



CASE STUDY

# Missouri State Teachers Association (MTSA):

## Nimble AMS Success Story



Advanced reporting and data visibility has streamlined staff processes and increased overall efficiency, offering more member benefits



Nimble AMS offers reliable and worry-free product update cycles for continuous innovation



Member portal offers an enhanced member experience where members can easily update profile information, renew, or register for an event

### Solutions

Nimble AMS

## A reliable and worry-free AMS experience for associations

Since 1856, the Missouri State Teachers Association (MSTA) has led the way for Missouri's educators, offering services and benefits. MSTA is a grassroots organization comprised of local Community Teachers Associations (CTA) in each local school district.

To professionally develop its members, MSTA offers learning opportunities, webinars, online learning workshops, a book club, and more member benefits. MSTA also provides legal services and resources for its members, answering legal questions and concerns for more than 150 years. Missouri educators can find great value in MSTA membership at every stage of their career, whether they are an aspiring teacher or a retiree.

MSTA needed powerful association management software (AMS) to meet the needs of its members while offering continual value. For over 11 years, MSTA has leveraged Nimble AMS, providing a stable and reliable user experience for both its staff and members.

Discover why MSTA chose Nimble AMS to revolutionize its organization.

"I would recommend Nimble AMS to other organizations because it is a stable, reliable platform. MSTA has had wonderful experiences with Nimble AMS product upgrades. I've slept, worry-free, through every product upgrade Nimble AMS has ever done."

-Bruce Moe, Executive Director, MTSA



## ! Challenge & Solution

With MSTA's previous AMS platform, the organization experienced several pain points. MSTA was unable to deliver member value, and specifically had a clunky online membership join and renewal process. MSTA's old system was inflexible and unable to address growing organizational needs. Version upgrades were very costly and often caused new issues. MSTA's IT department frequently operated in a break/fix mode. Staff also found it difficult to access the data they needed within the current AMS. For this reason, staff created "rogue databases" as a work around.

MSTA chose Nimble AMS to streamline its processes, update its data, centralize its records, and improve its member experience.

## 😊 Results

After deciding Nimble AMS was the best association management software for MSTA, the organization moved from multiple systems into Nimble AMS. Following MSTA's Nimble AMS-implementation, staff can now access all needed information in one location, making it much easier to provide excellent member service, improving visibility through much needed reporting. All membership data is now updated and correct, empowering staff to do their jobs more efficiently. Without the distraction of break/fix updates, IT staff can now contribute to MSTA in a more strategic way, focusing on future-proofing the association and hitting organizational goals.

Additionally, the MSTA member experience has improved with Nimble AMS. With a simple user experience, MSTA members feel empowered to update their profile information, join, renew, or register for an event.

Because Nimble AMS has greatly improved the MSTA staff and member experience and puts the organization on track to hit its goals, MSTA continues to be a loyal Nimble AMS partner.



"What makes Nimble AMS different is the Salesforce platform. Salesforce provides reliability, predictability, and stability. MSTA was on Nimble AMS throughout the entire pandemic and never had a single outage—the platform was there for us the entire time."

-Bruce Moe, Executive Director, MSTA

### About Missouri State Teachers Association

The Missouri State Teachers Association serves more than 47,000 educators and is dedicated to educating the state's children.



Learn more about how Nimble AMS can help your organization challenge the status quo and exceed strategic growth goals

Let's chat



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