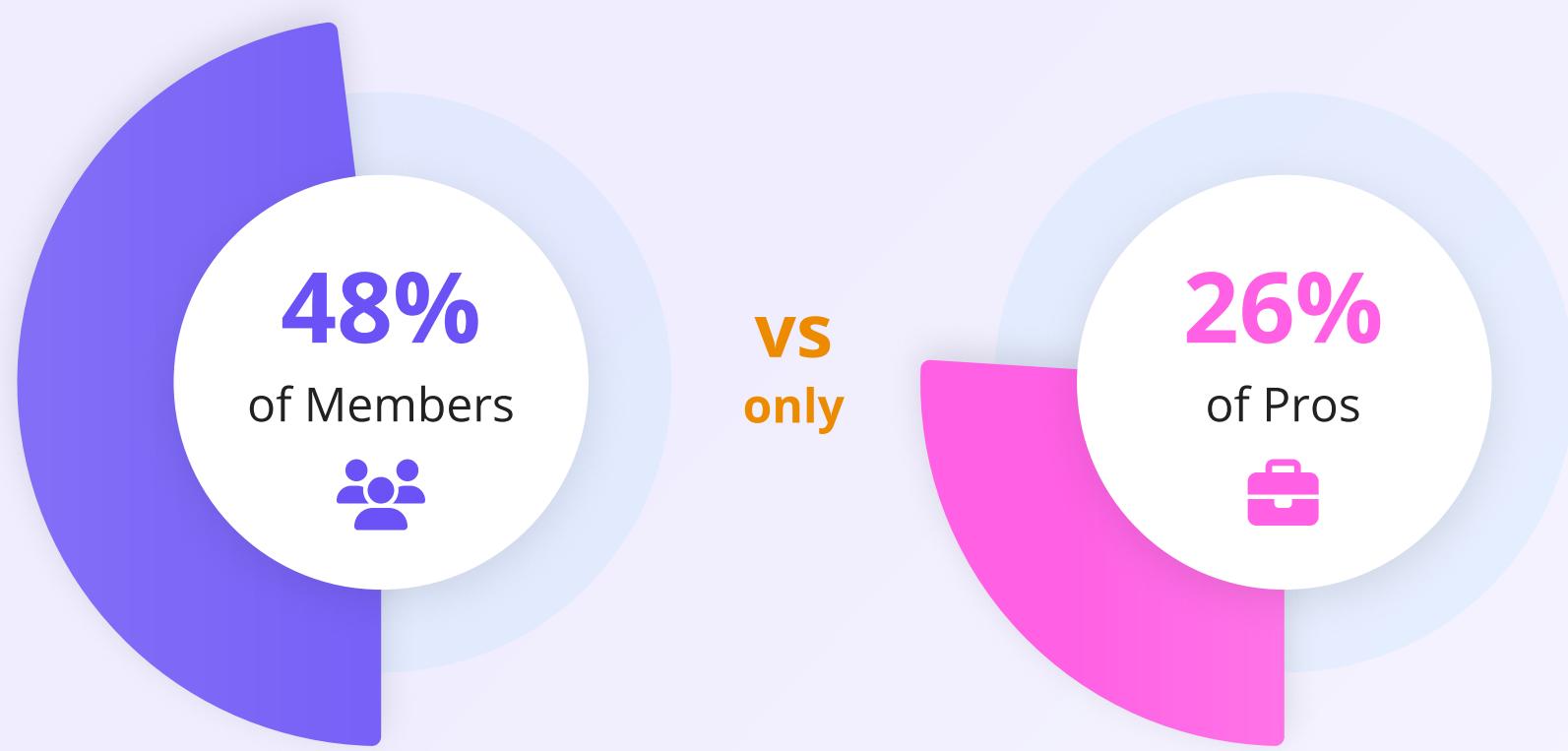


# GIVE MEMBERS WHAT THEY WANT – A ROBUST CAREER CENTER

Provide your members what they've been asking for - resources to help grow their career.



## Did you know?



find **help with career advancement** as an **important member benefit**

### Member priorities based on career stage



Early-career



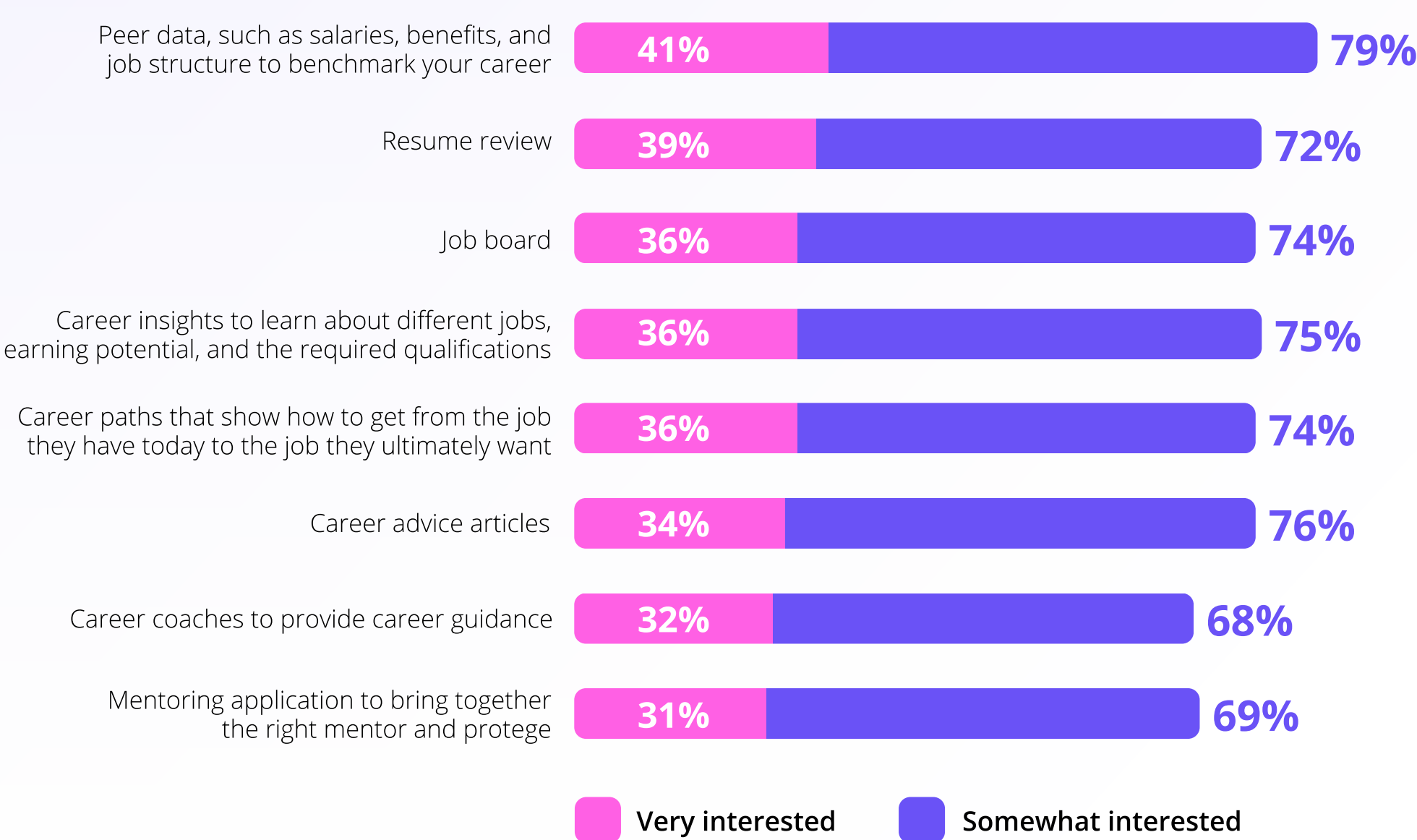
Mid-career

Priority	Early-career	Mid-career
1	63% Training	57% Helping with career advancement
2	62% Helping with career advancement	56% Training
3	61% Job opportunities	56% Code of ethics
4	59% Code of ethics	54% Job opportunities
5	58% Fueling growth of industry	54% Fueling growth of industry



Professional organizations are **rated #1** for the best source for a quality job offer by members.

### Member usage and interest in career help from organization



## Invest in your members by giving them the value they seek.

Findings from the 2023 Association Trends Study suggest an opportunity for organizations to provide a greater breadth of career resources to become a go-to career destination.



[Download The Study](#)

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