

CASE STUDY

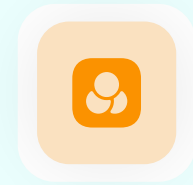
Washington Association of School Business Officials (WASBO)



YourMembership AMS (Membership Management and Events) as well as Crowd Wisdom LMS and YM Careers housed in one location



15 states (other ASBO affiliates) involved in internal YourMembership user groups with regular meetings



Community Brands systems working together for a stronger association

How WASBO boosted productivity and efficiency by integrating YourMembership with Community Brands solutions

As an association that serves and supports financial and operational leaders, the Washington Association of School Business Officials (WASBO) needed strong association management software (AMS), learning management software (LMS), and a career center solution to deliver a connected experience. In 2013, WASBO chose YourMembership for an all-in-one AMS to handle events and membership management. Compared to other AMS options, YourMembership proved to be the best software solution for the organization. With YourMembership, WASBO knows that they have the support and advocacy of the Community Brands team to succeed.

To offer more member benefits like professional development and career advancement, WASBO chose to integrate YourMembership with the Community Brand solutions, Crowd Wisdom LMS and YM Careers. Choosing to integrate Crowd Wisdom and YM Careers provided a connected software experience for the association. WASBO appreciates having multiple systems integrated under the Community Brands umbrella, boosting organizational efficiency and cost savings.

YourMembership/Community Brands Solutions

- ✔ Membership Management
- ✔ Online Community
- ✔ Events

"In YourMembership, they have forums where people can ask questions and it builds this library of information. Some other folks in our group have bought Higher Logic and spent all this money, but YourMembership does the same thing and it's super robust."

Brianne King

Executive Director
Washington ASBO

Challenge

WASBO wanted to offer more member benefits while providing a connected software experience for staff. To best meet member and staff needs, WASBO required additional systems including a career center and an LMS to integrate with YourMembership. To avoid standalone systems and siloed data, WASBO turned to the Community Brands family of software solutions.

Solution

As an existing Community Brands customer, WASBO found several robust solutions that integrated well with YourMembership. WASBO chose YM Careers and Crowd Wisdom LMS to offer career advancement and professional development opportunities for members.

Results

WASBO has gained efficiency, increased productivity, and garnered cost savings by leveraging connected systems. Because YourMembership, YM Careers, and Crowd Wisdom integrate seamlessly, WASBO members reap all organizational benefits in one location. WASBO now offers all its live stream and in-person events using its integrated platforms. Members can meet all their professional development and career advancement needs within the Community Brands family of solutions.

About Washington Association of School Business Officials (WASBO)

The Washington Association of School Business Officials (WASBO) exists to engage, develop, and serve successful leaders in school finance and operations.



"Having the systems all integrate saves time and money because if the two systems can talk to each other, you're not going in and doing any intervention or making sure it's working. It's been great having all the pieces that we need in one place."

BRIANNE KING, EXECUTIVE DIRECTOR

WASHINGTON ASSOCIATION OF SCHOOL
BUSINESS OFFICIALS

1900+
Members

11
active
networking
groups and
online forums

Offers countless
curriculum courses,
professional
development
workshops, and four
school of business
certifications

