



Millennials and Membership

AACA Student Mentorship Programs

Many professional and trade associations are faced with a decrease in younger members. One of ASG's associations, AACA, was faced with declining membership amongst millennials. In an effort to increase membership among this younger demographic the association created a student mentorship program.

AACA's mentorship program offers a Mentor reception at their annual conference that invites students and young professionals to network and create relationships with faculty that are further along in their career. AACA's Regional Meetings focus on inviting students who cannot afford or get time off to attend the larger annual meeting. The price is significantly less, and provides a more intimate setting.

As a result of AACA's mentorship program AACA has realized a 74% increase in student members since 2013.



74%
increase in
student
memberships