The State of Societies: Foresight from the ASAE Foundation

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ForesightWorks

ASAE Research Foundation initiative to:
- Scan for trends
- Share critical drivers of change
- Prepare association leaders to manage change and disruption
Content, Learning & Knowledge

- Omni-channel, seamless approach
- More options for efficient & positive engagement
- Consistent messaging across multiple channels & devices
- Multi-channel, lacks seamless experience
Data & Technology

- Ecosystem to serve staff and members
- System integration
- Data analytics for strategy setting
- AI technology
Workforce & Workplace Changes

Diversity, Equity & Inclusion/DEI helps associations be & stay
• Relevant
• Responsive
• Prepared to lead the global workforce
Meet your new workforce!

- On track to be the most diverse generation in US history
- Understand how they can advance your organizations
- Identify an action-based conscious inclusion strategy

Born between 1995 and 2012

24% of the US population

Gen Z
Scientists United

Stand together, collectively protect the role of scientists in society against erosion of:

• Respect for facts
• Logical analysis
• Critical thinking
Thank You