



professional organization

Texas Statewide Network of Assessment Professionals: Now a part of its members' everyday social networking habits.

success



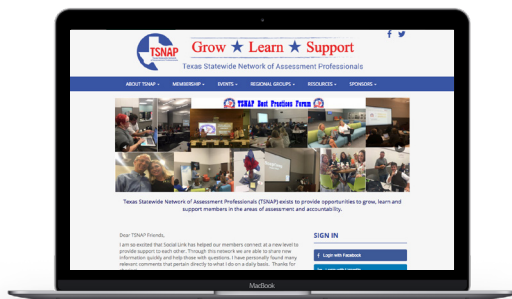
13,700
logins during
60 days



AMS
implementation



8%
member growth
within 90 days



Being a 100 percent volunteer-driven organization, covering the entire state of Texas, efficiency and engagement are keys to growth. With YourMembership (YM), Texas Statewide Network of Assessment Professionals (TSNAP) combined its membership management software, website and online social community into one easy-to-use platform. TSNAP discarded its manual processes and grew membership engagement, weaving the association into the daily social networking habits of its members.

Texas Statewide Network of Assessment Professionals (TSNAP) is a volunteer-driven professional organization, which supports the needs of assessment professionals in Texas.

TSNAP strives to:

- Inform members about student assessment news and information.
- Find answers and share knowledge.
- Provide networking and training.
- Connect members to relevant resources.

summary

Before implementing YM AMS, TSNAP functioned in a manual process nightmare. Thankfully, TSNAP was referred to YM for its all-in-one membership and website solution to streamline operations, while increasing membership and engagement.

challenges

TSNAP's volunteer board worked from outdated spreadsheets, operated a website only one person could use, couldn't send bulk emails, and accounting was lost in a sea of paper checks. In addition, there was no member portal, and the regions utilized multiple, disjointed solutions to connect and network with members. TSNAP needed an all-in-solution to improve its member experience and streamline day-to-day operations.

success


1,202 association members

Membership increased by 8 percent during 1Q 2018

Average of 1 new member a day beyond membership drives

During the first 7 days of SocialLink: 24 posts, 84 connections, 130 comments, 2,821 logins

13,700 logins during 60 days



“Prior to implementing YM SocialLink, our members had no reason to login every day. Now, they have a reason to login every day to check their feed and what’s happening in the community.”

Shannon Kuhrt,
Immediate Past President, Texas Statewide
Network of Assessment Professionals

process

YM provided TSNAP an all-in-one solution and support in phases to implement its membership portal, new integrated website and built-in, online community. TSNAP’s priority was to rollout its website and membership portal. Immediately, TSNAP reported an increase in volunteer staff efficiency and an improved member experience. Board members easily accepted online dues and payments, updated the website with current and relevant content, and communicated with the entire membership through bulk emails.

Fifteen months after its original implementation, TSNAP introduced SocialLink to its membership. TSNAP brought together multiple, disjointed networking tools into YM AMS. With YM SocialLink, members connected, shared ideas and collaborated—exactly what the TSNAP board hoped for and the numbers keep growing.

