

2018

**EDUCATION
ASSOCIATIONS
ANNUAL SURVEY RESULTS**



GrowthZone
smarter association software



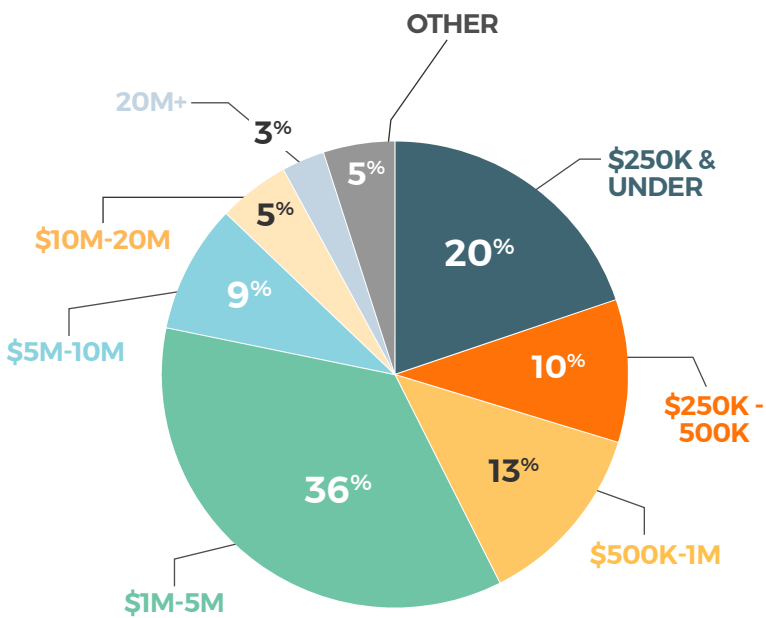
2018

EDUCATION ASSOCIATIONS ANNUAL SURVEY RESULTS

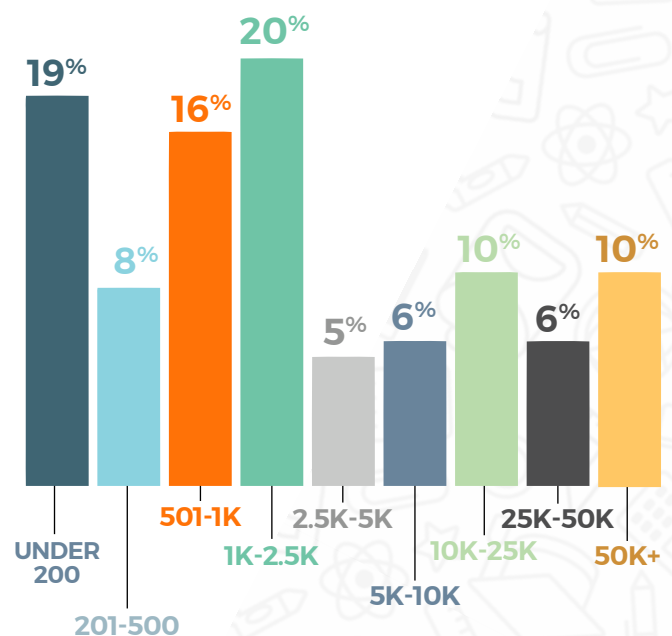
GrowthZone surveyed education association professionals across the U.S. and Canada. Topics included everything from health insurance coverage, to the Top 10 challenges holding them back, to what they wished their board knew. The results showed a number of trends impacting today's education associations.

ABOUT THE RESPONDENTS

APPROXIMATE ANNUAL OPERATING BUDGET:



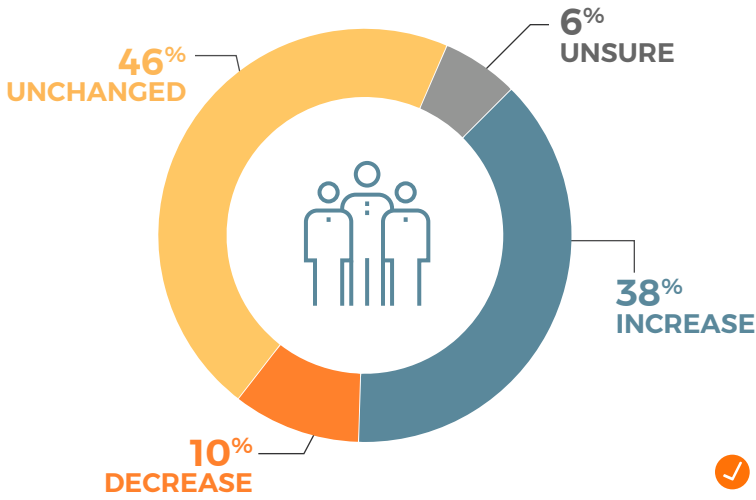
NUMBER OF MEMBERS: PREDICTED MEMBER COUNT ON 1/1/18



MEMBERSHIP GROWTH

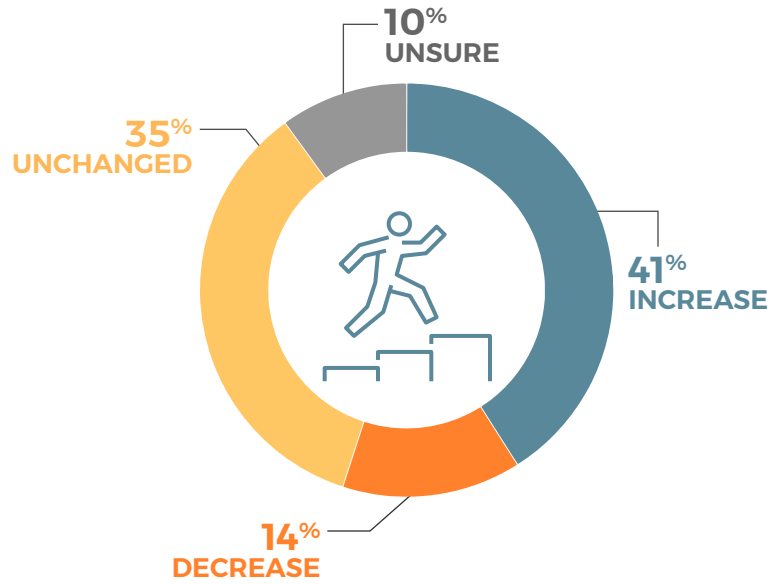
IN THE PAST YEAR

OVERALL MEMBERSHIP GROWTH:

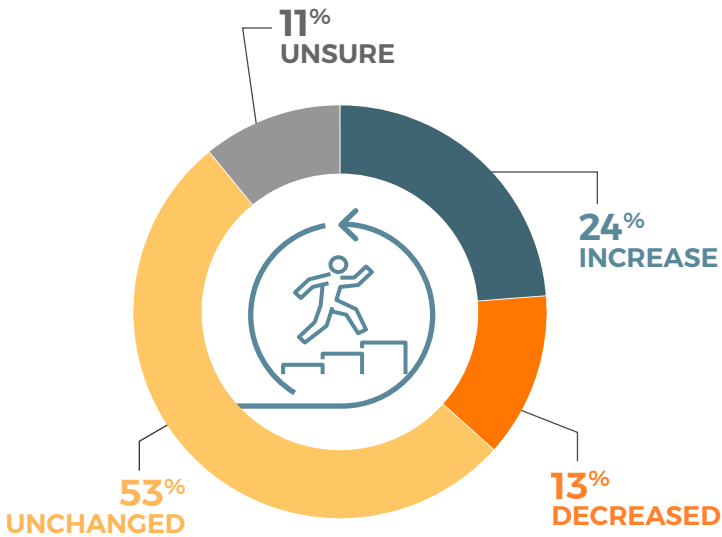


56% of associations reported decreased or stagnant membership numbers. ✓

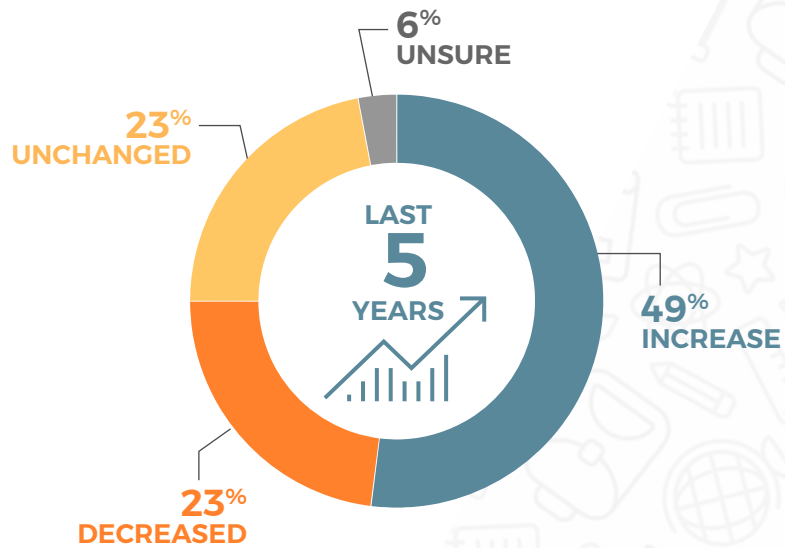
NEW MEMBERSHIP:



RENEWAL MEMBERSHIP:



MEMBERSHIP GROWTH: LAST 5 YEARS



TOP 10 CHALLENGES

HOLDING ASSOCIATIONS BACK:

WE ASKED, "WHAT'S THE #1 THING HOLDING YOUR ASSOCIATION BACK?"

WHAT RESPONDENTS SAID:

1 out of every 4 respondents cited lack of funding as the #1 challenge facing their association. ✓

1. Lack of funding
2. Not enough staff
3. Member engagement
4. Marketing/Communication
5. Recruitment/Retention
6. Resistance to change/Complacency
7. Leadership
8. Resources necessary for growth
9. Lack of strategy/Vision
10. Amount of work vs. time & manpower

QUOTES:

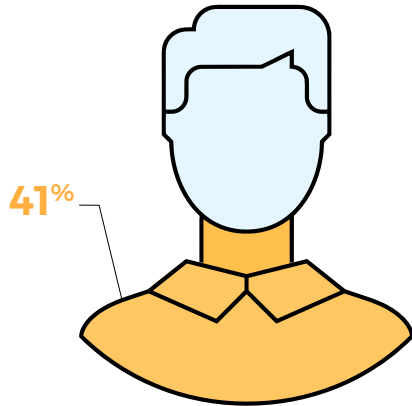
- A willingness to buy in to the values and culture of our association. This includes but is not limited to the investment of time.
- Lack of direct access to the end user. Staff capacity to set aside existing stagnant work for new opportunities.
- Staff workload impacts the number of people we can serve.
- The poor reputation of the industry represented.
- Old world thinking by leadership.

- Not doing enough strategic marketing.
- Growing base without growing budget.
- Too frequent change; there is never time to stabilize and improve—we're often off to the next thing!
- Ourselves: fear, lack of focused direction, strategy and patience/realistic timeframes.
- Lack of creative thinking; trying things outside the very traditional box and not looking to incorporate a younger demographic.

- Trying to be able to do everything we want to do to increase the growth of the organization.
- Changes in university funding.

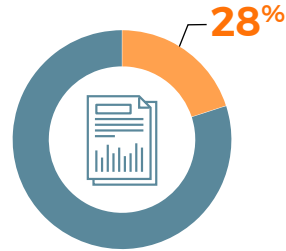
ASSOCIATION OPERATIONS

MILLENNIAL MEMBERS:

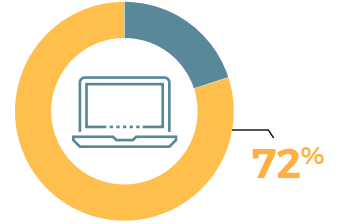


(MEMBERS BORN 1983-2000)

MEMBER COMMUNICATIONS:



PRINTED
MATERIALS

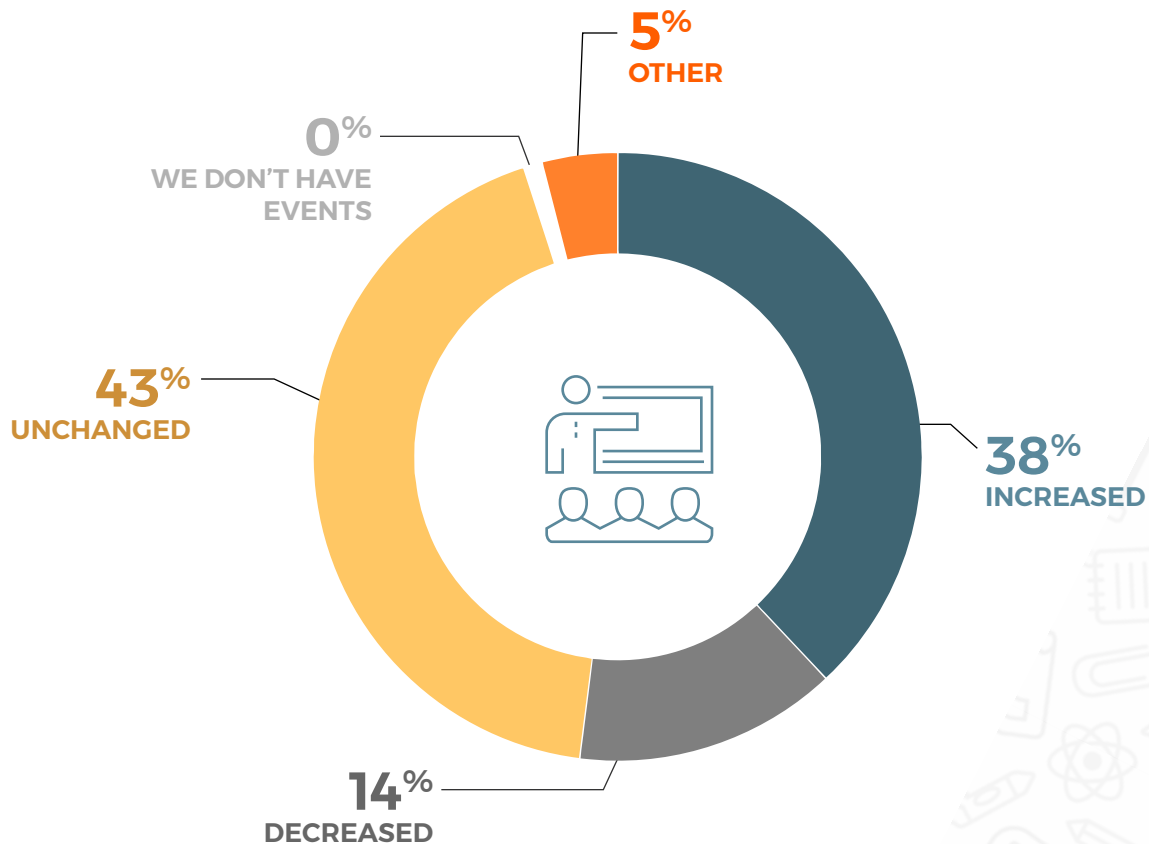


NON-PRINTED
MATERIALS
(EMAIL, TEXT MESSAGING,
ETC.)

✓ Respondents indicated that 72% of their associations' communications are sent digitally.

ASSOCIATION EVENT ATTENDANCE:

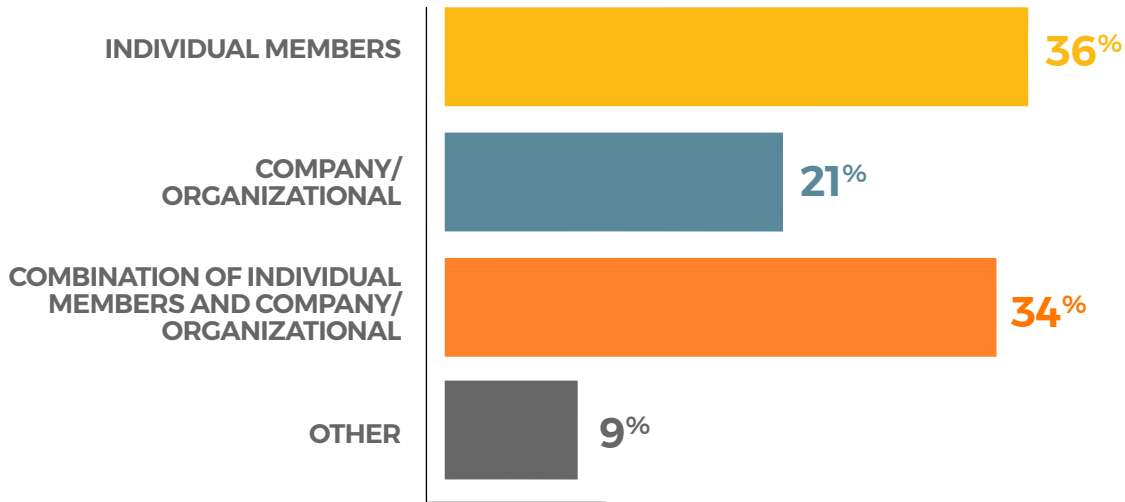
2017 VS 2016



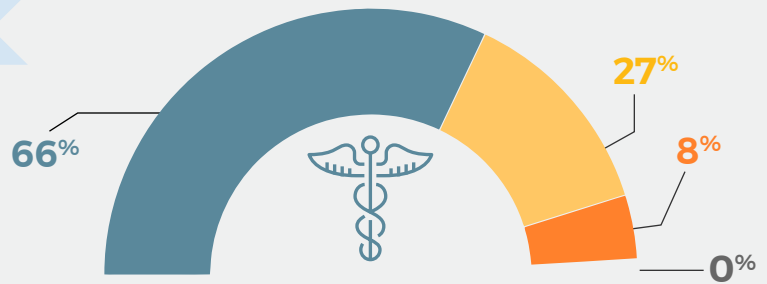
ASSOCIATION OPERATIONS CONT.

MEMBERSHIP DUES STRUCTURE

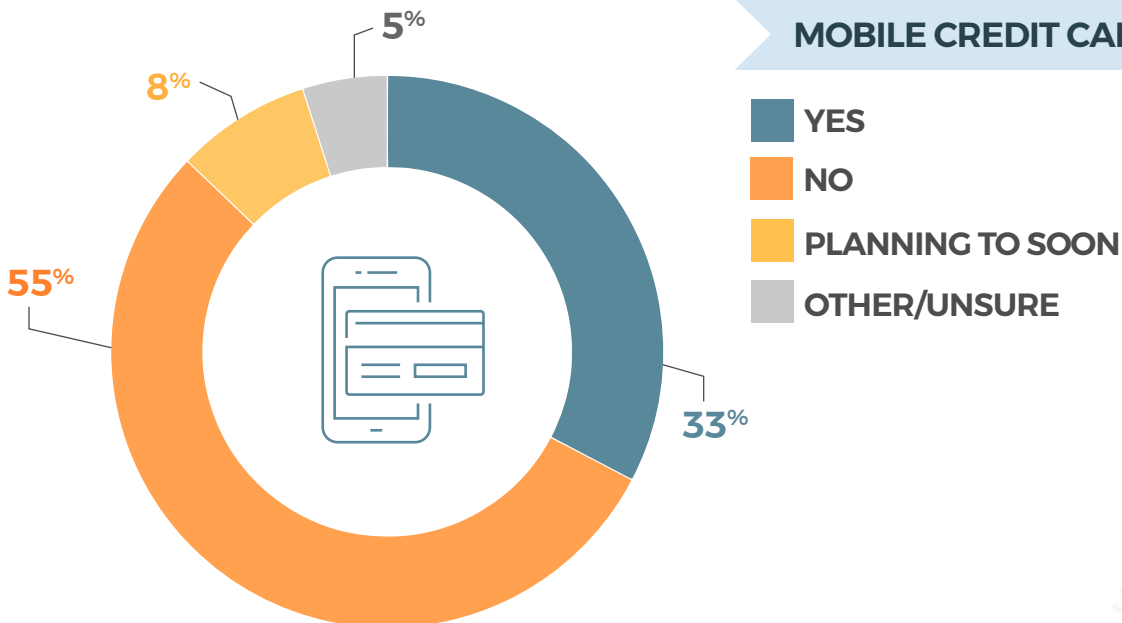
MEMBERSHIP MODEL:



EMPLOYEE/STAFF HEALTH INSURANCE:



MOBILE CREDIT CARD READER USAGE:



Over 1/3 of associations are using mobile credit card readers (or planning to soon).

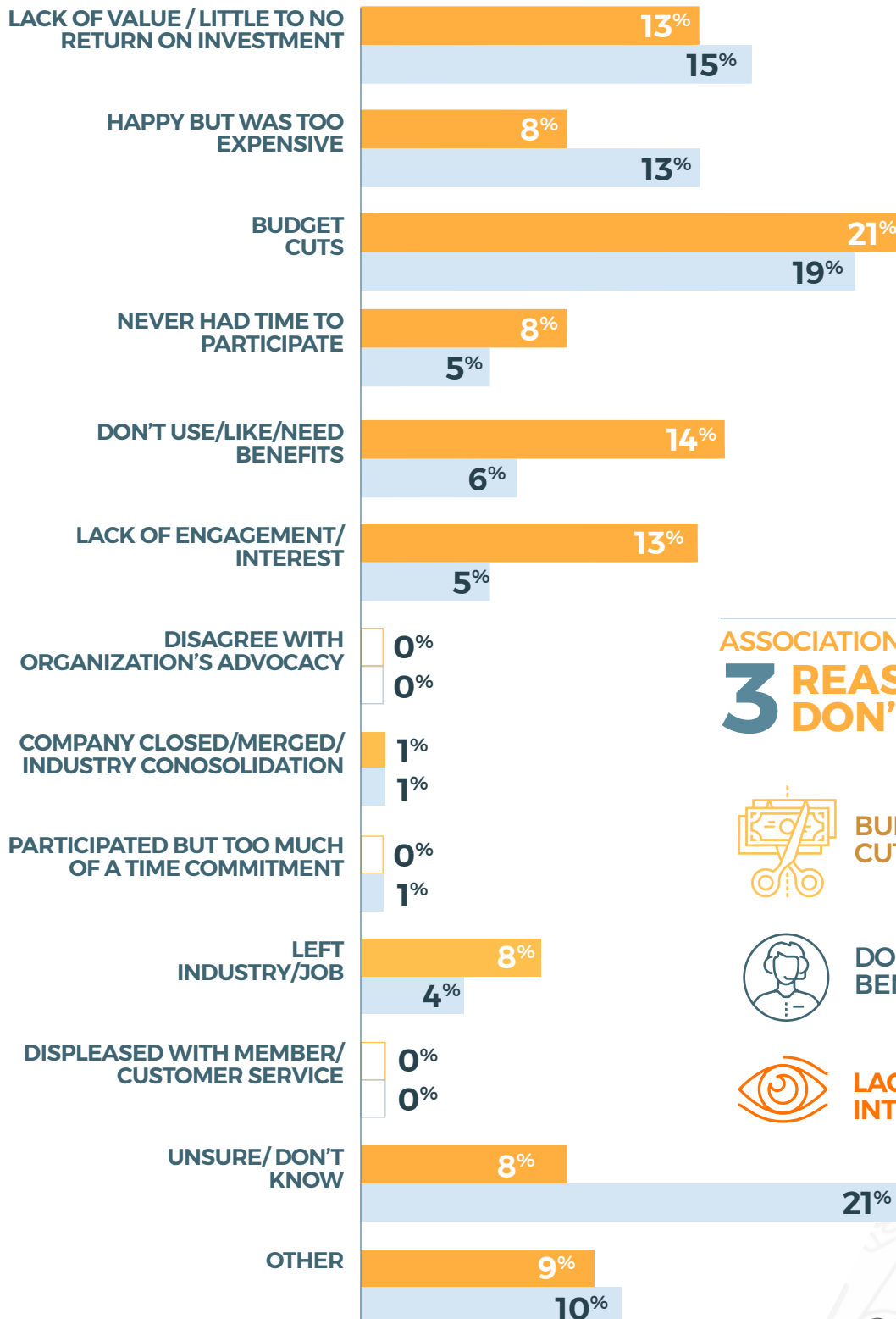
NON-RENEWALS

WHY MEMBERS DON'T RENEW:

ACCORDING TO ASSOCIATION STAFF

ACCORDING TO MEMBERS

We asked respondents “What do your **members say** is the reason they don’t renew?” and, “Why do **you think** members don’t renew?” The biggest difference of opinion was in Lack of Engagement/Interest.



ASSOCIATION STAFF SAY TOP 3 REASONS MEMBERS DON'T RENEW:



BUDGET CUTS



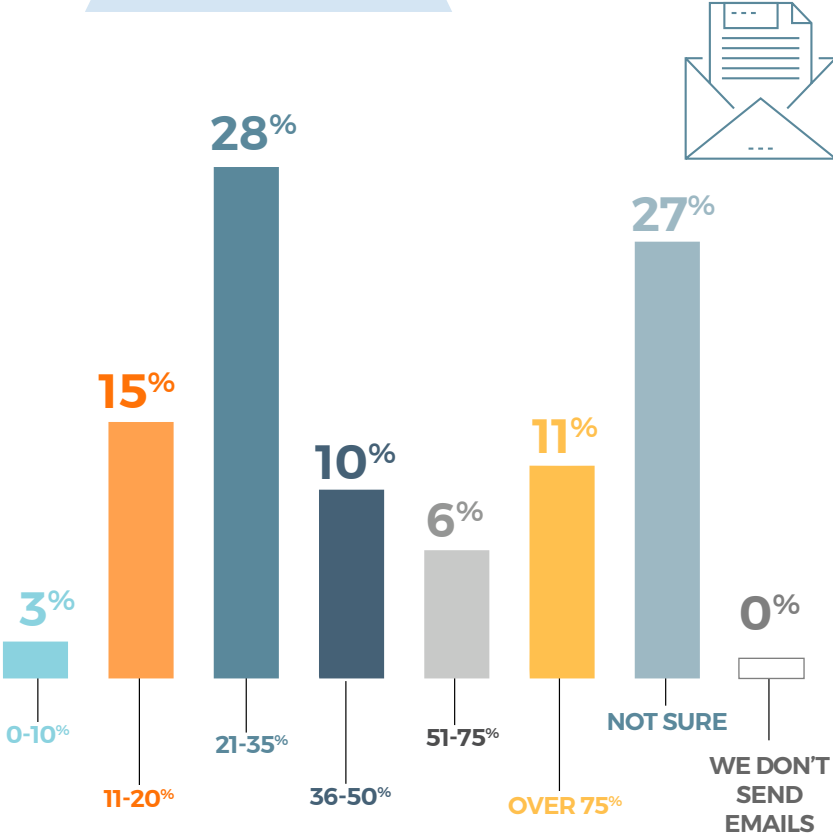
DON'T LIKE/NEED/USE BENEFITS



LACK OF ENGAGEMENT/INTEREST

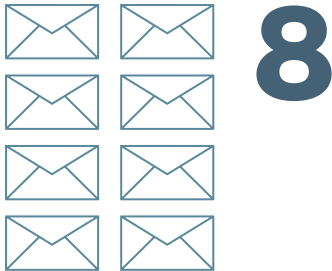
ASSOCIATION-SENT EMAIL

OPEN RATE:



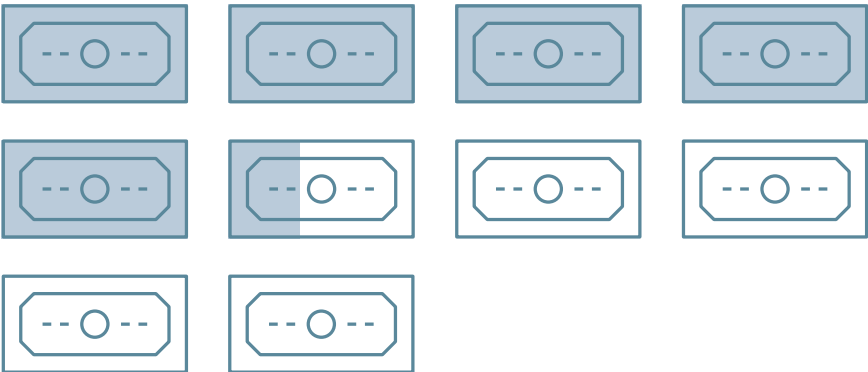
EMAIL RATE:

AVERAGE NUMBER OF EMAILS SENT PER MONTH



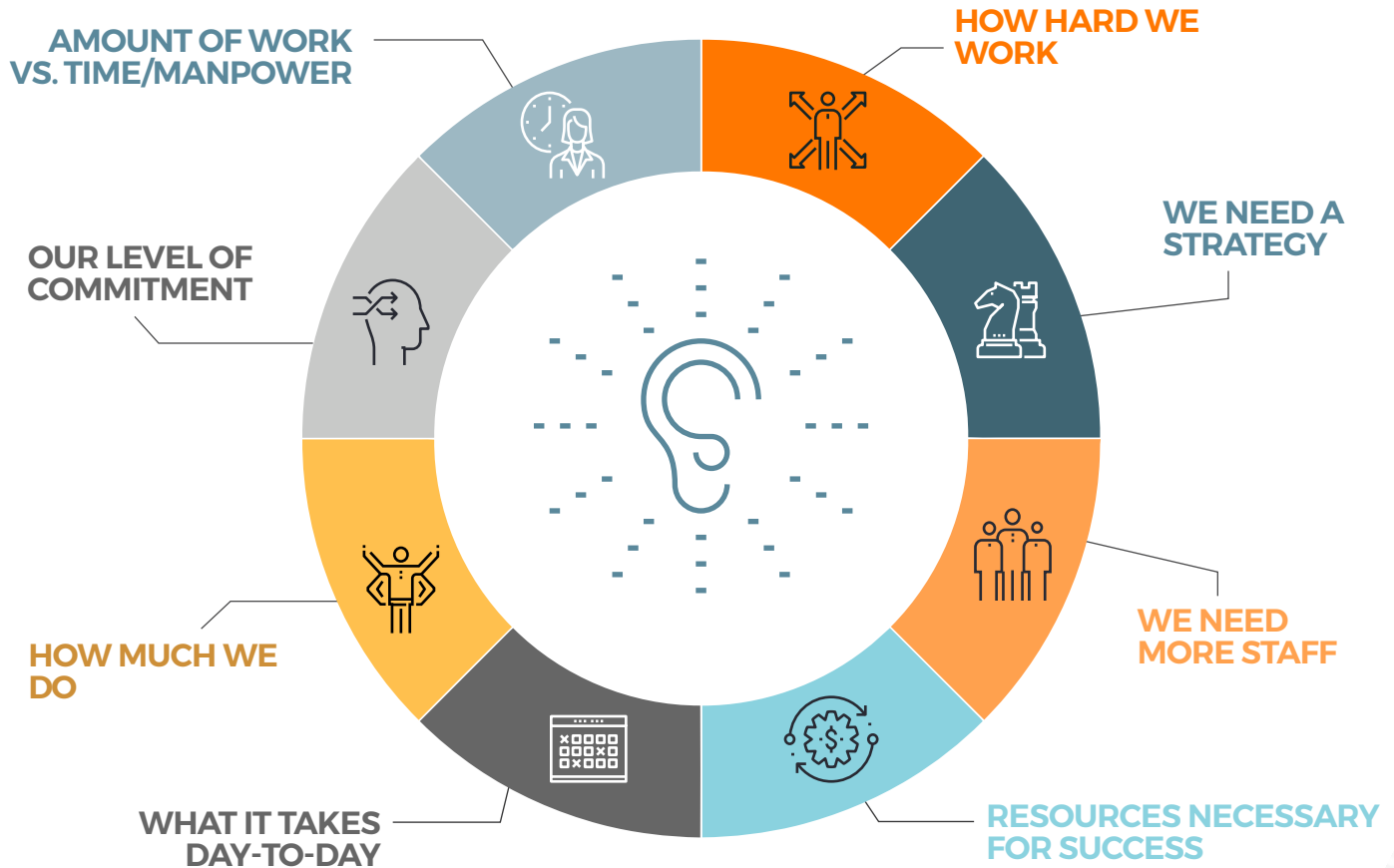
NON-DUES REVENUE:

PERCENTAGE OF ANNUAL NON - DUES REVENUE



WISH LIST

WHAT ASSOCIATION EMPLOYEES WISH THEIR BOARD REALIZED:



21% of respondents reported that their board has a thorough understanding of their job responsibilities

WHAT RESPONDENTS SAID:

- Someone is an unpaid (volunteer) position is no less committed than those in paid positions.
- They have big ideas for what they want to offer, but little follow through.
- Always coming up with new initiatives while maintaining day to day work is unrealistic.
- Sometimes there just isn't enough time in the day to pack in all the benefits they think we should be offering.
- The software that we use is extremely limited.
- That it is hard to hold all organizational thoughts in one's head all the time.
- Random decisions can have a lot of work repercussions.
- That it is challenging without more funds.
- That even though membership is declining, staff still works very hard and deserves a raise.
- Some staff functions just can't contribute much to the effort of increasing membership.
- It is harder to keep a member than to get them.
- How important it is to focus on a few association issues and do them well, not getting distracted by other issues until goals are accomplished.
- Their role is to determine policy, not make day-to-day decisions.




At GrowthZone, we pride ourselves on listening to and focusing on education associations and the people who make them run. In order to provide the best possible product to industry professionals, we regularly seek data on the trends and issues facing their organizations.

Thank you to the education association professionals that took the time to respond to the survey.

ABOUT GROWTHZONE

GrowthZone is the first Association Management Software fully integrated with sales funnel management. It's a smarter solution designed for efficiency and growth. The cloud-based system is powerful, easy to use, and designed to manage all the day-to-day operations of your organization. Guaranteed.

 **Download a free copy** of our Association Management Software Buyers Workbook.

 **Contact us today** for a personalized product demo.