

CASE STUDY

# Increasing revenue and learner retention with Freestone LMS

## South Carolina Bar



Increased member satisfaction and value



The platform offered convenience and flexible delivery of learning content



Helped deliver unique CLE that made SC Bar stand out in a competitive marketplace

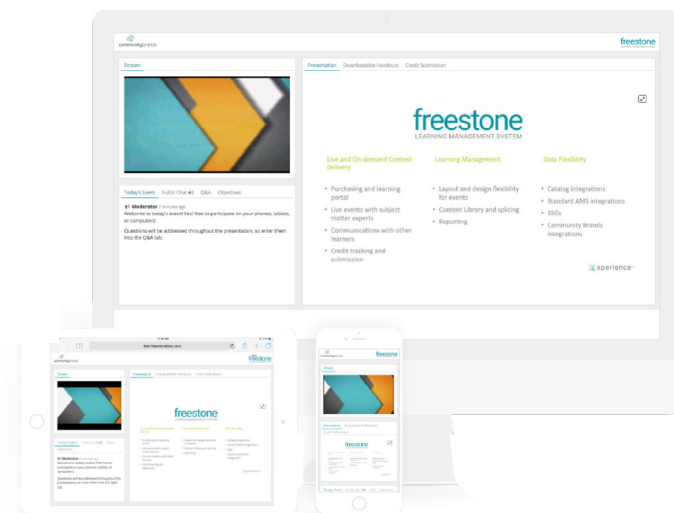
**South Carolina Bar (SC Bar)** leverages Freestone to offer a superior learning experience to members across the entire state. SC Bar offers countless courses to assist with continuing legal education (CLE) helping attorneys to broaden their legal knowledge with easily accessible content. “The CLE Big Ticket” program has gained enormous traction, and members continually renew year after year. Because of the robust content offerings of the CLE Big Ticket and the power of Freestone learning management system, SC Bar is the go-to education source for their members and has seen substantial revenue growth.

### Solutions

- Freestone
- Robust delivery options (In-Person, Live Webcast, On-Demand)
- CLE Big Ticket

“As an organization that needs to provide customer service to our members, Freestone is user-friendly for staff, provides reports to our CLE Commission, and tracks and projects reliable analytics for our future needs and growth. In short, we could not be any happier and are committed to a long-term relationship with Community Brands and Freestone.”

**Terry Burnett**, Continuing Legal Education Director for the South Carolina Bar





### Challenges

SC Bar routinely competes with other organizations in South Carolina to provide continuing education opportunities for members. Because of the competitive CLE marketplace, SC Bar requires an LMS with options to create innovative content that meet member needs, boost learner value and improve the learner experience. Thus, SC Bar turned to Freestone to facilitate their learning program to ultimately drive revenue and improve learner retention.



### Process

SC Bar implemented a learning passport program supported by Freestone called “the CLE Big Ticket” to drive learner retention and grow revenue. The CLE Big Ticket lets members sign up for an affordable year-long subscription for most of SC Bar’s online and in-person programs and over 700 online courses. SC Bar uses Freestone to stream in-person events through the webcasting feature. They then offer the content on-demand to reach even more learners.



### Results

The success of the CLE Big Ticket has greatly contributed to the ongoing growth of SC Bar. The organization considers the CLE Big Ticket a real member benefit and accredits the program’s strength to Freestone. Because Freestone offers robust webcasting and on-demand features, SC Bar members subscribe to the CLE Big Ticket year after year, boosting learning retention. Providing learning content in this hybrid format offers program flexibility and learning convenience that keeps learners coming back to meet their CLE requirements.

Today, SC Bar has almost 1,000 CLE Big Ticket subscribers. Since the program began, SC Bar has experienced close to a 600% revenue increase and has generated over \$1 million in revenue from this program alone.

“There are two things Freestone does well. First, Freestone listens to what our needs are. Our member and course needs at the South Carolina Bar are different from the needs of other companies, but Freestone listens. The second thing Freestone does well is follow through. When they tell me they’re going to work on something, they do it.”

**Terry Burnett**  
Continuing Legal Education Director for the South Carolina Bar

**16,000**  
members

**900+**  
continuing legal education  
learners on the CLE Big Ticket

Offers 90 live/hybrid programs  
and 700+ on-demand courses

Connect with the Freestone team



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