



trade and business

Community Associations Institute: revenue and learner audience growth

The Community Associations Institute (CAI) is the organization for the leaders of community associations.

summary

YourMembership collaborated with a team of internal stakeholders to design and configure CAI's learning portal. Since launch, the portal enrollments and revenue have increased each year. CAI has now diversified education offerings, including webinars, and an integration with Adobe Connect.

success



webinar
integration



AMS
integration



3-month
implementation

challenges

The CAI needed an LMS to scale its education offerings. The association required an LMS to deliver its popular classroom training into asynchronous self-paced and live webinar formats.

process

An expedited discovery and implementation for launch within three months of signing.

Integration with AMS and webinar provider.

Testing of key portal configurations and integrations.



CAI has witnessed significant growth in revenue and learner audience, as well as diversification of its learning offerings. In late 2015, a historical landmark was reached: the enrollments in elearning offerings surpassed traditional classroom enrollments.

how they use it

Learners search and browse for education within their website or LMS.

LMS is integrated with CAI “store” so all purchases are immediately communicated to the LMS.

All education formats are organized within the LMS and mapped to the inventory of activities in client AMS.

Webinar participants seamlessly launch from the LMS into Adobe Connect sessions using SSO.

All learner activity (CE/grades/certificates) are tracked and reported back to the AMS.

integration points

AMS (CRM) integration: SSO, ecommerce, product inventory, CE/transcript completions

Webinar platform

AMS vendor: NetForum Abila, Webinar

“(YM Learning) has transformed our education and association... Our e-learning registration has surpassed our face-to-face registration.”

Dave Jennings
SPHR, CAE | VP of Education

▶ visit <http://ymem.us/1WwUQL9> to view the video testimonial

