Members report that their professional organization has a career center/job board.

77% members that have used their organization’s career center/job board.

Members that have rated their organization’s job board is high quality.

Top reasons members join associations, by generation:

1. Acquire New Members
   - Collect new, potential member leads via your career center.
   - Include membership sign-up content on your career center to stay top-of-mind.
   - Non-member information can be captured automatically by the AMS when they visit your site and sign up as a job seeker.
   - Generate a report of non-member job seekers to use in marketing efforts to drive new members.

2. Generate Non-dues Revenue
   - Enticing pay a premium to get their jobs in front of your members.
   - Increase visibility by featuring top-notch job seekers.
   - Offer additional sponsorship opportunities like banner ads and career fairs.
   - Members have access to niche jobs in your industry.
   - Members will look to you as the reputable place to job hunt.

3. Provide Career Advancement
   - Career opportunities and continuing education go hand-in-hand.
   - Provide personalized career coaching to drive career advancement.
   - Engage by providing job opportunities via email, social and website promotion.
   - Be the go-to recruitment resource in your industry.

4. Acquire New Learners
   - Career opportunities and academic education go hand-in-hand.
   - Dynamically show courses related to a user’s job search to drive course registrations.
   - Offer relevant courses based on a job seeker’s uploaded resume content.
   - Offer career resources for your members on top of open opportunities.

5. Engage and Retain Members
   - Provide a differentiator your competitors can’t match.
   - Engage by providing job opportunities.
   - Be the go-to resource for your industry.

Find out more about how you can exceed expectations with a career center by YM Careers. communitybrands.com/ym-careers