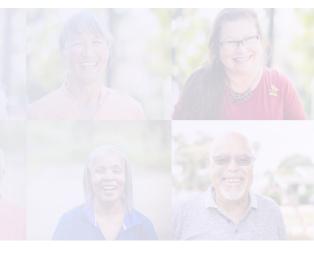freestone® + NetForum®

CASE STUDY

American Society on Aging (ASA)

New insights into member and non-member behaviors and engagement

NetForum + Freestone integration syncs learning enrollment and credits

Intuitive and user-friendly systems enable staff to perform daily tasks with ease and efficiency
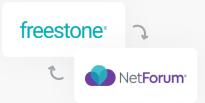
American Society on Aging finds the perfect AMS + LMS match to reach their goals

Since 1954, ASA has developed and led the largest, most diverse community of American professionals working in aging. As a result, ASA has become the go-to source to cultivate leadership, advance knowledge, and strengthen the skills of its members and others who work with and on behalf of older adults. ASA sees its responsibility as a leader in advocating for the necessary change to address issues in aging.

ASA was disappointed and frustrated that its previous software systems—association management software (AMS) and learning management software (LMS) didn't integrate—describing the situation as a "nightmare of data" that ultimately couldn't communicate. Additionally, with over 5,000 members and multiple membership types, ASA needed a strong data management system and customer relationship management (CRM) platform.

ASA believes it has found the right software fit in NetForum, with native integration with Freestone LMS. ASA chose to stay in the same family of products to scale its organization, launch its goals, and make its dreams come true.

Solutions

freestone® ↱
↳ NetForum®

"Taking data out of a system that was not a true CRM and mapping it to a real CRM was difficult, but it was a beneficial process from our perspective. The NetForum and Freestone teams came together to give staff hope that our dreams could come true."

Jacquelyn J. Bennett
Chief Operating Officer & Chief of Staff
American Society on Aging

Summary

With a staff of 12 and no internal IT, everyone at ASA shares responsibility for the platforms, owning the organization's data, and the use of efficient processes. ASA chose NetForum and its optimized adoption, which provided ASA with a templated implementation and out-of-the-box modules to onboard within five months. The organization wanted to stay within the same family for its native integration features for syncing data and tracking certification and credits, so ASA chose Freestone learning management system because the platform exceeded the organization's LMS needs.

ASA staff are excited to see where these platforms take them in the future.

Results

After selecting NetForum and Freestone, the LMS implementation had to go quickly due to an important webinar date. The Freestone implementation team met the deadline and with the NetForum optimized implementation, the AMS platform was up and running quickly after.

While still early in the relationship, the promise of the native integration of NetForum and Freestone to make it easy for ASA to hit member engagement goals, converting non-members into members through ASA webinars, and develop new pricing strategies for their products is encouraging. Thus far, ASA is greatly pleased with the ease and user-friendliness of NetForum and Freestone.

Challenges

With ASA's previous software systems, the platforms didn't speak to each other and the simplest of things like easily renewing a member couldn't be accomplished. There were huge limitations on what the systems could do versus what ASA staff needed the platforms to do. ASA staff found the old technology to be very limiting which resulted in a dozen spreadsheets.

ASA regularly hosts webinars with 1,000+ attendees. With their limited tech stack, it was difficult to further engage and convert those non-member attendees into members.

ASA staff knew they needed new technology to advance their goals, so they chose NetForum and Freestone.

"Since adopting NetForum, ASA staff can dream a little bit more. These things can really come true. Organizing our virtual learning offerings under one umbrella, segmenting them between members and non-members, being able to charge fees or not are all things that we've wanted to do with our learning management world. And we will grow our membership because of Freestone and NetForum and their connection. We can do all of it now."

Jacquelyn Bennett
COO and Chief of Staff, **ASA**

American Society on Aging

About American Society on Aging (ASA)

ASA's work is framed around five priorities: Ageism & Culture, Economic Security, Innovation & Social Impact, Health & Well-being and Equity & Justice. ASA's programs are designed to promote actionable change in each area individually and as they intersect.

5000
MEMBERS

70
YEARS AS AN ASSOCIATION

communitybrands | freestone®

freestonelms.com