

AUGUST 2021

ASSOCIATION TECH TRENDS AND STRATEGIES REPORT

Report by:
Association TRENDS
Mobilize



EXECUTIVE SUMMARY



Mobilize is thrilled to present the 2021 Data and Tech Trends Survey Report in partnership with Association Trends.

This report summarizes key initiatives, plans, and technologies that associations are focused on as we push ahead into a year that's full of technology change.

Technology proved it was more critical than ever over the past year. Especially technologies that fostered virtual connection.

Many associations made the critical pivot to 100% virtual engagement, which posed some pretty significant technical challenges. However, this pivot proved an excellent opportunity for associations to better understand and connect with members more often and in new ways. Further solidifying the new era in which engaging people requires a deep understanding of their needs through data and interaction vs. speculation and guesswork of what we think they need.

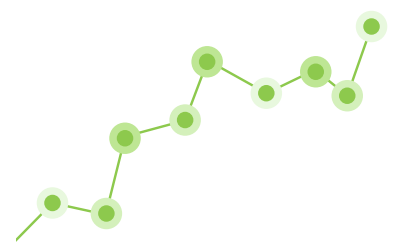
The next growth phase for associations relies on building a system for deeply understanding members and responding based on member-driven interactions through technology.

And Associations are aligned. The report demonstrates associations' interest in leveraging technologies that provide deeper insight on members and activities, with data and analytics viewed as the biggest initiatives for 2021. More than 50% of those surveyed are committed to gathering data insights that will

reveal member preferences, sentiment, and identify behavior, as well as provide insight on content. As associations continue to invest in a better understanding of their members' experiences, technologies that provide this insight will continue to gain attention.

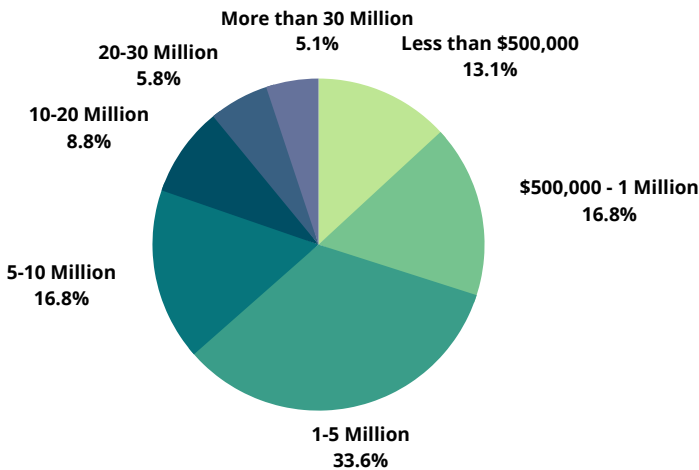
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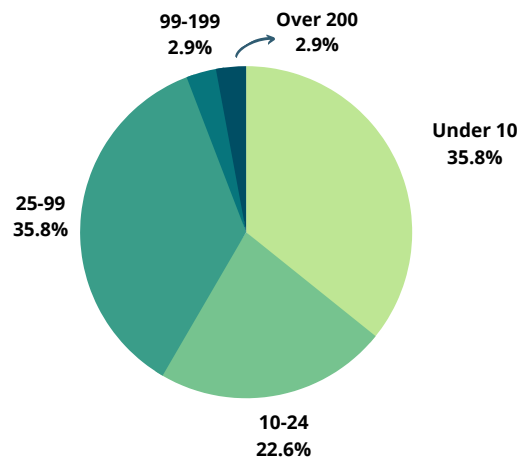


PARTICIPANT DEMOGRAPHICS

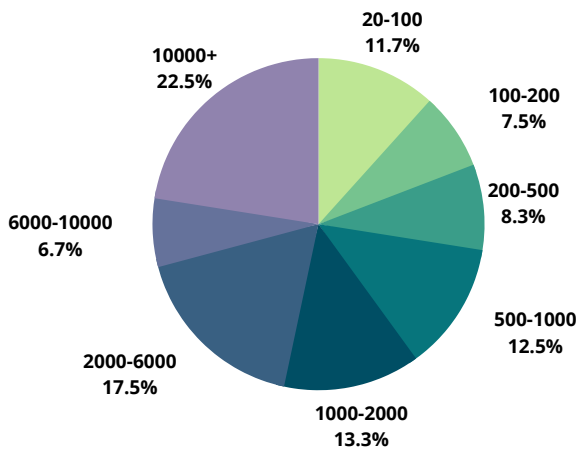
ANNUAL BUDGET



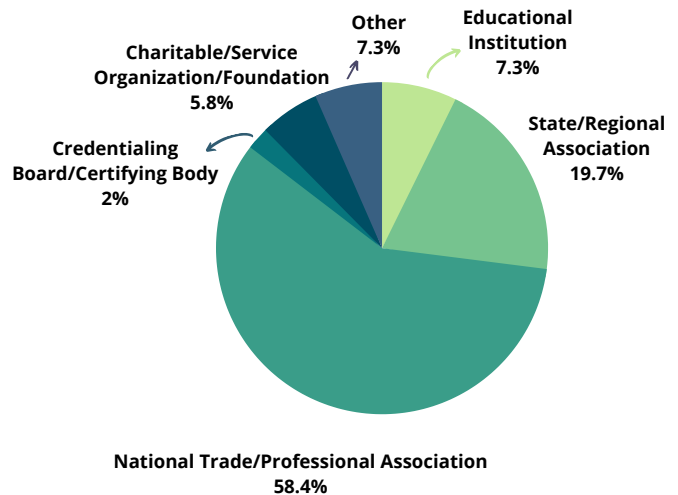
STAFF SIZE



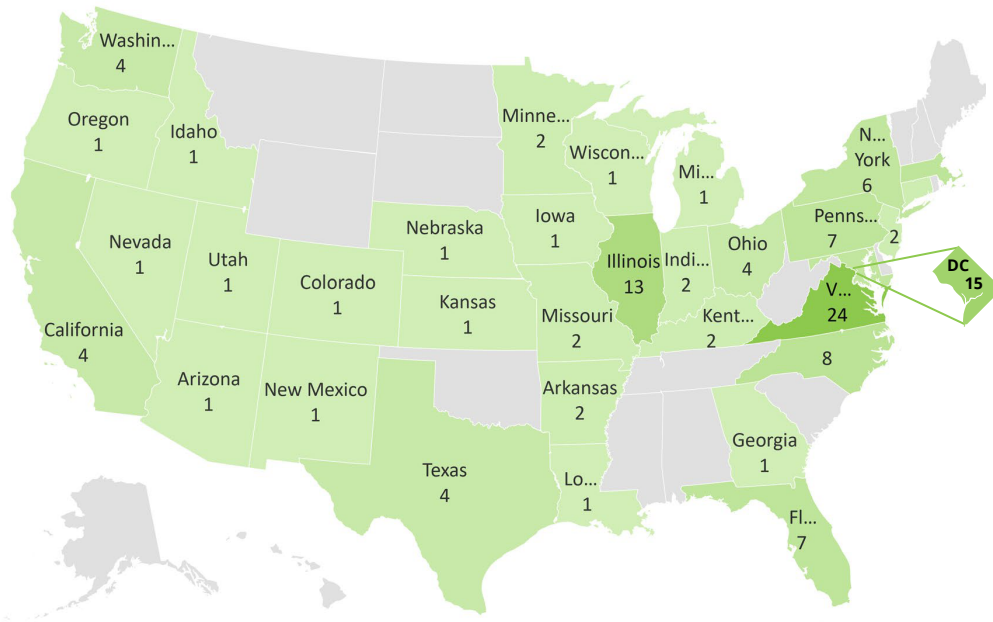
MEMBERSHIP SIZE



ORGANIZATION TYPE

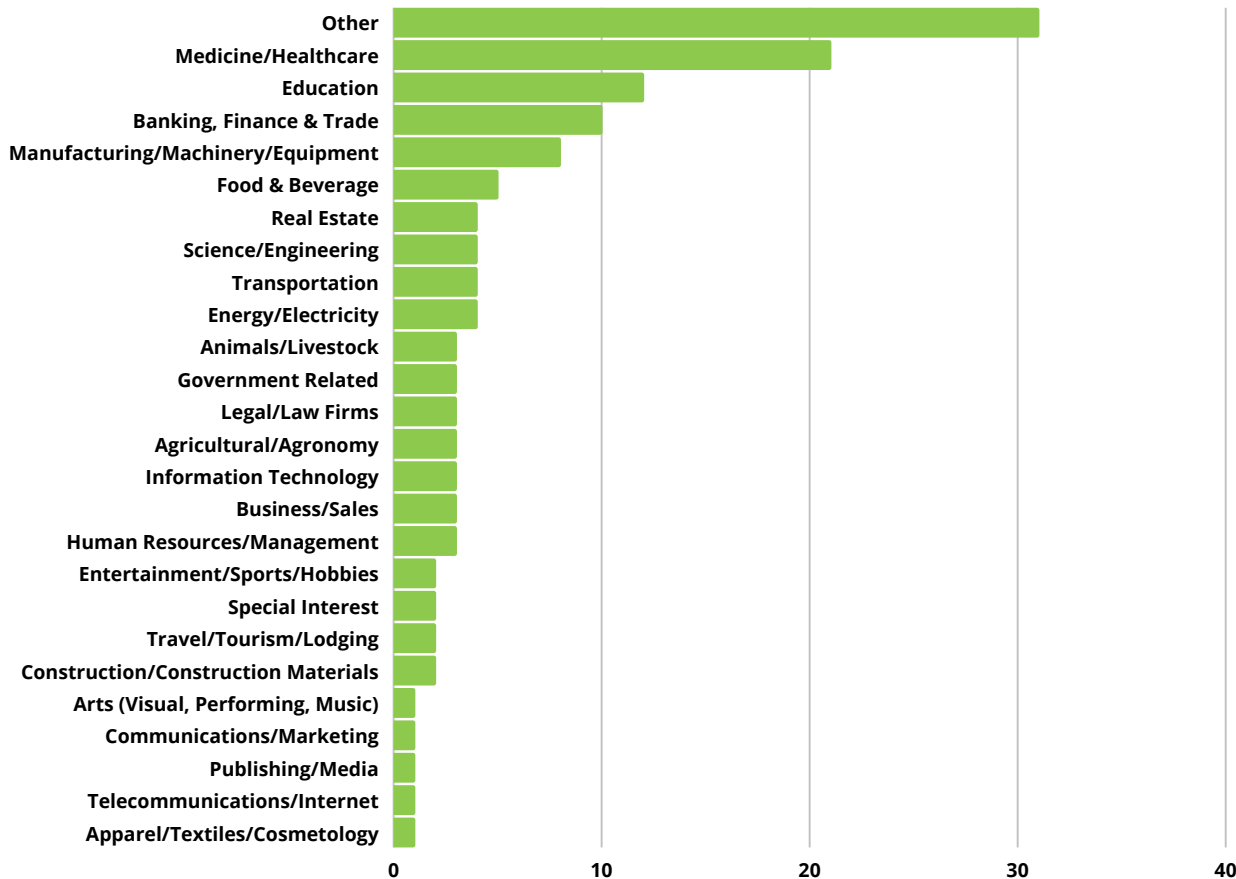


LOCATION



Nearly 1 in 10 people in the Washington D.C. area is employed by an association

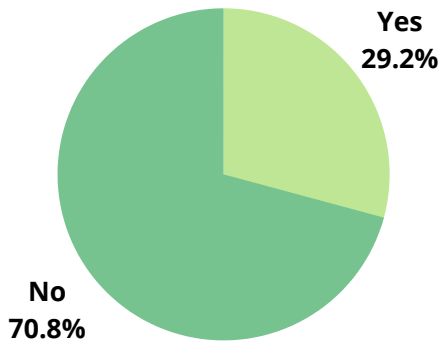
INDUSTRY



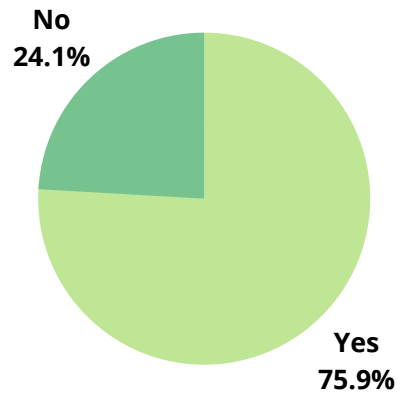
Unlike other departments that were cut or reduced, the COVID-19 pandemic sped up certain aspects of digital technologies in the association space. Transformations that may have taken several years were fast-tracked due to associations needing to evolve quickly.

COVID-19

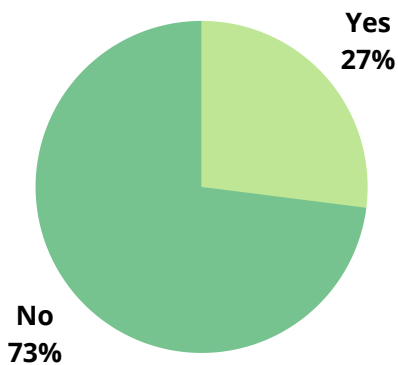
WAS YOUR ASSOCIATION'S TECHNOLOGY BUDGET REDUCED AS A RESULT OF COVID-19?



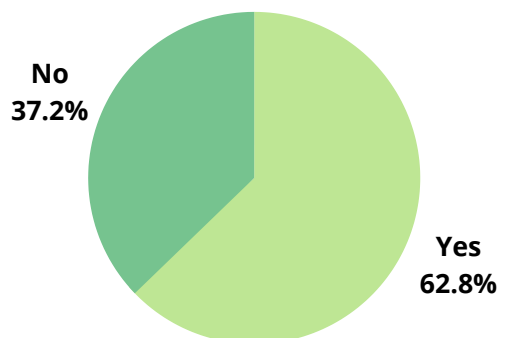
WAS YOUR ASSOCIATION'S IT PREPARED FOR THE OPERATIONAL CHANGE REQUIRED FOR REMOTE WORK DURING THE PANDEMIC?



HAS YOUR ASSOCIATION DELAYED ANY TECHNOLOGY INITIATIVES AS A RESULT OF COVID-19?



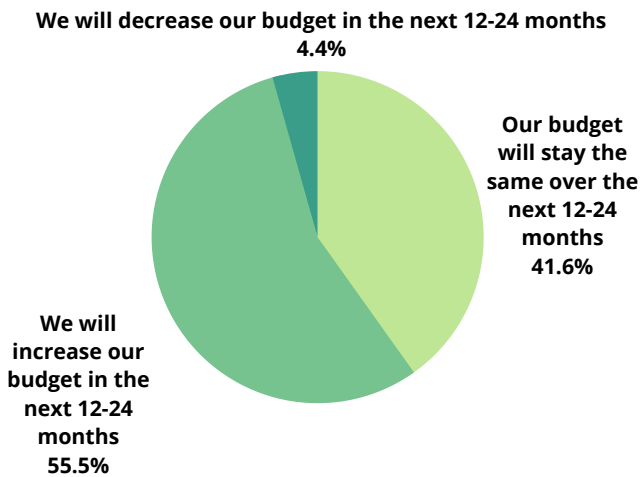
HAS YOUR ASSOCIATION INTRODUCED ANY NEW SOFTWARE/HARDWARE IN RESPONSE TO THE COVID-19 PANDEMIC?



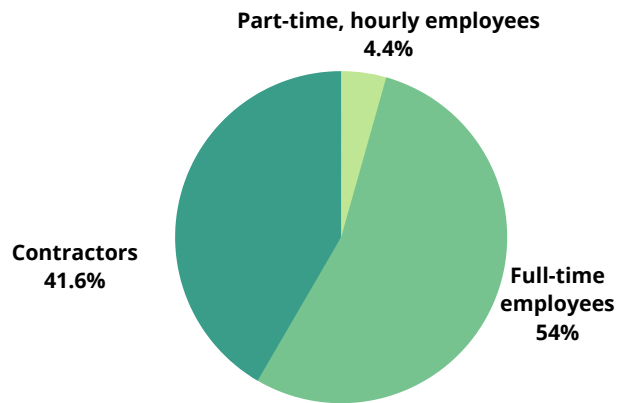
Technology initiatives seem to continue to gain priority among associations, however, data science and computer science education take low precedence among tech initiatives.

IT & TECH DEPARTMENT

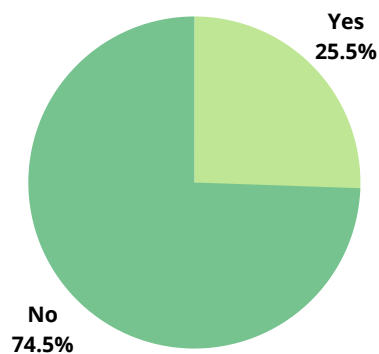
WHICH DESCRIBES YOUR EXPECTATION FOR YOUR ASSOCIATION'S TECHNOLOGY BUDGET?



WHICH BEST DESCRIBES THE MAJORITY OF YOUR ASSOCIATION'S IT RESOURCES?



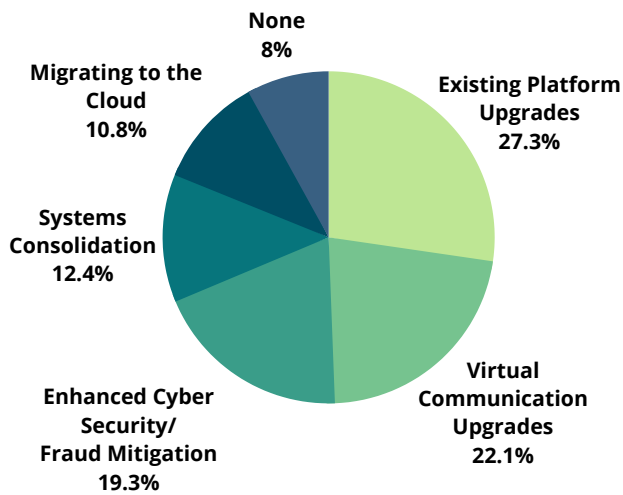
IS YOUR ASSOCIATION PLANNING TO INVEST IN DATA SCIENCE AND/OR COMPUTER SCIENCE EDUCATION FOR EXISTING INTERNAL STAFF?



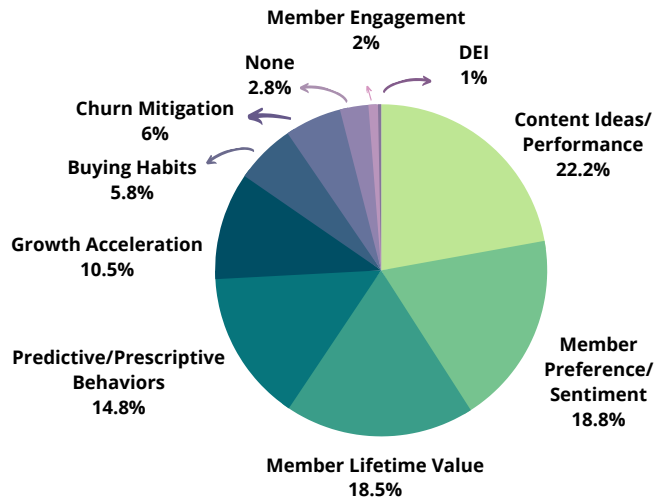
Community is going from a self-enclosed box of intermittent conversations to a rich, engaged heartbeat of an association... with the means of gathering rich data on members.

2021 INITIATIVES

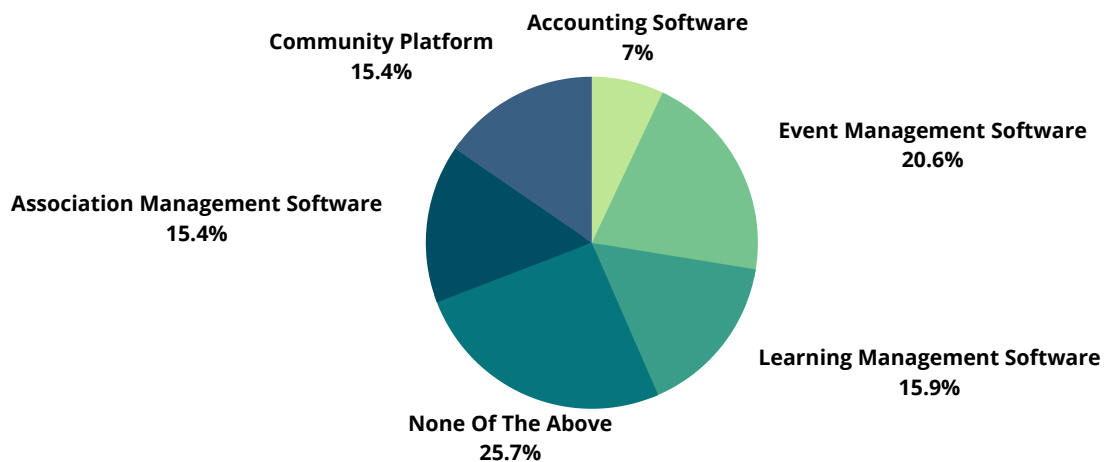
TOP 5 IT INITIATIVES IN 2021



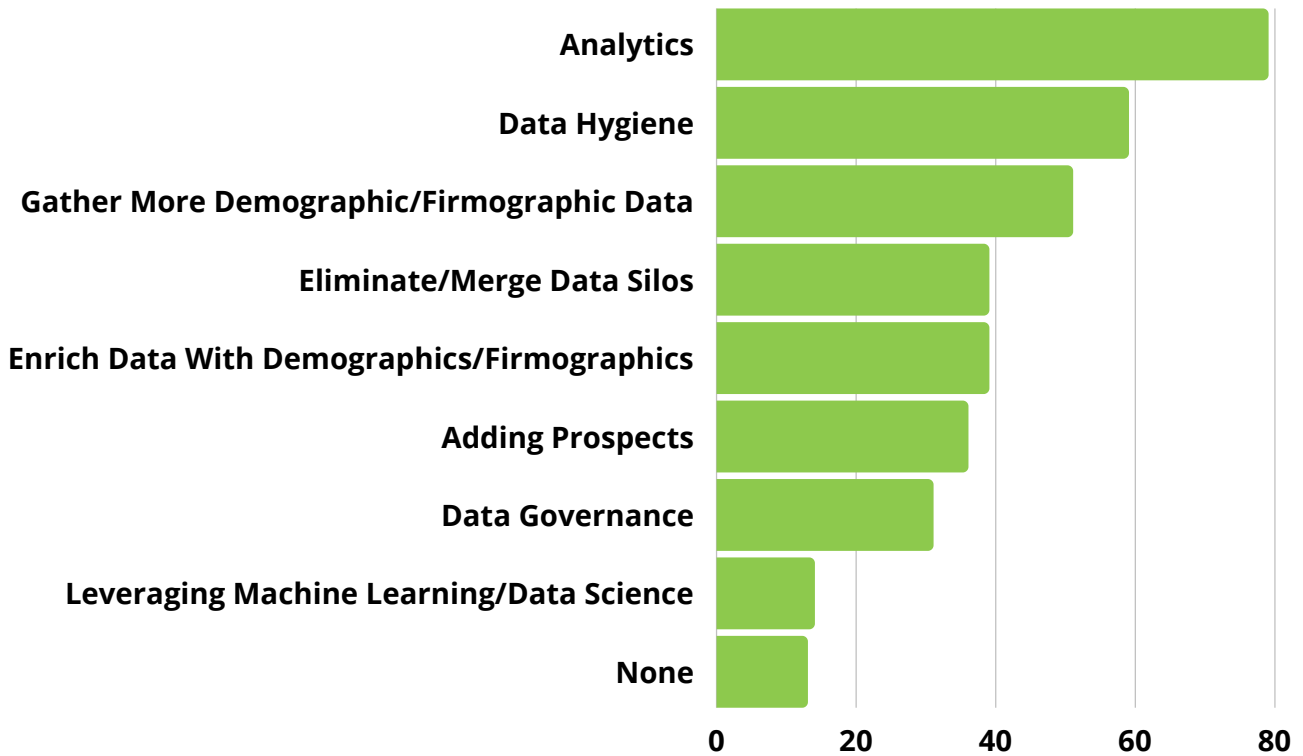
TOP 10 MOST IMPORTANT DATA INSIGHT ASSOCIATIONS WILL BE FOCUSED ON IN 2021



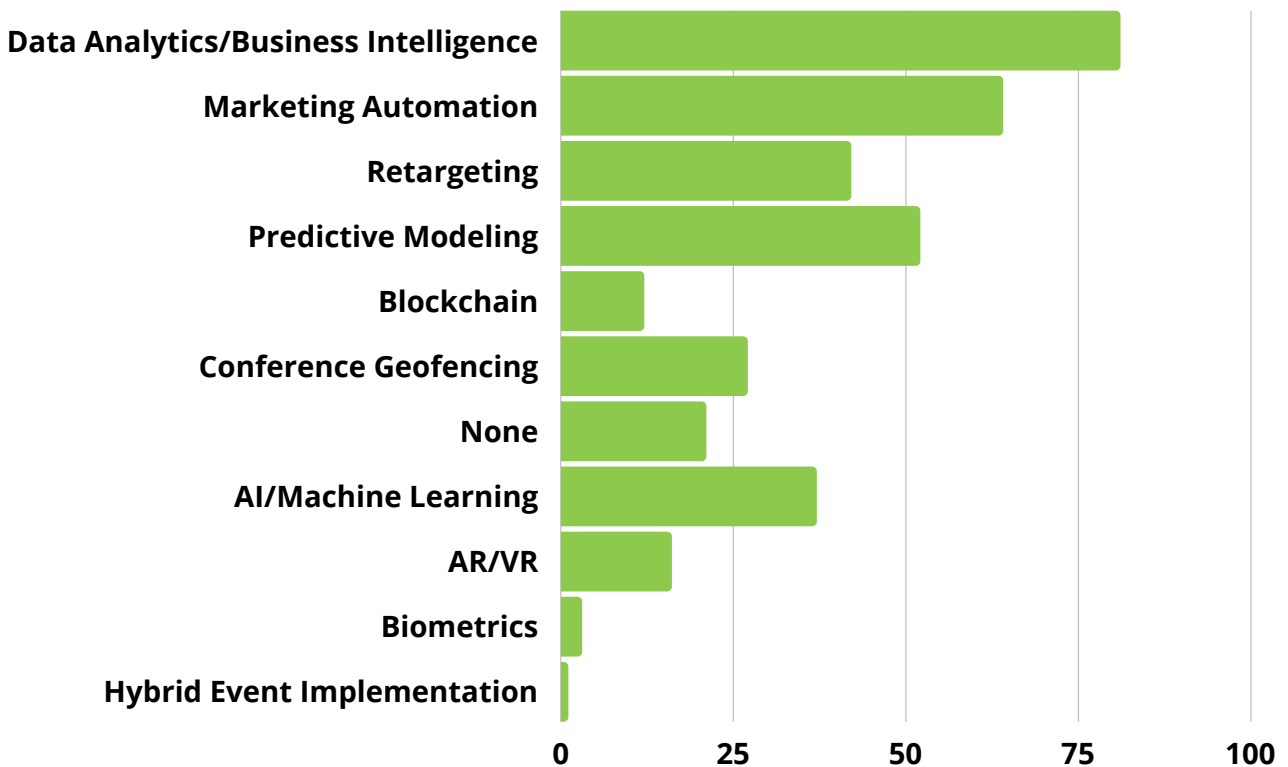
ASSOCIATION PLANNING TO IMPLEMENT FOR THE FIRST TIME OR MOVE TO A NEW PROVIDER OF ANY OF THE FOLLOWING PLATFORMS IN 2021



TOP 10 ASSOCIATION'S BIGGEST DATA INITIATIVES FOR 2021

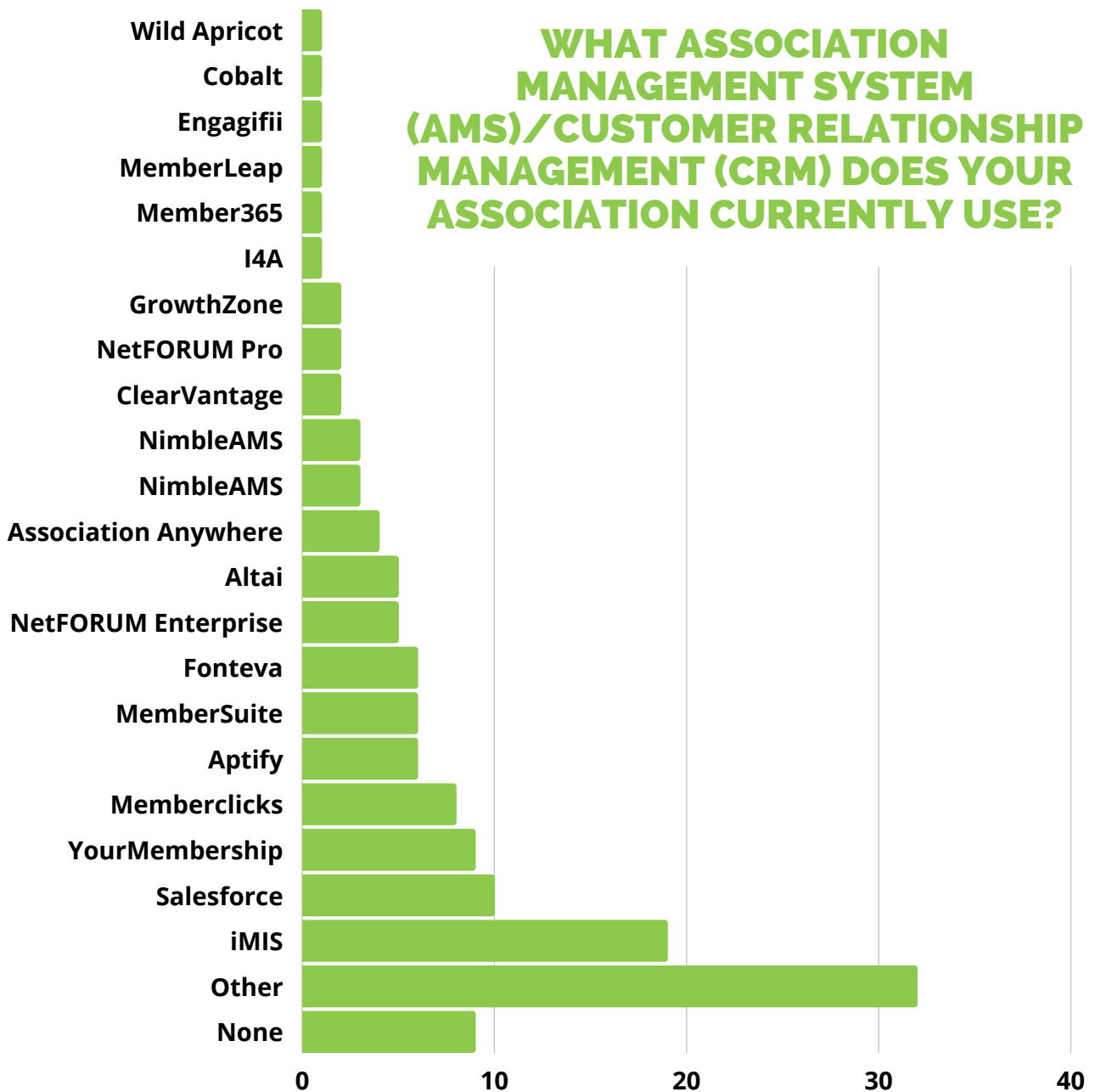


EMERGING TECHNOLOGIES ARE YOU MOST INTERESTED IN LEARNING ABOUT

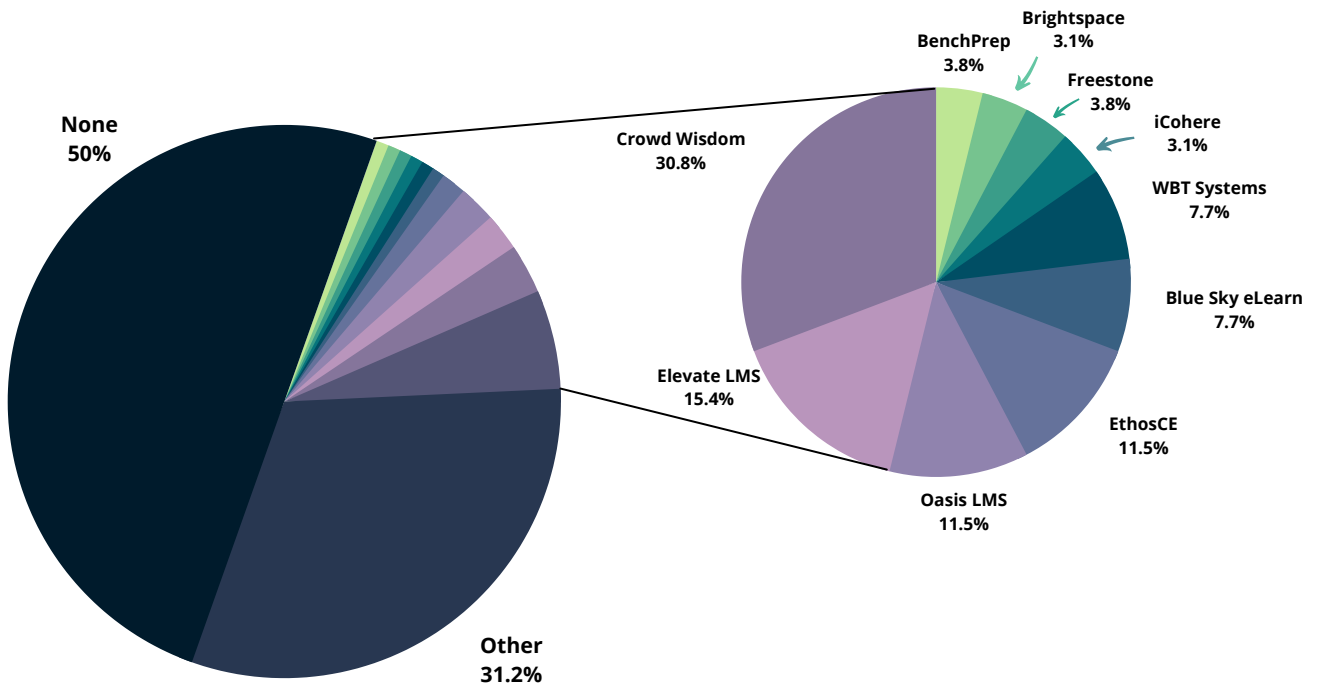


SOFTWARE AND TECH INFRASTRUCTURE

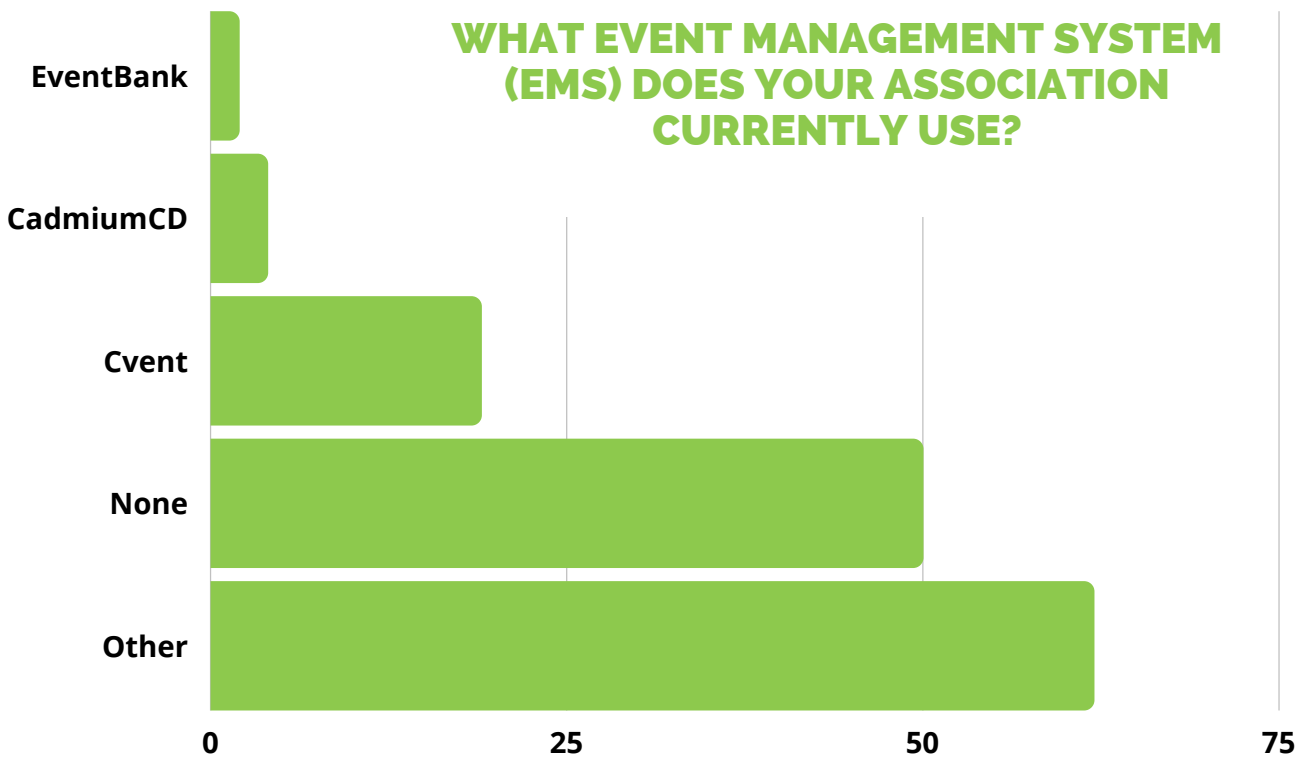
Data collection and data-driven action (Events, LMS, AMS, Community) should all be in service of a well-orchestrated data play and higher-level goals.



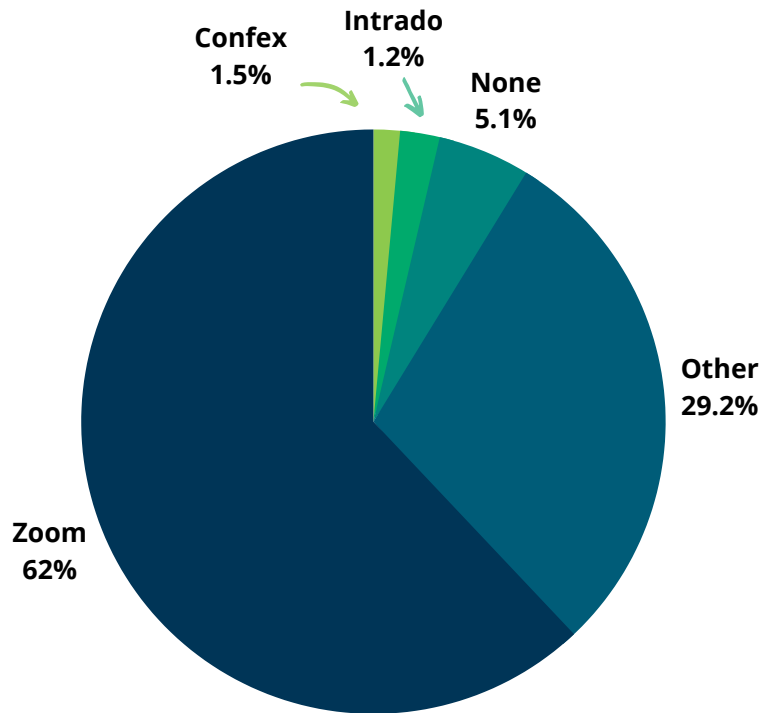
WHAT LEARNING MANAGEMENT SYSTEM (LMS) DOES YOUR ASSOCIATION CURRENTLY USE?



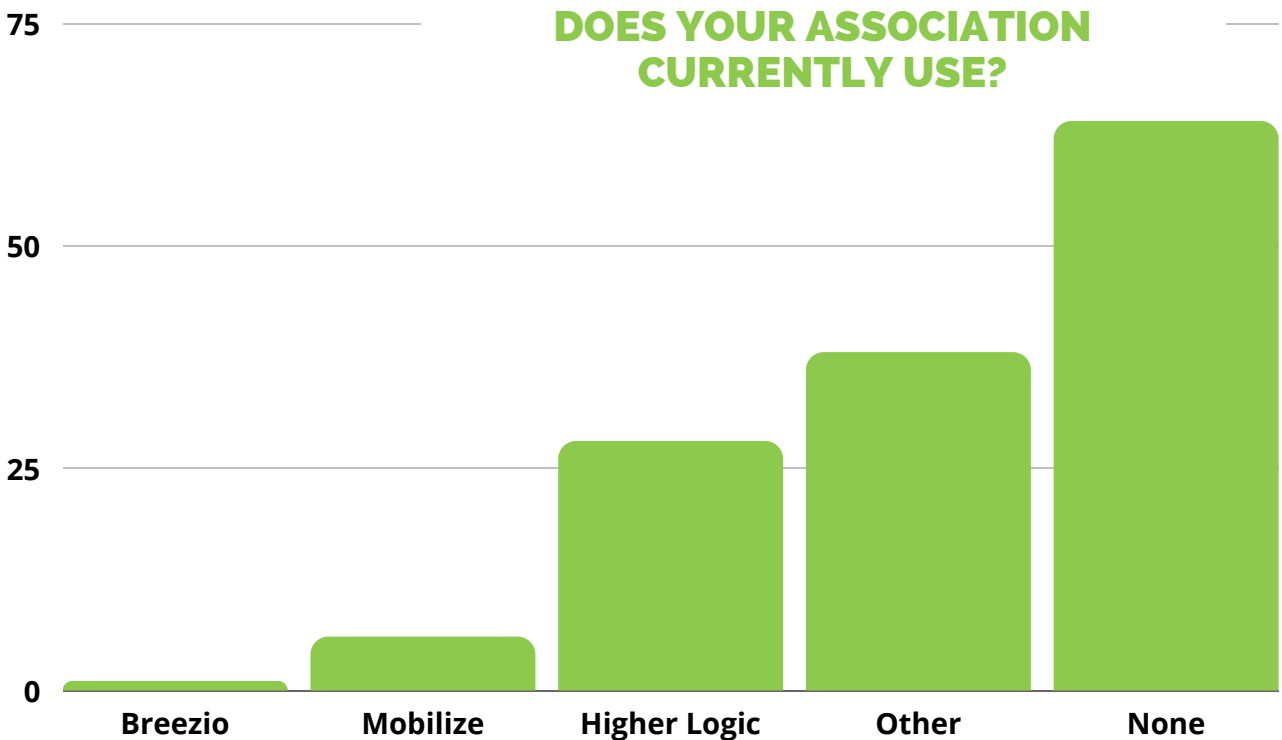
WHAT EVENT MANAGEMENT SYSTEM (EMS) DOES YOUR ASSOCIATION CURRENTLY USE?



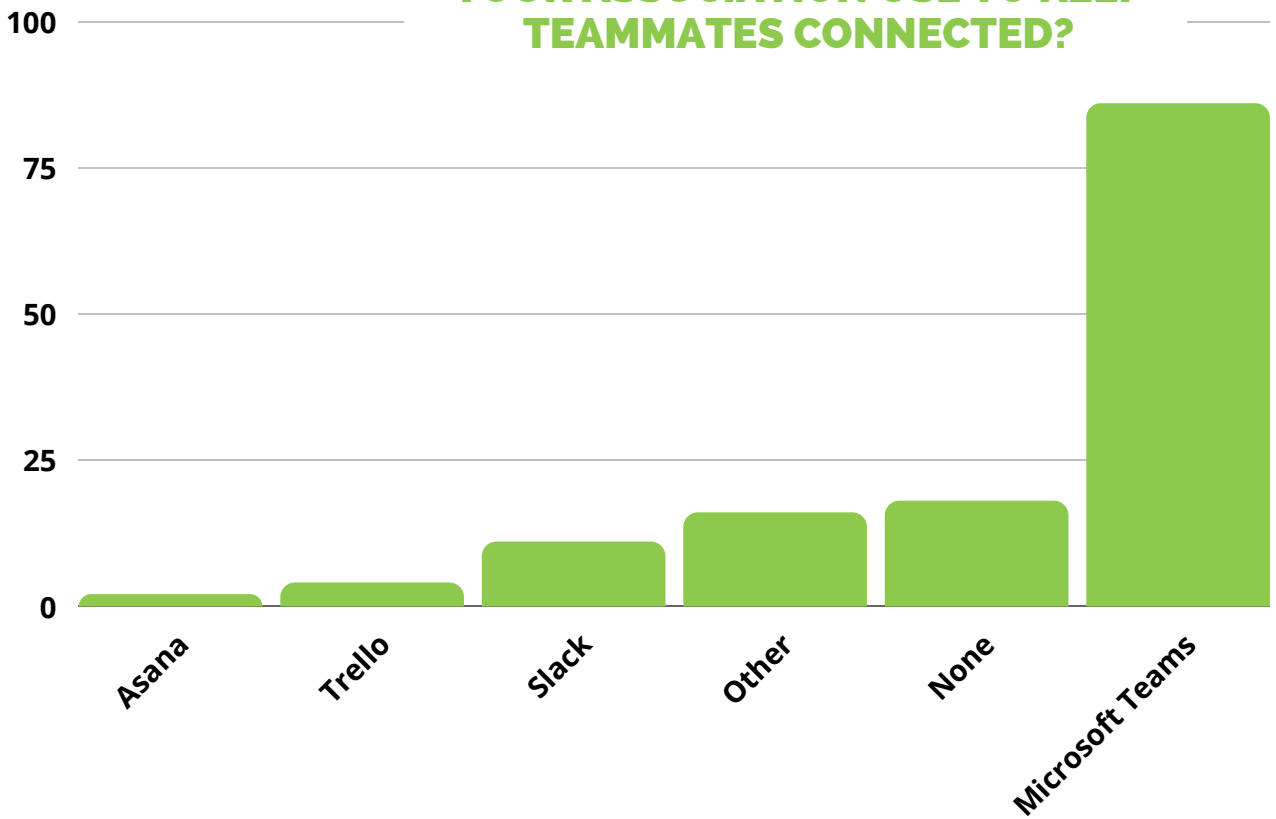
WHAT VIRTUAL EVENT SOFTWARE DOES YOUR ASSOCIATION USE?



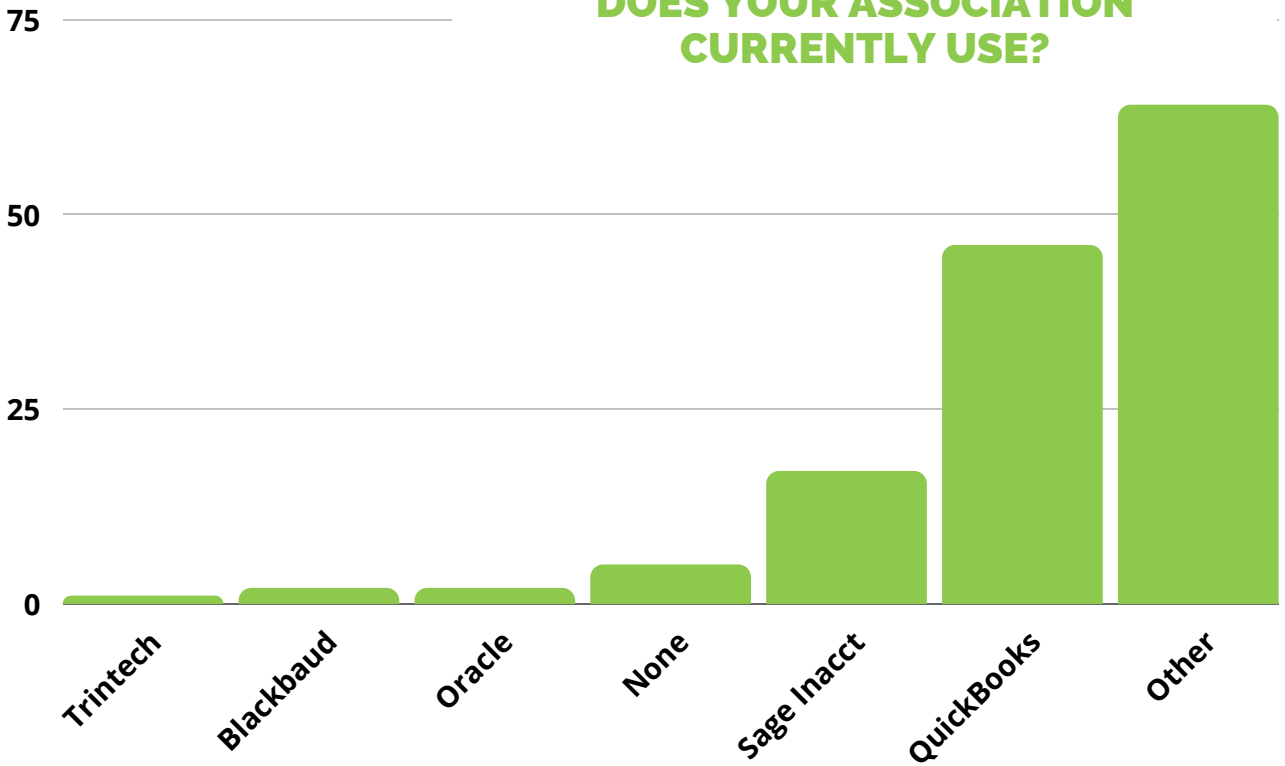
WHAT COMMUNITY PLATFORM DOES YOUR ASSOCIATION CURRENTLY USE?



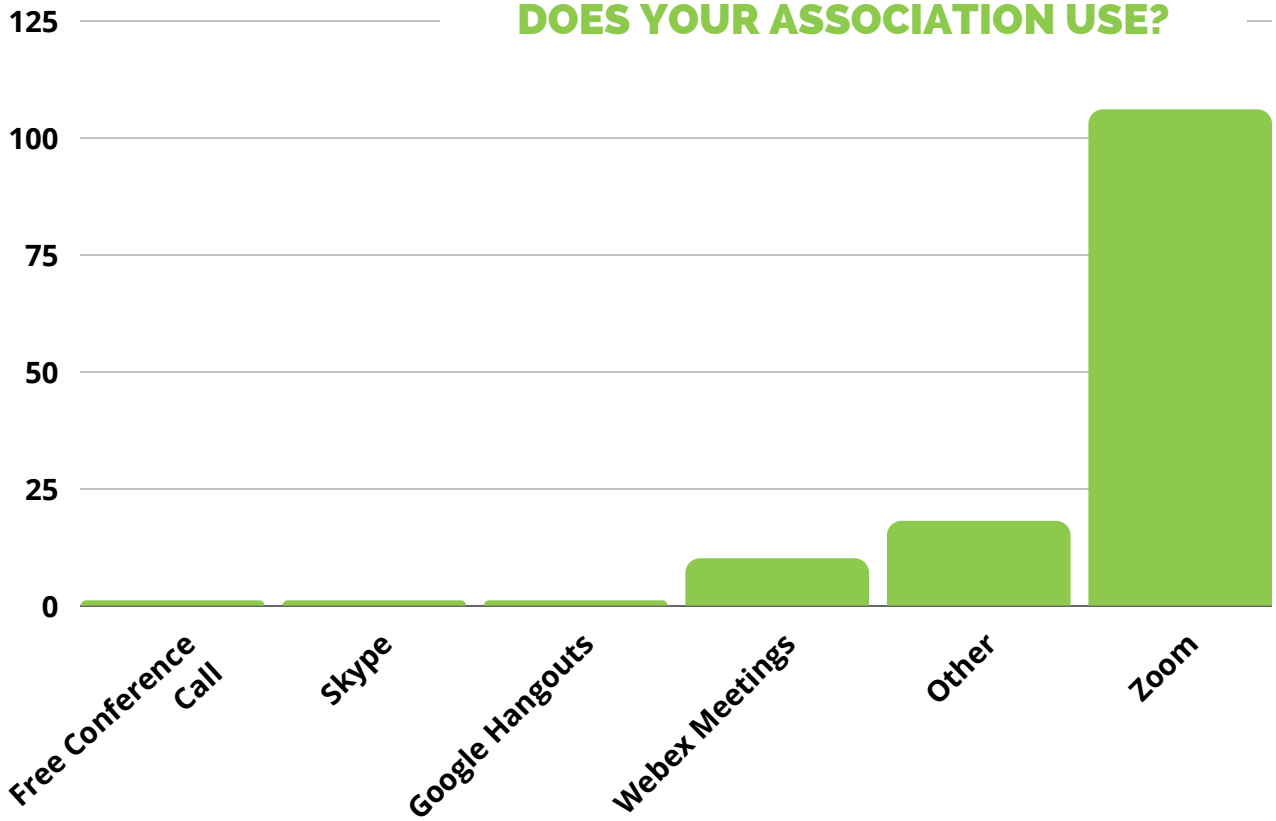
WHAT COLLABORATION TOOL DOES YOUR ASSOCIATION USE TO KEEP TEAMMATES CONNECTED?



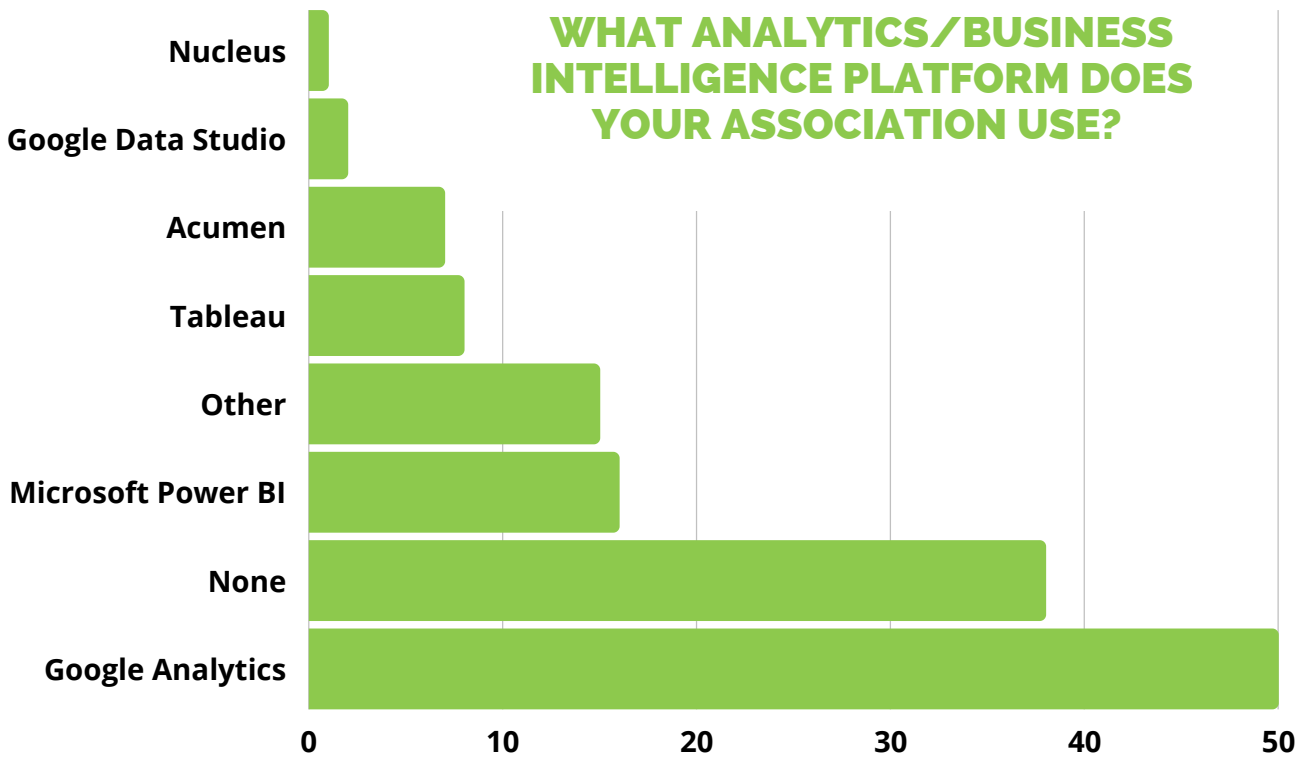
WHAT ACCOUNTING SOFTWARE DOES YOUR ASSOCIATION CURRENTLY USE?

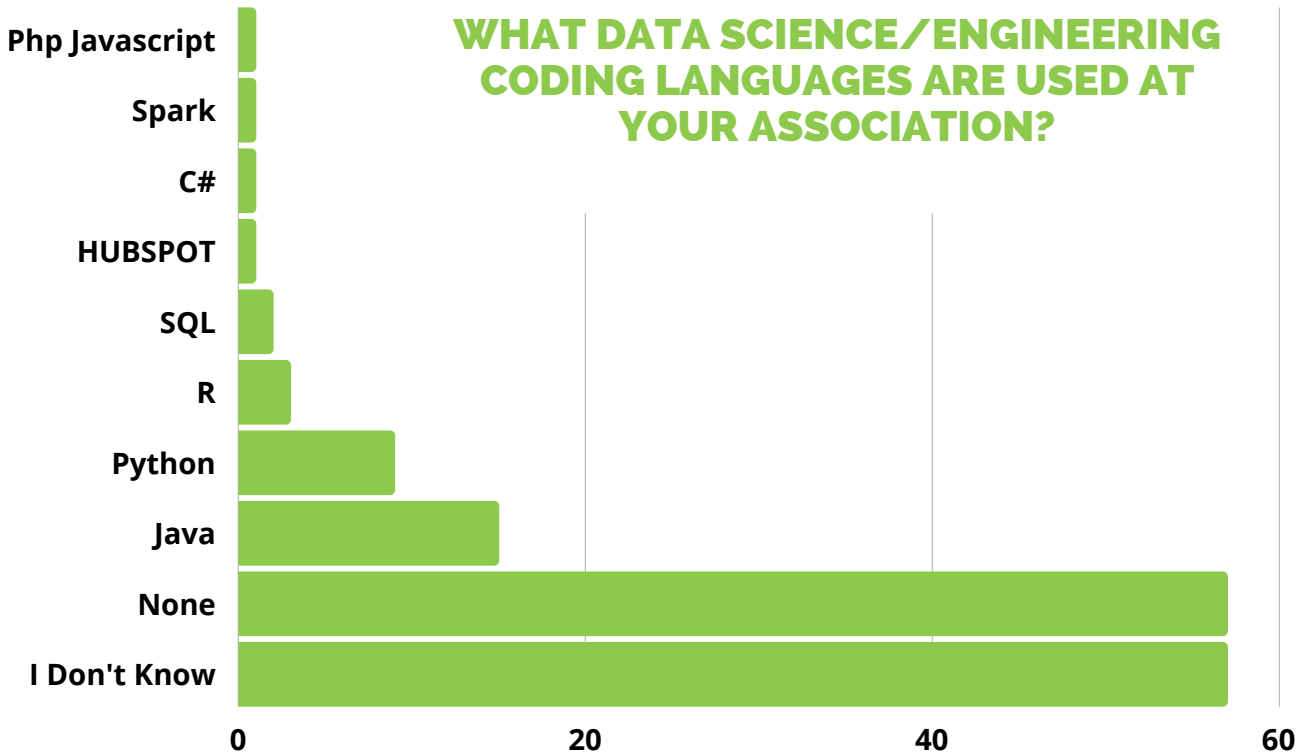


WHAT WEB CONFERENCING SYSTEM DOES YOUR ASSOCIATION USE?

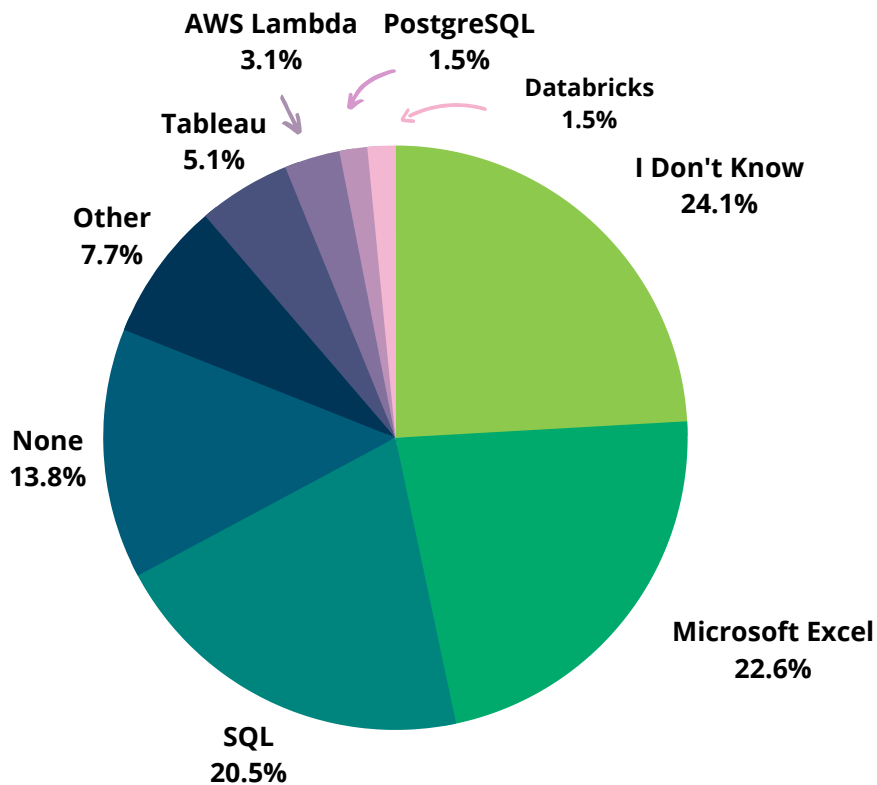


WHAT ANALYTICS/BUSINESS INTELLIGENCE PLATFORM DOES YOUR ASSOCIATION USE?

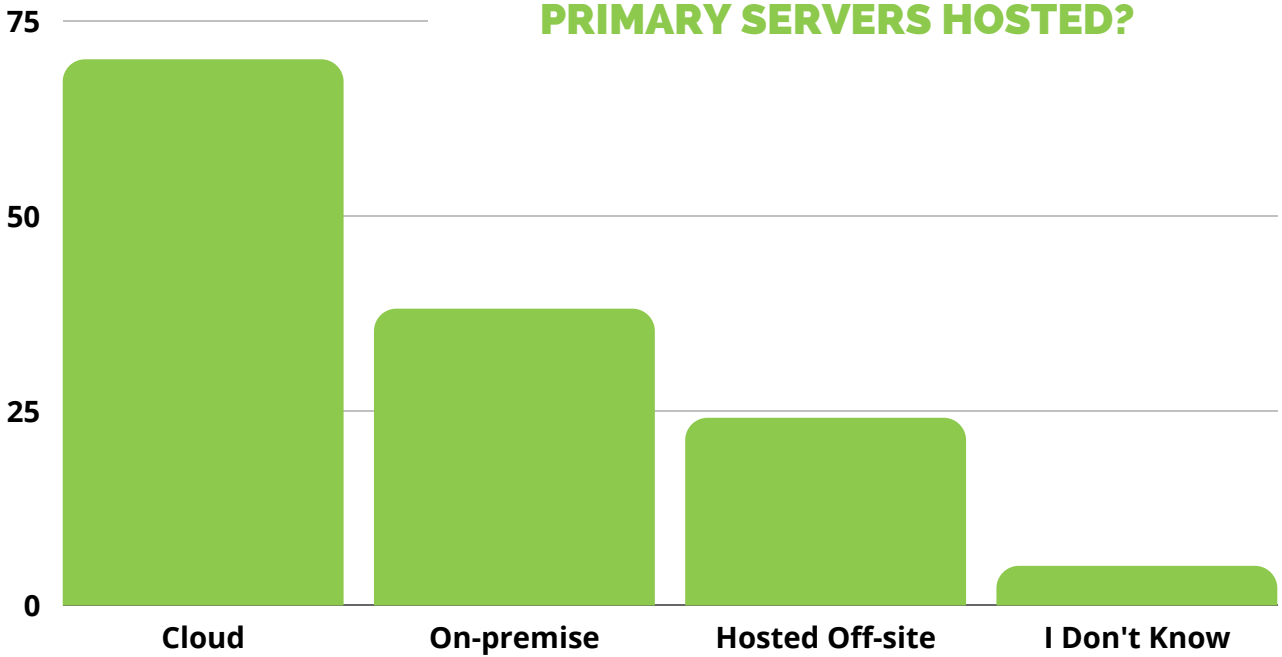




WHAT DATA SCIENCE AND/OR ENGINEERING TOOLS DOES YOUR ASSOCIATION USE?



WHERE ARE YOUR ASSOCIATION'S PRIMARY SERVERS HOSTED?



TOP 5 CLOUD HOSTING SERVICES USED BY ASSOCIATIONS

