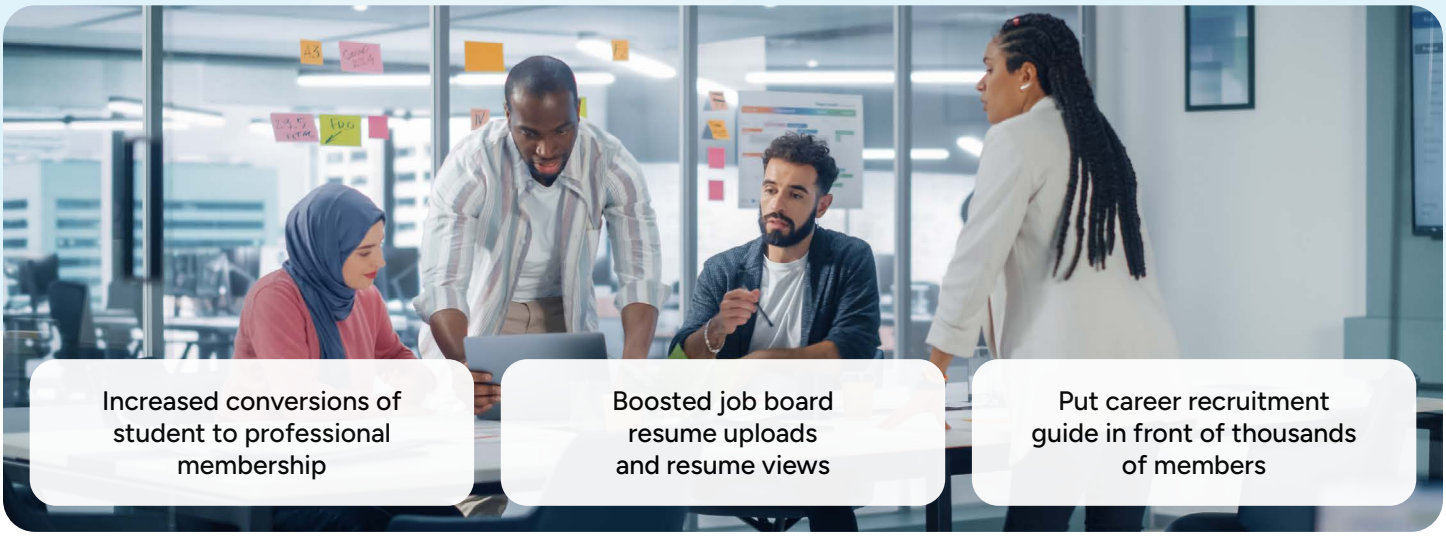
Momentive

SACNAS
CASE STUDY

Society for Advancement of Chicanos/Hispanics and Native Americans in Science



Increased conversions of student to professional membership

Boosted job board resume uploads and resume views

Put career recruitment guide in front of thousands of members

Attracting the next generation of members with YM Careers

SACNAS is a membershipbased organization that fosters the success of Chicanos/Hispanics and Native Americans. Their team knew that to attract the next generation of members, they needed to understand their student members better and deliver more of what members wanted. By utilizing YM Careers software and services to collect and analyze member data, then create multiple campaigns and offerings to drive membership conversions, SACNAS was able to encourage new grad résumé uploads to their job board, and connect more members with industry employers.

Solutions

- Marketing services
- Resume sweepstakes toolkit
- Recruitment guides
- Internship board software
- Job board software

Solution

SACNAS worked with YM Careers to create campaigns that promote SACNAS benefits to new grad members as well as drive more résumé uploads to the SACNAS job board. They also built a recruitment guide to connect members with top industry employers.

Challenges

SACNAS wanted to increase conversions of student to professional memberships as well as get new graduate members and employers more engaged with the SACNAS job board.

Results

SACNAS nearly doubled the conversions of student to professional memberships from 2018 to 2019. The SACNAS team also boosted resume uploads to their job board by 103% and distributed a career recruitment guide to 4,000 members.

"Our work with YM Careers has been highly effective at showing student and graduating members the value of continued membership with SACNAS. The results have been fantastic, and they get better every year."

- **Daniela Bernal,** Communications and Membership Manager
Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)

SACNAS

About SACNAS

SACNAS is a national organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM.

8,200+ Members

5,000+ Annual conference attendees

115+ Chapters

About Momentive Software

Momentive Software amplifies the impact of over 30,000 purpose-driven organizations in over 30 countries. Mission-driven organizations and associations rely on Momentive's cloud-based software and services to solve their most critical challenges: engage the people they serve, simplify operations, and grow revenue. Learn more at **momentivesoftware.com**.

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