



ENGAGING WITH YOUNGER & NEWLY-QUALIFIED MEMBERS

Highlights from a study of 28 professional membership bodies, investigating the challenges and successes of engaging with those members who are studying/in training and those in the first five years of membership.

36%

PROPORTION OF STUDENTS NOT TRANSFERRING TO A HIGHER GRADE WHEN ELIGIBLE TO DO SO

■ IMPORTANCE OF FOCUSING – IN THE NEXT 12 MONTHS – ON THE RETENTION OF MEMBERS

- studying or in training: 8.4
- in the five years of membership: 8.6
(mean ratings out of 10)

■ TOP THREE REASONS THAT STUDENT/TRAINEE MEMBERS LEAVE THE ORGANISATION:

- they've left the profession or haven't yet found a job
- the cost of continuing to the next membership grade is prohibitive
- they join another professional body instead

■ MOST POPULAR ACTIVITIES USED – WITHIN THE PAST 12 MONTHS – TO ENGAGE WITH STUDENT/TRAINEE MEMBERS:

- communication campaigns
- university visits
- upgrade workshops
- annual events

10%

PROPORTION OF THOSE IN THE FIRST FIVE YEARS OF MEMBERSHIP NOT RENEWING

■ MOST FREQUENTLY DESCRIBED DESIRED OUTCOME OF ENGAGEMENT INITIATIVES: UPGRADING OR RENEWAL OF MEMBERSHIP.

Professional bodies are also seeking to encourage greater participation or uptake of a benefit, resource or service, or an improved understanding of the organisation and the benefits of membership.

■ MOST FREQUENTLY USED METHOD – WITHIN THE PAST 12 MONTHS – OF ENGAGING WITH THOSE IN THE FIRST FIVE YEARS OF MEMBERSHIP: COMMUNICATIONS OR MARKETING CAMPAIGNS.

■ THE TOP 3 DESIRED OUTCOMES OF ENGAGEMENT WITH THOSE IN THE FIRST FIVE YEARS OF MEMBERSHIP:

- ensuring they see the organisation as a support network for their career
- maintaining or increasing retention rates
- obtaining member data / improving the way engagement is monitored

THE FULL RESEARCH REPORT: £140 + VAT

The full report - discussing the initiatives that organisations are using to encourage renewal, the successes and challenges, the ways in which these groups of members get involved with the organisation and including examples and ideas for engagement activities - is available to professional membership organisations from 23rd May. To order an electronic copy (PDF file) email Emma at research@ashridgecommunications.com.