

The Perilous Seduction of Young Professional Groups

Final Thoughts

- Should you start a YP group?
- If yes, what do you need to be aware of?
- If no, what else can you do to attract younger members?

Big Picture

- YP groups
 - Stand-alone containers
 - Super fun experience
 - Usually very affordable
- Does this boost younger member growth?
- Or cause challenges?

Cons

- Creates walls in assn
 - isolation + lack of communication at all levels
 - Separation of groups leads to miscommunication and lack of trust
 - lose benefit of cross-fertilization
- Creates professional barriers
 - No opportunity for mentor relationships
 - are they really meeting the other leaders or members
 - Segregates them from networking with others
- Disenchants YPs
 - The term emerging is more appropriate than "young"
 - are they really heard or listened to
 - Our group defines young as up to age 40. I'm 38 and don't identify as a young professional.
- Isolates members
 - Can feel isolated from the experienced members
 - May go off and form a different group
 - not really integrated because they are separated from other groups
- Can hurt YPs
 - Treated more as "young" rather than "professional."
 - only ever hear similar viewpoint
 - Another layer before they're considered professionals
- Costs
 - Cost to support = \$\$ and Volunteers to support
 - Opportunity cost of what else you could do with resources
- Lose mission focus
 - Challenge for main group to set this up so they are integral to the mission
 - If they aren't given a mission they will flounder, feel pointless, a waste of time, and will drift away
- It's a gamble
 - conversion to full paid membership seems difficult
 - We are a women's organization; tend to lose them as they have & raise children; we hope the investment made brings them back to us, but it's a big gap!
 - Older members may not welcome them in regular group when age out.
 - Older members may not respect leadership experience gained in YP group

Pros

- Creates a community
 - They identify with each other
 - They get to work together and share ideas that are specific to their demographic
 - Makes it easy for them to invite their friends
 - feel heard
 - they feel included
- Active participation
 - opportunities for leadership
 - Older members are disconnected from the stand alone YP
 - have a say in activities they promote
- Chapter benefit
 - Liaison for college & YP members to the board, so they feel integral to the organization
 - Can have a focused message
 - Watching them & how they work helps older members understand the first hand
 - Keeps them interested
 - Creates new chapter leaders
 - feel like organization cares about them

NOTE: This mind map reflects the opinions of the attendees of Cynthia D'Amour's Strategic Fast Chat.

The findings are not conclusive or guaranteed.
They ARE a great place to start your own conversation!

Want to use mind mapping with your association?
Contact Cynthia at cynthia@peoplepowerunlimited.com