

We are AMA Lincoln.

2016-2017 Membership Census Report

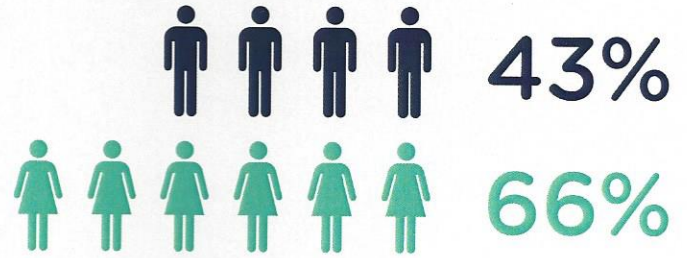


AMA > | Lincoln

In the fall of 2016, we set out to survey the entirety of AMA Lincoln's membership in order to determine what we as a chapter could do to help you advance your marketing career. Here's what you told us. And on the back is a plan for what we're going to do about it.

Demographics

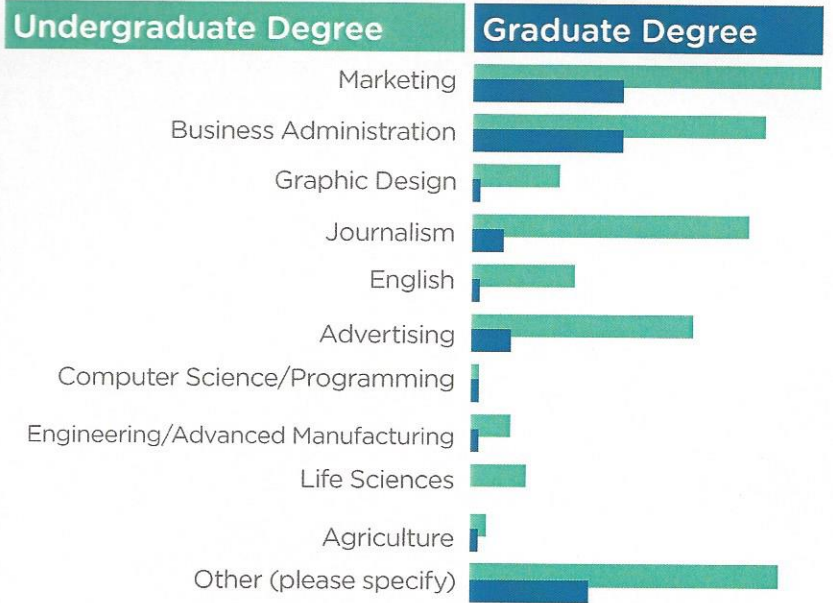
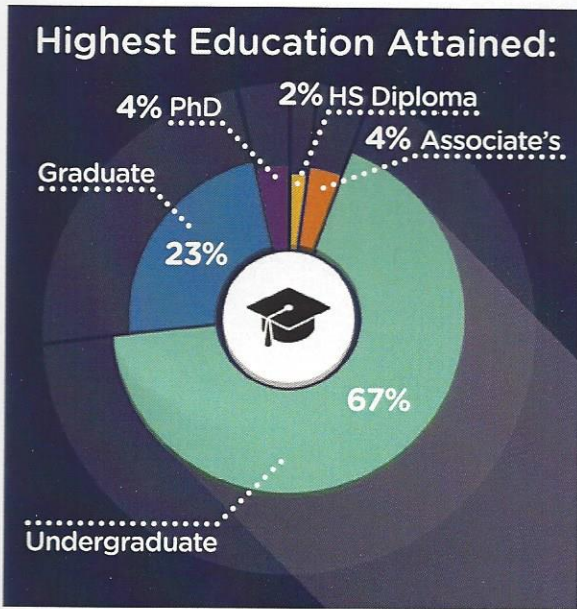
Average Age Male/Female Breakdown



Originally From: >



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Total years in full-time workforce

Median	16
Average	17.23897059
Range	.5 to 44 years

Years working in marketing/sales

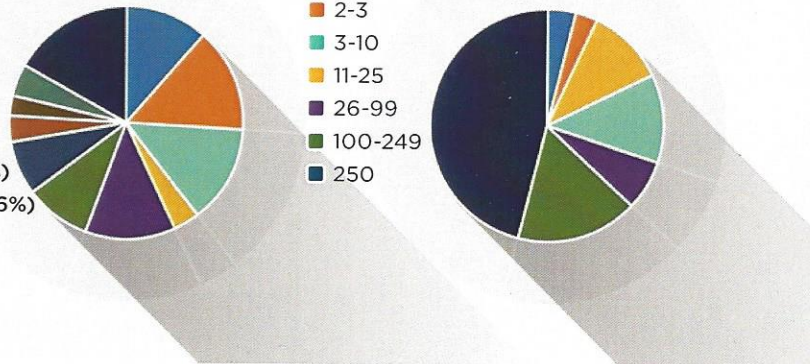
Median	11
Average	13.59
Range	2 months to 44 years

Industry of current employment

- Advertising/marketing agency (20%)
- Nonprofit (25%)
- Education (24%)
- Health Care (6%)
- Financial Services (22%)
- Manufacturing (16%)
- Software/Technology (13%)
- Food Service/Hospitality (6%)
- Government (5%)
- Startup (8%)
- Other (29%)

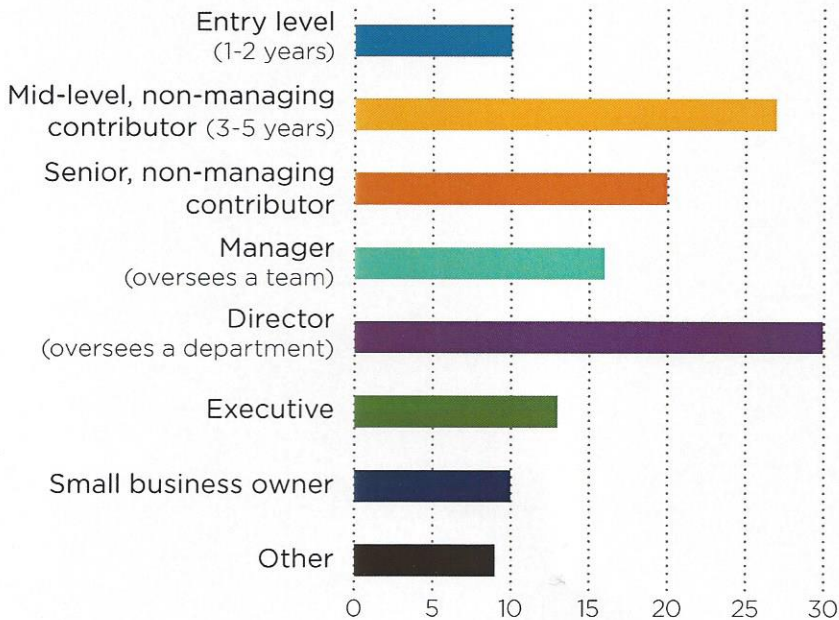
Company Size

- Sole proprietorship (It's just you!)
- 2-3
- 3-10
- 11-25
- 26-99
- 100-249
- 250



Professional Accomplishments & Aspirations

Level of current employment



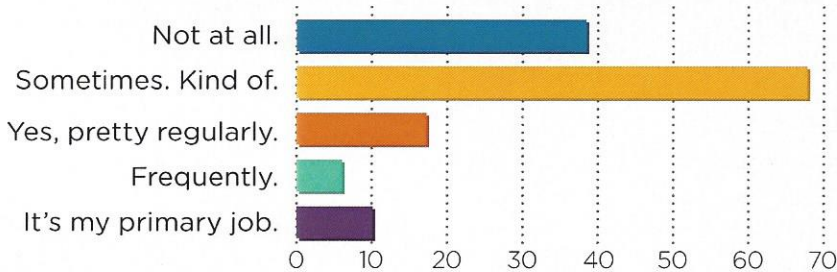
Next big career goal to achieve



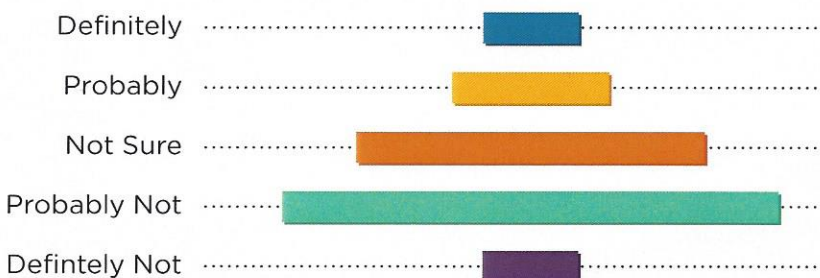
Ultimate goal



Performs sales function in current role

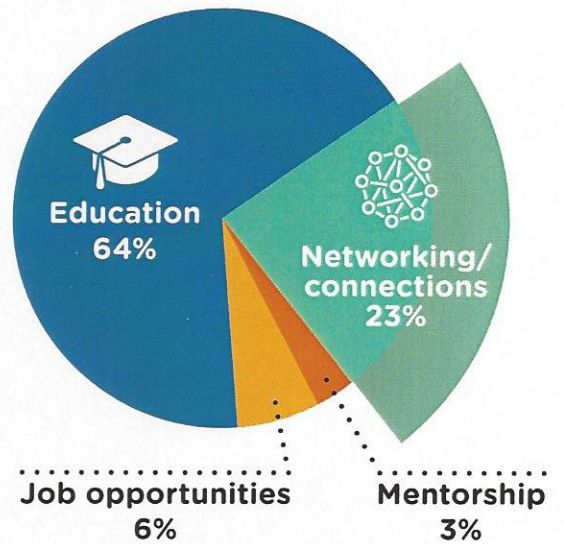


Plans to continue formal education

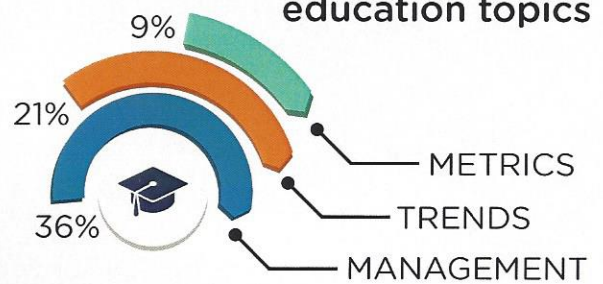


AMA Membership

How can AMA Lincoln help you reach your goals?

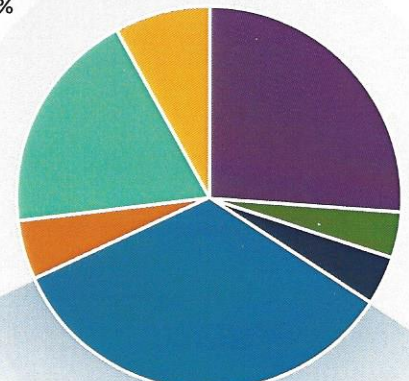


Most commonly requested education topics



Be honest.

What could we do better?



What's missing at events.
NETWORKING

Takeaways:

- Most don't intend to get any more formal education, but want education from AMA Lincoln
- There's an unmet desire for management training
- You are still craving content about marketing trends and analytics
- Most of you are doing some form of sales in your current role
- Networking. You want it. And you want it bad.

2017-2018 Actions

- Management development track
- Signature Speaker Events focused on trends, analytics and career advancement
- Sales-focused event
- A big beautiful social event and networking worked intentionally into every major event

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