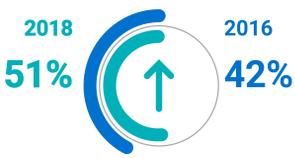


2018 Member Learning and Career Development Report

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



Professional responsibility to support the organization

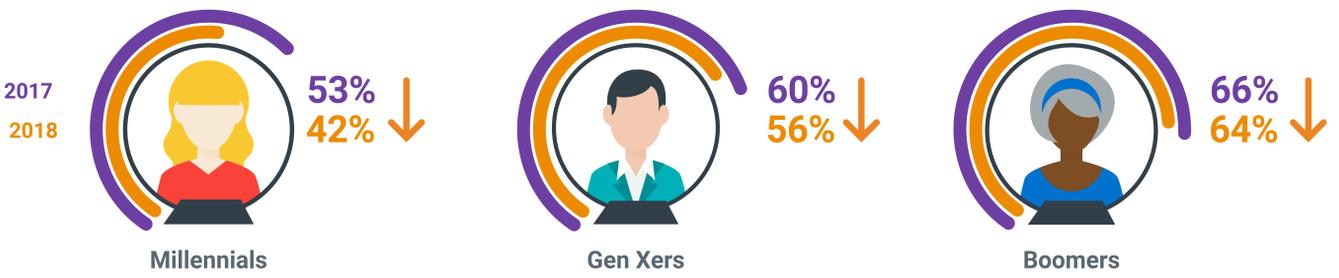


Specific product or service provided by the organization, such as insurance

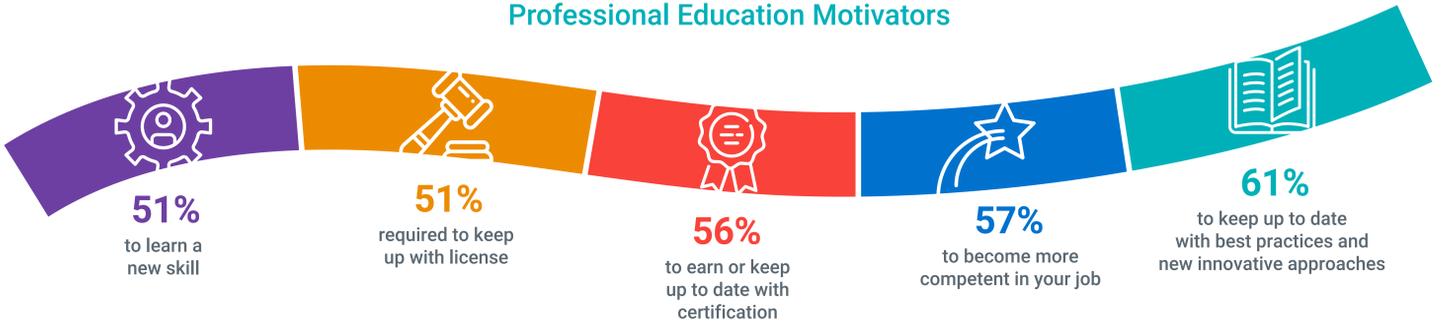
What Benefits Matter Most To Your Members?



Education Received Through Professional Organizations in the Past Two Years



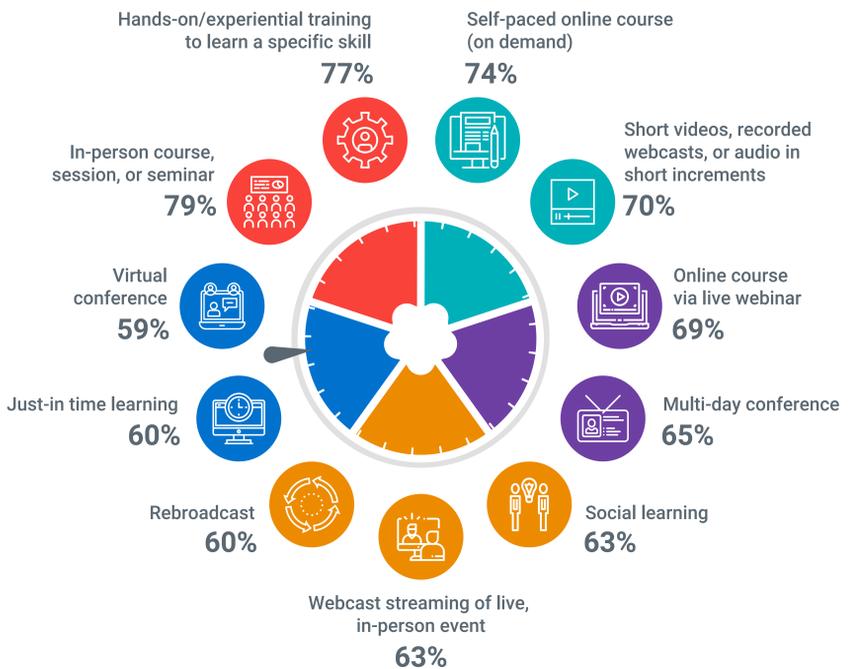
Professional Education Motivators



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