

## CASE STUDY

# Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)



Increased conversions of student to professional membership



Boosted job board resume uploads and resume views



Put career recruitment guide in front of thousands of members

### YM Careers Solutions

- Marketing services
- Resume sweepstakes toolkit
- Recruitment guides
- Internship board software
- Job board software

## Attracting the next generation of members with YM Careers



SACNAS is a membership-based organization that fosters the success of Chicanos/Hispanics and Native Americans. Their team knew that to attract the next generation of members, they needed to understand their student members better and deliver more of what members wanted.

By utilizing YM Careers software and services to collect and analyze member data, then create multiple campaigns and offerings to drive membership conversions, SACNAS was able to encourage new grad résumé uploads to their job board, and connect more members with industry employers.



### Challenges

SACNAS wanted to increase conversions of student to professional memberships as well as get new graduate members and employers more engaged with the SACNAS job board.



### Solutions

SACNAS worked with YM Careers to create campaigns that promote SACNAS benefits to new grad members as well as drive more résumé uploads to the SACNAS job board. They also built a recruitment guide to connect members with top industry employers.



### Results

SACNAS nearly **doubled the conversions** of student to professional memberships from 2018 to 2019. The SACNAS team also **boosted resume uploads to their job board by 103%** and distributed a career recruitment guide to 4,000 members.

“Our work with YM Careers has been highly effective at showing student and graduating members the value of continued membership with SACNAS. The results have been fantastic, and they get better every year.”

**Daniela Bernal**, Communications and Membership Manager  
Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS)

### About SACNAS

SACNAS is a national organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM.

**8,200+**  
members

**115+**  
chapters

**5,000+**  
Annual  
conference  
attendees



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