

ASSOCIATION

Association Industry Learning Challenges

Professional associations and membership organizations are continually looking for ways to increase the value they provide to their members while still increasing their revenues. Smart organizations want members to think of the association as a valued education partner that equips them with the critical knowledge and certifications they need most to develop their careers.

Meridian helps trade and professional organizations offer members the critical certifications, knowledge and career development opportunities they need to drive non-dues revenue, engage members and positively impact overall growth.



9.7 million adults receive training from a professional association every year.¹



1.3 million people in the U.S. are employed by member organizations.¹



315,000 meetings held by U.S. member associations every year.¹



25% of non-dues association revenue comes from learning programs.²

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Association Learning Challenges

Association Growth via Learning

By creating an offering of learning programs built on a flexible, scalable platform that effectively promotes relevant content, offers thoughtful courses, hires knowledgeable instructors and design marketing efforts, associations can achieve significant growth. They should also:

- Market and sell education to non-members who need education for their chosen careers
- Utilize learning to boost overall member engagement
- Provide education opportunities where learners can network with peers
- Assure that the LMS integrates with key platforms such as the AMS to serve up a superior experience
- Offer secure eCommerce functionality with flexible payment options, discounts and bulk training purchases
- Deliver learning opportunities to members anytime, anywhere



Portion of budget allocated for technology at most associations hasn't increased since the 1990s.³



74% of U.S. adults are actively committed to lifelong learning for professional and/or personal enrichment.⁴



55% of full time or part-time workers participated in work or career learning to maintain or improve their job skills.⁴



26% of associations saw a decrease in membership.⁵

1 ASAE, *Power of Associations Study*

2 2017 Association Adviser poll

3 DelCor Technology Solutions, *Unleash Progress with Mature IT*

4 Pew Research Center survey, *Lifelong Learning and Technology*

5 Marketing General, Inc., 2019 *Membership Marketing Benchmarking Report*