

THE MEMBER VALUE AND TECHNOLOGY GAP

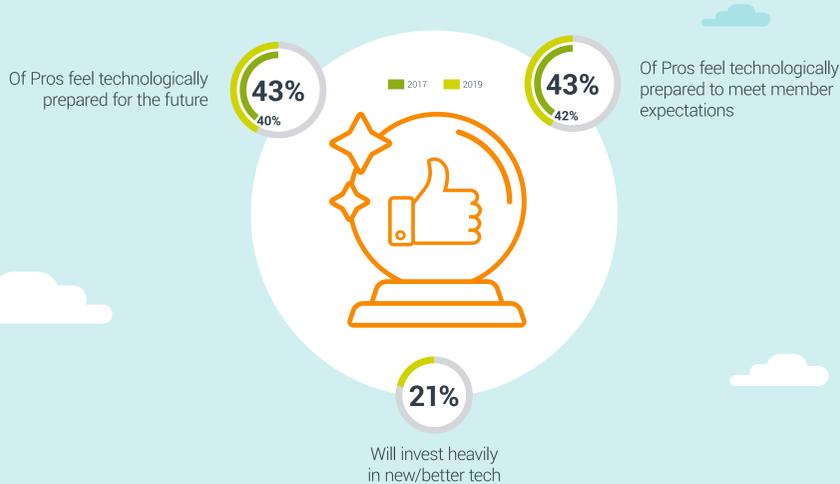
We surveyed more than 1,000 association members and 400 association staff representatives to examine the gaps that exist between member value and association technology



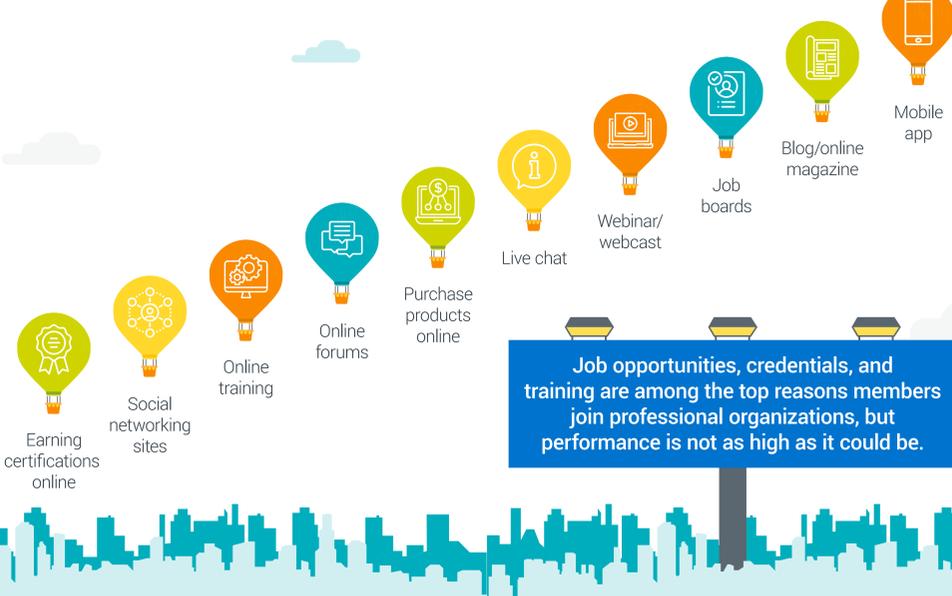
Members' outlook on technology



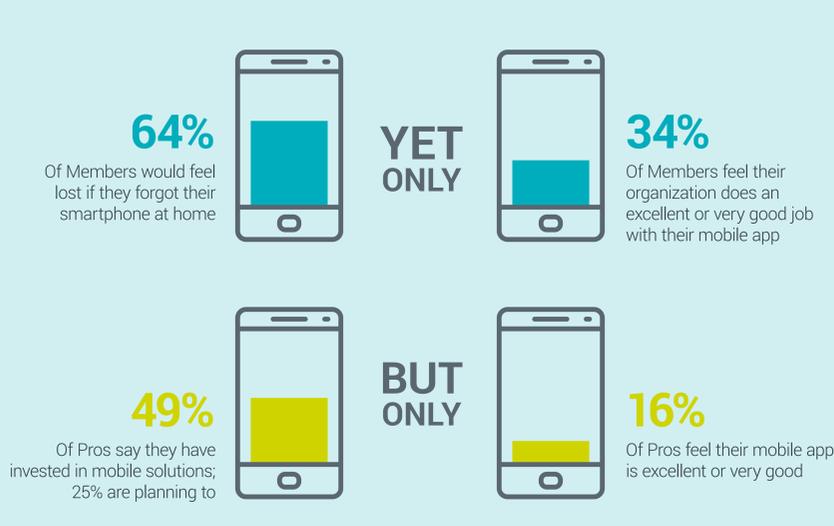
Associations' outlook on the future



Biggest gaps in member digital experience



The mobile divide



Top business objectives that leadership looks to address with technology (According to IT)



Closing the gap between member value and technology

1 Level up your technology around online training, certifications and credentials, and job boards will not only increase member satisfaction but will also have the added benefit of driving non-dues revenue.

2 Emphasize mobile by offering the entire member journey on mobile by making sure that each experience is mobile responsive and works well on any device.

3 Be prepared to meet members technology expectations by offering high quality technology experiences.