

## **XYZ University Selects Forj to Power a First-Ever Learning Community Uniquely Designed for Membership Professionals**

WASHINGTON D.C. (May 12, 2025) – XYZ University LLC, a next-gen research and growth strategy firm, today announces the selection of Forj, the single solution for community and learning, for the development and launch of a dynamic community and curriculum tailored specifically for membership professionals.

XYZ University's founder and CEO, Sarah Sladek, has long envisioned the establishment of a membership-specific learning opportunity. "There's more than 100,000 membership organizations in the United States alone, yet membership strategy training is largely non-existent and urgently needed," she stated.

XYZ University founded the Global Membership Health Matrix and has conducted research with associations worldwide. "We know for a fact associations of all types, sizes, and geographies are struggling to engage members and remain competitive and relevant in a rapidly changing marketplace," Sladek said. "Comprehensive membership training simply does not exist, and there are limited options for community building and the sharing of best practices among membership professionals."

To bring the vision for a membership community to life, XYZ University reviewed its options in regards to technology. "We went through a thoughtful and thorough evaluation process, because we knew we needed more than just a platform—we needed a true partner," said Sladek. "We chose Forj because of its modern, intuitive design, its robust member analytics, and its proven ability to deliver personalized experiences at scale. But just as important is the team behind the technology. Forj understands the challenges membership professionals face."

Sladek added that Forj is committed to creating a space where learning, connection, and innovation can advance, which aligned with XYZ University's values and vision for the platform.

"Our partnership with XYZ University represents a significant step forward in addressing the challenges faced by membership professionals," said Terri Herrmann, Chief Marketing Officer of Forj. "By combining our expertise in member experience technology and a deep understanding of association needs with XYZ University's deep understanding of member needs across generations, we're creating a partnership that fosters meaningful connections and continuous learning for a group of professionals who are the heartbeat of member engagement and retention."

Join the waitlist for the new membership learning platform via this link:  
<https://www.xyzuniversity.com/waitlist>.

### **About XYZ University**

XYZ University future-proofs organizations and leads them to greater success through community-building with young people. As a Next Gen Intelligence™ research and strategy firm, the company positions organizations for relevance in a changing marketplace so they can engage the next generation of members and employees and achieve sustainable growth. XYZ University founded the Global Health

Membership Matrix and has been a membership growth and turn-around consultant to associations worldwide. Sarah Sladek, founder and CEO, is a best-selling author of six books on the membership topic including *MemberShift* and *The End of Membership As We Know It*.

**About Forj**

Forj is a trusted partner to associations and professional networks, helping them reimagine how their members connect, learn, and grow. Combining deep expertise with a modern approach, Forj delivers community and learning experiences that feel personal, intuitive, and built for the way members engage today. As outdated systems fall short of rising expectations, Forj delivers the innovation and guidance associations need to stay ahead. With over 300 clients and more than one million users, Forj provides long-term partnership and a shared commitment to elevating the member experience and advancing the missions that matter most.

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