CASE STUDY

Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)

SACNAS is a membership-based organization that fosters the success of Chicanos/Hispanics and Native Americans. Their team knew that to attract the next generation of members, they needed to understand their student members better and deliver more of what members wanted.

By utilizing YM Careers software and services to collect and analyze member data, then create multiple campaigns and offerings to drive membership conversions, SACNAS was able to encourage new grad résumé uploads to their job board, and connect more members with industry employers.

YM Careers Solutions
Marketing services
Resume sweepstakes toolkit
Recruitment guides
Internship board software
Job board software

Increased conversions of student to professional membership
Boosted job board resume uploads and resume views
Put career recruitment guide in front of thousands of members

Attracting the next generation of members with YM Careers
Challenges
SACNAS wanted to increase conversions of student to professional memberships as well as get new graduate members and employers more engaged with the SACNAS job board.

Solutions
SACNAS worked with YM Careers to create campaigns that promote SACNAS benefits to new grad members as well as drive more résumé uploads to the SACNAS job board. They also built a recruitment guide to connect members with top industry employers.

Results
SACNAS nearly doubled the conversions of student to professional memberships from 2018 to 2019. The SACNAS team also boosted resume uploads to their job board by 103% and distributed a career recruitment guide to 4,000 members.

“Our work with YM Careers has been highly effective at showing student and graduating members the value of continued membership with SACNAS. The results have been fantastic, and they get better every year.”

Daniela Bernal, Communications and Membership Manager
Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)

About SACNAS
SACNAS is a national organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM.

8.2k+ MEMBERS  115+ CHAPTERS  5k+ ANNUAL CONFERENCE ATTENDEES

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