

CASE STUDY

SACNAS & JUNO

With virtual options, connection can be expanded to 365-day experiences.

OVERVIEW

Communities allow us to connect, network and learn with each other for growth whenever we need. With virtual options, connection can be expanded to 365-day experiences. For the Society for Advancement of Chicanos/Hispanics and Native Americans in Science (SACNAS), the power of a 365 digital community was clear, because their community members need to stay connected with each other all the time.

THE APPROACH

“JUNO was very interested in building a long-term relationship with SACNAS versus just transactional interactions that you normally have with your team of vendors,” said Faith Gladden, CMP, Director of Conference and Events for SACNAS. *“The understanding of our mission and the things we are trying to accomplish – and JUNO really buying into that -- was key.”*

Finding a virtual platform can be challenging because every platform has different capabilities; but for SACNAS, a future-forward approach stood at the centerstone of their organizational needs.

“We had done a lot of extensive research on platform capabilities and JUNO 365 is what really spoke to us the most; that ability to help our participants in their journey through the experience that they are having via JUNO,” said Gladden.

SACNAS is not afraid to rethink programming and get to the heart of why their organization matters to its members. They designed two new revenue growth programs -- SACNAS365 and CareerCon -- that they will collaborate on with JUNO technology experts.

SACNAS365 is year-round exhibiting, community-building, and knowledge-sharing across many different networks.

“We are utilizing JUNO as our platform in order to allow our partners to connect with our members 365 days a year. SACNAS365 gives us the ability to use our 48-year reputation of being the association that really does create science, community and culture, in a package of family. This allows our partners to say, ‘We know we won’t get this level of interaction by going somewhere else,’” said Gladden.

SACNAS365 is the digital thread that will tie their community together, and SACNAS will also be launching a new career - focused event called CareerCon.

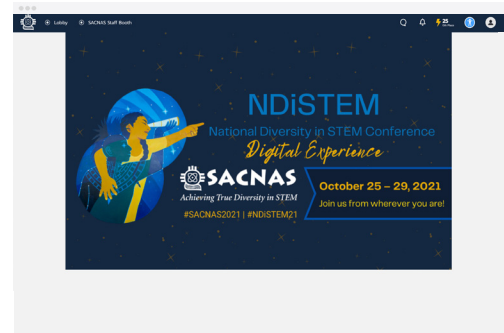
“CareerCon is a cohort-based, highly immersive, extremely experiential event that is focused on talent matching,” said Gladden. *“We are taking underserved, underrepresented students, 500 of them to be exact, in order to provide curated matches with specific industry partners. Companies must buy into SACNAS365 to participate in CareerCon,”* said Gladden.

SACNAS Challenge:

Finding a robust digital experience built for the long term to support newly created revenue streams.

JUNO’s Solution:

Partnering to personalize JUNO 365 to fit the needs of SACNAS members year-round.



“These two programs were invented by us leaning into the digital world,” Gladden continued. “We didn’t have SACNAS365 or CareerCon prior to our relationship with JUNO. All of that has happened as a result of, No. 1, the success we had by going virtual last year, and No. 2, the realization our leadership had that digital is not going anywhere. Digital is not a substitute for in-person events, it’s an enhancement to them.”

Hybrid and digital events are still experimental and approaching new territory often comes with many uncertainties, but for SACNAS, their digital experience has created positive results and that is why they continue to “lean in.”

“It is a new way of bringing people together in a different medium but in an effective way,” said Gladden.

“We expanded our reach in 2020 and leadership saw the vision that hybrid is going to be where it’s at from now on and that’s not a bad thing, that’s a great thing; we are excited about that. We do want to get back in person again because that is where you have all the ‘feels,’ but there’s still some extreme value to providing digital content that expands our reach in a way that we couldn’t before.”

Student Research Presentations

Q Type Here FILTERS

2D HYSOCORE and DFT studies of one-electron-two-proton transfer in a bioinspired artificial photosynthetic reaction center
Jonathan Aguirre

3D Bioprinted hiPSC-derived Cardiac Micro-Tissues to Investigate Nanoparticle Cardiotoxicity
Jerry Wu

5-Week Oral Cannabidiol Reduces Systolic Blood Pressure in Metabolic Syndrome (OLETF) Rats.
Jennifer Mendez

A Bijection between Unit Interval Rational Parking Functions and Barred Preferential Arrangements
Jakeyl Johnson

A Chemical Study to Discover Whether Papua New Guinean Objects Utilize Specific Pigments to Activate Spirituality
Sloan Sanders

A Green Route For The Degradation Of 2-Mercaptobenzothiazole (A Potential Carcinogen) Using A Water-Splitting Catalyst
Alejandro Gomez Gonzalez

JUNO