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

<table>
<thead>
<tr>
<th>2018</th>
<th>2016</th>
</tr>
</thead>
<tbody>
<tr>
<td>51%</td>
<td>42%</td>
</tr>
</tbody>
</table>

- 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?

**Overall**

1. Providing continuing education opportunities
2. Providing networking and referral opportunities
3. Helping you learn new skills
4. Providing training opportunities (e.g., presentation skills, leadership development, etc.)
5. Providing certifications or credentials
6. Helping you advance your career
7. Providing mentoring and professional advice
8. Helping you find new job opportunities
9. Helping you get a new job
10. Helping you get a promotion

**By Generation**

<table>
<thead>
<tr>
<th>Millennials</th>
<th>Gen Xers</th>
<th>Boomers</th>
</tr>
</thead>
<tbody>
<tr>
<td>60%</td>
<td>56%</td>
<td>66%</td>
</tr>
</tbody>
</table>

- 51% to learn a new skill
- 51% required to keep up with licensure
- 56% required to keep up to date with best practices and new innovative approaches
- 57% to become more competent in your job
- 61% to keep up to date with external practices and new innovative approaches

### Education Received Through Professional Organizations in the Past Two Years

- **2017**
  - 53%
- **2018**
  - 42%

**Professional Education Motivators**

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### How Education from Professional Organizations Differentiate

- 77% Relevance of the content/topic
- 73% High quality
- 70% Credible sponsor/providers
- 61% Convenience
- 58% Good value
- 53% Good for my CV/resume
- 52% Opportunity to see hands-on/experiential training

### Interest in Vast Variety of Learning Formats

- **Hands-on/experiential training to learn a specific skill**: 77%
- **Self-paced online course (on-demand)**: 74%
- **In-person course, seminar or conference**: 79%
- **Virtual conference**: 59%
- **Just-in-time learning**: 60%
- **Relaxation**: 60%
- **Webcast streaming of live, interactive event**: 63%
- **Social learning**: 63%
- **Online course via live webinar**: 69%
- **Webinar**: 65%
- **Multi-day conference**: 65%
- **Short videos, recorded webcasts, or audio-in-stream environments**: 70%
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### Biggest Gaps in Connecting Learning to Career Opportunities

- Recommended learning paths based on required job skills
- Learning materials and career networking
- Showcase learning content to relevant events

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