2018 Member Education and Career Development Report

We surveyed over 1,000 association members to examine the intersection of professional development and career advancement from the perspective of who it matters to most: members. Here's what we found.

Member Acquisition Motivators



Professional benefits, like networking, continuing education



What Benefits Matter Most To Your Members?







Providing training opportunities (e.g. presentation skills,

Helping you learn new skills



By Generation







Millennials

Gen Xers

Boomers



Learn new skills



Provide continuing education





Education Received Through Professional Organizations in the Past Two Years



Professional Education Motivators



How Education from Professional Organizations Differentiate



Interest in Vast Variety of Learning Formats



Biggest Gaps in Connecting Learning to Career Opportunities



Learn more at communitybrands.com/education-career-study

