



Race for Relevance: 5 Radical Changes for Associations

Harrison Coerver, Mary Byers

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Building a robust technology framework. The results of these five changes include streamlined and nimbler governance; staff that is challenged and that works in true partnership with volunteers; a realistic, well-defined member market that's easier to find and market to; products and services that members feel are desirable and beneficial; and increased financial and resource capital in short, an association that can succeed in a brave new world. ASAE is a membership organization of more than 22,000 association executives and industry partners representing more than 11,000 organizations. ASAE members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. ASAE is the preeminent source of knowledge, learning, community, and advocacy for the field of association management. ASAE's publishing imprint, Association Management Press, reflects the ASAE mission by publishing relevant, reliable content focusing on helping professionals tackle their organizational leadership and management challenges.

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