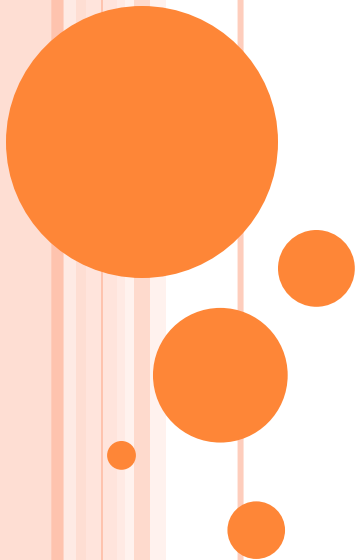


LEARNING MANAGEMENT SYSTEMS

ENHANCING STRATEGIC VALUE FOR ASSOCIATIONS



Enhance Your Association's Strategic Value

Deciding whether to implement a Learning Management System (LMS) to compliment your existing software platforms, such as an Association Management System, can be a difficult decision; however, learning management technology can help to shape your members' experience and offers new and exciting opportunities for association growth. Learning management technology can be incorporated in your association's strategic plan, as the benefits of implementing this technology can ultimately enhance your association's membership value proposition.

What are some of the strategic benefits that can be gained from implementing an LMS? We've compiled a list of the top 5 strategic benefits for associations. Our list includes:

1. Attract and Grow Your "Next Generation" Membership Base
2. Increase Member Engagement and Retention Rates
3. Increase Your Non-Dues Revenue Stream
4. Strategic Cost Reduction
5. Enhance Competitive Differentiation

**“Leaders establish
the vision for the
future and set the
strategy for getting
there.”**

– John P. Kotter



1. Attract and Grow Your “Next Generation” Membership Base

Our workforce is anticipating the largest historical shift in human capital ever! The U.S. Bureau of Labor and Statistics predicts that in 2015, Millennials or Generation Y will be the largest generation in the U.S. workforce.

This generation is the first to have grown up in a truly “tech-in-hand” world with the Internet and social media sharing positioned front and center. They’ve always had mobile devices and are used to being connected at any time and from any where. Millennials are used to flexibility, connectedness, ease of communications, openness, and above all, instant gratification. This really changes the dynamics for associations. If you want to attract, engage and retain this generation as part of your membership, then technology is no longer a nice to have but a need to have.

So why should you focus on learning management technology? Millennials have been raised as high achievers. They strive to learn from others and they actively seek out learning, development and training opportunities. Continuing education in support of lifelong learning using technology is really of the highest value to this generation and will continue with the future generations that follow.

An association’s technical infrastructure is one of the leading indicators of how well positioned they are to meet the demands of our society’s changing demographics.

“Those people who develop the ability to continuously acquire new and better forms of knowledge that they can apply to their work and to their lives will be the movers and shakers in our society for the indefinite future.”

– Brian Tracy



2. Increase Member Engagement and Retention Rates

If you believe that member engagement is an issue for your association, then identifying strategies to deliver more value to unengaged members is key. Members engage with an association when the benefits that the association offers are of value to them. Essentially, you need to keep your fingers on the pulse and identify what your membership values.

When it comes to learning, your membership may value:

- Access to timely and relevant industry information
- Performance support materials or information that help your members in their day-to-day activities
- Professional development or certification opportunities
- Networking opportunities or similar ways to interact with like-minded members and subject matter experts

Learning management technology can easily help your association deliver these strategic value drivers to your membership.

**“Education is not the
filling of a pail, but the
lighting of a fire.”**

– W.B. Yeats



3. Increase Your Non-Dues Revenue Stream

Non-dues revenue streams can be critical with helping associations maintain budgets while continuing to provide members with the services they've come to expect. Monetizing a variety of educational offerings, publications and performance support tools can make a positive impact on your association's non-dues revenue stream and learning management technology provides the platform to help you achieve this.

Of course, you need to ensure that you have a robust content strategy to optimize member engagement, and there's no better place to gather member feedback than from within a learning management system, if, of course, the system has integrated social collaboration technology.

Additionally, learning management technology offers a unique opportunity to gain revenue from sponsors. Many learning management systems have customized branding options making it quite easy for associations to market their educational offerings to prospective sponsors. That's just the "tip of the iceberg," creative thinking can open a myriad of opportunity within an LMS for sponsorship opportunities, and revenue generated from sponsors can even help to subsidize the cost of the technology – it's a win-win!

“If you're going to stay in the Olympics, you've got to be entertaining and get sponsorship.”

– Dan Gable



4. Strategic Cost Reduction

Strategic cost reduction is a priority for most organizations, but what are your options for reducing the costs of running your association without sacrificing the quality of your services?

Associations can reduce administrative and overhead costs by migrating educational content online. Think of all the work and expense that goes into hosting a live event; from location expenses, logistical fees and honorariums to the number of staff required to orchestrate the event, pre, during and post – moving your education online quickly removes the majority of these expenses.

Additionally, learning management technology increases the efficiency of your staff. Does your association manually track program attendance and manually tally program assessments? What about processing payment for your events? Is your staff manually entering credit card information? Do you offer a certification or credentialing program? Think of what you'll save moving all of these paper and labor intensive processes online – your processes become much easier, are more cost effective and with no loss of service quality.

BONUS - with the rising costs of travel to attend conferences and instructor-led classes, migrating some of your association's educational offerings online provides the perfect opportunity for your members to meet their continuing education needs more cost effectively as well. It's another win-win!

“Always render more and better service than is expected of you, no matter what your task may be.”

– Og Mandido



5. Enhance Competitive Differentiation

New associations are being established all the time. In fact, according to ASAE, there are nearly 1,000 associations established each year. With so many associations vying for the attention of prospective members, it's important for associations to promote the ways in which they differentiate themselves from the competition. Providing the tools and technology that benefit your members and that generates an overall positive member experience differentiates your associations and should be promoted as such!

Having a robust education strategy that offers diversified support tools and materials on topics most relevant to your members can have a profound effect on your association's competitive positioning. Furthermore, many leading organizations embrace a lifelong learning model where their employees have access to on demand learning resources that support their professional development; however these organizations' training departments only have so much bandwidth. Your association's educational programs offer an extension to corporate training departments, so not only are you providing value to your members, but also to their employers who many times are funding their employees' membership fees. That's an excellent position to use when marketing your association!

“An organization's ability to learn, and translate that learning into action rapidly, is the ultimate competitive advantage.”

– Jack Welch



Conclusion

Associations can position their organizations for great success when they begin to fully understand and are willing to embrace the strategic benefits of implementing learning management technology. Learning management technology is an investment that can provide added strategic value to your association and enhance your overall membership value proposition.

Would you like to learn more about how partnering with ePath Learning and how implementing a cloud-based LMS can benefit your association? Contact us direct at 860-444-7900, or via email sales@ePathLearning.com, or visit our website at www.ePathLearning.com.

