☼ Nimble AMS

5 strategies to advance your association's learning program

Leverage association management software to become your industry's go-to learning program

Your learning program is a valuable member resource. The latest Community Brands Research found that within the top five reasons a member joins an association are certifications, credentials, and training opportunities.

Is your association ready to take your learning program to the next level? Leverage innovative association management software (AMS) to become the go-to continuing education provider in your industry, boosting member recruitment and retention.

When you invest in a modern AMS, you can guarantee non-members and members will continue to choose your learning program for their certification and continuing education requirements.

Elevate your learning program by looking for an AMS that offers these benefits:

1 Boost staff efficiency

A major benefit of leveraging innovative AMS is how it can revolutionize your learning program by streamlining staff processes and reducing low-value work. Look for an AMS with catalog synchronization, so your employees can easily configure and manage continuing education courses, boosting work efficiency and offering an excellent staff user experience.

2 Improve continuing education registration

Choosing the best AMS for your organization ensures you have access to trailblazing solutions. Enhance the member experience with an AMS that offers enrollment synchronization, so members can purchase a course and immediately begin the program. The right AMS will make course registration easy to drive non-dues revenue and boost member engagement.

3 Remind members about learning opportunities

Boost non-dues revenue at your association when you leverage an AMS with modern e-commerce offerings. For example, if your members forget to purchase a course, use your AMS to send an automated cart reminder.

Email reminders help keep your learning program top of mind by nudging your members to register for a course. With automated reminders, your members won't forget about an upcoming learning opportunity, and your association won't miss out on additional revenue.

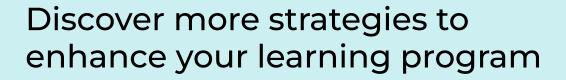### 4 Enhance the member's learning experience

Look for an AMS that offers a built-in online member community to boost member engagement in your learning program. Elevate a member's learning experience by creating discussion groups in your online community to inspire conversation, encourage professional development, and promote networking opportunities.

5 Data integration

When you choose an innovative AMS, you'll have many integration options with advanced learning management software (LMS). Integrate your AMS with an LMS to take your learning program to the next level.

With AMS and LMS integration, anytime a member completes a course, the LMS learning data will automatically update to your AMS. Integrating your systems helps to eliminate data silos, ensuring all your member records are up to date and stored in one location. Another perk of choosing an AMS with integration options? You'll give your staff a complete picture of a member's learning experience.

Discover more strategies to enhance your learning program

Elevate your learning program and member experience with innovative technology. Look for a modern AMS that boosts staff efficiency with automation, enhances the learning experience, improves course registration, and integrates with an LMS.

Discover how innovative technology can drive a superior member experience

Learn more

Nimble AMS offers leverage-leading technology designed to empower staff and deliver a superior member experience.

☼ Nimble AMS   nimbleams.com