



CASE STUDY

The Florida Association of Counties (FAC)

Freestone Success Story



Automatic credit submission and tracking to save staff time



Easy certification management to streamline course completions



Seamless integration with YourMembership AMS

Freestone LMS saves staff time and enhances the learning experience

For more than 85 years, the Florida Association of Counties (FAC) has represented the diverse interests of Florida's counties, emphasizing the importance of protecting home rule – the concept that communities and their local leaders should make the decisions that impact their community.

FAC provides a cohesive platform that enables county officials and staff to speak with a unified voice on behalf of all Floridians. With FAC, counties are empowered to serve their communities and the entire state of Florida, offering vital public services such as public safety, fire and emergency medical services, parks, libraries, healthcare, growth management, economic development, and more.

Lifelong learning is a crucial aspect of FAC's mission. The Institute of County Government (ICG) is the education wing of FAC, offering continuing education courses to increase members' knowledge and skills. ICG + FAC offers four educational programming tracks through in-person training, on-demand opportunities, webinars, and podcasts so members can receive advanced instruction and specific expertise. Since 2015, FAC has leveraged YourMembership for member management. To offer more educational opportunities, FAC needed an intuitive learning management system. FAC chose Freestone LMS.

Solutions

- Freestone LMS
- YourMembership

“ Freestone is now my trusty co-worker. The LMS makes it possible to get more people involved in our learning program and handle the easy details of monitoring learning participation, providing certificates of completion immediately, and bringing member credits into the learning portal. ”

Becky Berentsen,

Education Manager Florida Association of Counties (FAC)



Challenges

To help county commissioners be great community leaders, FAC provides educational courses on topics like ethics, finance and budget, growth management, and more. Because many of Florida’s counties are fiscally constrained, FAC needed to make its learning program more accessible and affordable for all counties.

FAC wanted a learning solution that could expand its current offerings through in-person and virtual opportunities. With an education department of just two employees, FAC needed a learning management system (LMS) to streamline course management and certifications.



Solution

FAC searched for a learning management system that offered on-demand learning opportunities. Because of limited staff, FAC needed a system that could do the heavy lifting of course management by streamlining processes.

The FAC team went to the Community Brands Xperience user conference to not only further their knowledge of their AMS, but to also find the right LMS. At Xperience, the team learned about Freestone and took the information back to FAC leaders so they could adopt the LMS. Freestone met the organization’s needs, providing diverse learning offerings and streamlining crucial staff processes.



Results

From the LMS implementation to the continued service and support, “Freestone has been a lifesaver,” said Becky Berentsen, FAC Education Manager. Because it integrates seamlessly with YourMembership, Freestone saves staff time, reduces manual processes, enhances FAC learning offerings, and improves the learning experience.

Before using Freestone, it took the FAC team a week to input all member credits. Now with Freestone, all credit submission is automatic, and certificates are generated when members complete a course. In the future with the help of Freestone, FAC plans on offering more learning content, expanding its on-demand library, and enhancing the learning experience.



“We used to offer an in-person class that cost a lot of money to operate, so we could only offer the course once a year. Unfortunately, our members were missing the class and travel costs for learners were high. But by going virtual with Freestone, we found that our operating costs were significantly lower, and we could reach a wider audience. Virtual classes offer much more learner flexibility, boost overall engagement, and allow us to provide even more content.”

Becky Berentsen, Education Manager
Florida Association of Counties (FAC)

About the Florida Association of Counties (FAC)

The Florida Association of Counties (FAC) helps Florida’s counties effectively serve and represent their communities through advocacy, collaboration, and education. FAC is the only association representing Florida’s counties – bringing together the collective experience and knowledge of 377 county commissioners and supported by thousands of county professional staff.

70%

increase in ethics course registrations since 2015

4.7

out of 5.0 average rating for online ethics course

800+

credit submissions through Freestone since launch



Learn more at
freestonelms.com