent	18%	
Good	33%	
Okay	26%	
Not very good	13%	
Terrible	6%	
I'm not sure	4%	

How would you rate your organization in terms of providing equity for all employees?

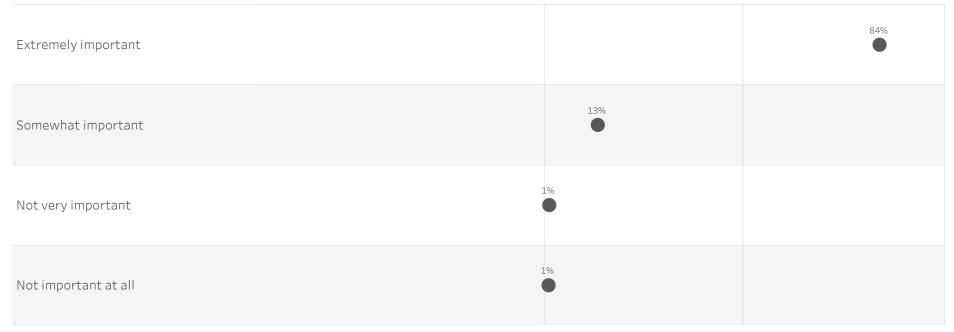




84% say it's extremely important that their associations treat all members equitably.

View Selector All All

Associations Equity Importance (n=4,527)



Is it important to you that the associations you belong to treat all their members equitably?





18% say their associations are excellent with respect to helping their industry achieve equity for all employees.

View Selector

All

Associations Equity Rating (n=4,527)



How would you rate your membership associations in terms of helping your industry achieve equity for all employees?



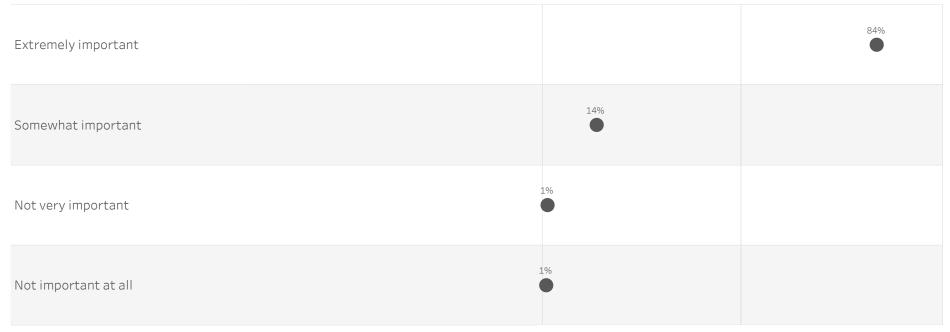


84% say it's extremely important that their organization is an inclusive workplace for all employees.

View Selector

All

Organization Inclusion Importance (n=4,497)



Is it important to you that your organization is an inclusive workplace for all employees?





19% give their organization a rating of excellent with respect to providing equity for all employees. 39% of Supported respondents do.

View Selector

All

Organization Inclusion Rating (n=4,496)

Excellent	19%	
Good	35%	
Okay	25%	
Not very good	11%	
Terrible	5%	
I'm not sure	4%	

How would you rate your organization in terms of providing an inclusive environment for all employees?

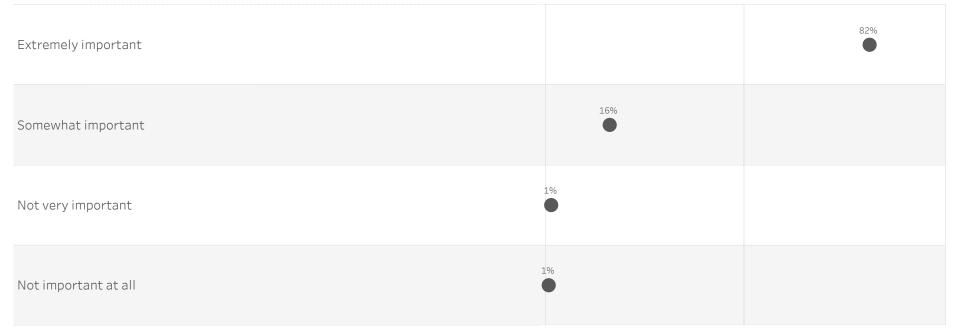




82% say its extremely important that their associations create an environment of inclusion for all members.

View Selector All

Associations Inclusion Importance (n=4,483)



Is it important to you that the associations you belong to create an environment of inclusion for all members?





All

19% give their associations an excellent rating with respect to helping their industry achieve an inclusive environment for all employees.

Associations Inclusion Rating (n=4,482)

Excellent	19%
Good	37%
Okay	24%
Not very good	7%
Terrible	2%
I'm not sure	12%

How would you rate your membership associations in terms of helping your industry achieve an inclusive environment for all employees?





All

52% say their organization has a DEI policy. 39% aren't sure.

View Selector All

Organization DEI Policy Y/N (n=3,858)



Does your organization currently have a diversity, equity and inclusion (DEI) policy?





44% say their organization has DEI initiatives underway. 47% aren't sure.

View Selector All All

Organization Current DEI Initiatives Y/N (n=3,859)



Does your organization have any DEI initiatives currently underway?





Among those whose organizations don't have DEI initiatives underway, 48% say they're not sure if the organization has plans to.

View Selector All All

Organization Planned DEI Initiatives Y/N (n=365)

Yes	17%	
No	35% •	
I'm not sure	489	6

Is your organization planning to pursue any DEI initiatives in the future?





55% of respondents say it's extremely important that their association's website is ADA-compliant.

View Selector All All

Importance of Association Website ADA-Compliance (n=3,387)

Extremely important		55%
Somewhat important	33%	
Not very important	8%	
Not important at all	5%	

Is it important to you that your member association's website is ADA-compliant?





69% aren't sure if their association website is ADA-compliant.

View Selector All All

Association Website ADA-Compliance (n=3,387)

Yes	28%	
No	2%	
I'm not sure		69%

Is the website of the association to which you belong ADA-compliant?





Engagement





38% of respondents use social media sometimes to connect with others in their industry. 30% use it often.

View Selector All All

Social Media For Industry Connect (n=4,389)

Often	30%
Sometimes	38%
Rarely	22%
Never	11% •

Do you use social media to connect with others in your industry?





73% actively participate in discussions with other industry professionals on social media at least sometimes.

View Selector All All

Active Participation On Social (n=2,983)



When you connect with other industry professionals on social media, do you actively participate in discussions or reach out to others for discussions?





Most respondents say they network with industry colleagues to learn from them and to gain professional development.

View Selector

All

Reasons for Networking with Industry Colleagues (n=5,338)

Learning from their expertise	73%
Gaining professional development	56%
To connect with people like me	50%
To receive support and encouragement from them	•
To provide support and encouragement to them	
Increasing my visibility within my profession	44%
Social connections	
I like them as people	
Helping them with my expertise	•
Potential employment opportunities	
Potential mentoring opportunities	
Establishing myself as a thought leader or expert	
Making additional connections through other peoples' networks	•
Connecting them with people in my network	23%
Potential new business opportunities	3%
Other reasons (please specify)	

What are your main reasons for connecting with others in your industry for networking activities? Choose all that apply.



