

How to boost member career advancement with your AMS

Now more than ever, association members are seeking help with career advancement. According to the 2023 Community Brands Association Trends Study, almost half of all members rated career advancement resources as a top member benefit, and 51% ranked certifications and credentials as a vital benefit.

How can you meet your members' needs and support them throughout their careers? Leverage your [association management software](#) (AMS) to offer innovative career advancement resources, ensuring your members experience professional success.



5 ways your AMS helps member career advancement

It's time to take your association's career advancement offerings to the next level. Follow these steps to get started:

Start with your application process

As members join your association, survey them for pertinent career details. Ask questions about a member's current profession, educational aspirations, and career goals.

Understanding what each member hopes to accomplish will help inform your engagement strategy, guaranteeing your association meets the professional needs of each member.

Leverage your online community platform

Offer more member value and support your members' careers when you utilize your AMS and its built-in online community. Boost member engagement by creating continuing education cohort groups or consider segmenting your members into groups based on their current professional role or by career goals.

Leverage member polls to determine which training topics your association should offer. Use your online community to provide current career advancement resources, begin fruitful conversations, and offer virtual networking opportunities.

Support your members throughout their careers with the Nimble AMS built-in online community, Nimble Communities. Leverage Nimble Communities to create professional networking opportunities and foster member engagement with career-related sub-groups.

Integrate your career center

Ensure your AMS integrates with your career center to boost member engagement and retention. When you select a career center that syncs with your AMS, you can utilize your member data to offer customized career advancement resources.

Leveraging these valuable software solutions can help you reach members currently looking for a job, desire career advice or peer data, and want online coaches or mentors—securing your association's position as a go-to career advancement source.

Take member career advancement to the next level. Integrate YM Careers with Nimble AMS to foster your members' careers and boost recruitment and retention. YM Careers offers innovative job board software, career planning resources, career fairs, mentoring opportunities, and more.

Update member information

Keeping your member data updated is crucial in providing relevant career advancement resources. With the right AMS, you can empower your members to update their membership information, reflecting their current job role, educational background, and certification status.

Look for an AMS that makes it easy for members to update their career information. Updated records can inform your membership engagement strategy and will ensure your members get the most out of your association.

Integrate with your LMS

Community Brands research found that members are looking for innovative continuing education offerings. Monitor member career growth with an AMS that tracks term-based education, accreditation, and certification programs. Credit tracking ensures your staff and members always know the status of their professional development program of certification.

Transform your professional development program by leveraging learning management software (LMS) that integrates with your AMS. When you sync both your AMS and LMS you can personalize your professional development program, offering customized learning paths, course recommendations, and assessments to help your members advance their careers with the latest certification or industry credential.

Transform your professional development program and advance your members' careers by integrating Crowd Wisdom LMS with Nimble AMS. Crowd Wisdom personalizes continuing education by offering customized learning paths, course recommendations, robust assessments, and interactive features.

Learn more about Nimble AMS

Start showing members that your association is invested in their futures—become the career advancement resource of your members' dreams.

Leverage Nimble AMS to support your members' careers and offer valuable professional resources.

[Learn more](#)



Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience. Built entirely on the Salesforce platform, Nimble AMS will help you easily manage every aspect of your enterprise association. Expect continuous upgrades, AI and predictive analytics, robust reporting and dashboards, and online communities to advance your association.