NOAH AMS Helps EAPA Consolidate Processes to Better Manage Memberships and Certifications

Background

Headquartered in Arlington, Va. with chapters and branches throughout the United States and around the world, the Employee Assistance Professionals Association (EAPA) is the world's largest, oldest and most respected membership organization for employee assistance professionals. With members in over 40 countries around the globe, EAPA is the world’s most relied upon source of information and support for and about the employee assistance profession.

Challenges

EAPA had previously invested in an Association Management Software (AMS) solution, but was only utilizing it to track its memberships and certification programs. Simultaneously, EAPA was using a number of additional independent systems to perform transactional tasks, such as publishing its Journal of Employee Assistance, hosting the Annual World EAP Conference and conducting educational training.

Chris Drake, senior director of finance and operations, EAPA, explained, “We didn’t have a true, central repository where we could manage our members and operations, making our efforts inefficient and time consuming. So we decided it was time to take a broader look at what centralized systems were available in the Association Management marketplace.”

Solution

“We initially chose 13 different AMS providers that we felt were the most qualified to support our organizational needs. Out of those 13 vendors we selected JL Systems, the provider of NOAH AMS, because we found them to be the most capable of solving our issues and handling the full scope of EAPA’s operations,” Drake continued.

The NOAH AMS platform is a robust customer relationship management (CRM) solution with a multitude of back office association management software (AMS) functionality, which is integrated with an advanced content management system (CMS) and a website hosting platform.

Drake added, “When selecting a system, we were very focused on finding the most cost effective solution. JL Systems exceeded our expectations by not only providing us with a system at the right cost, but was able to get us live when promised, if not sooner, which was a huge win for our organization.”
JL Systems is the cornerstone in association software. Developed in 1982, its NOAH AMS platform is a robust customer relationship management (CRM) solution, integrated with the multitude of back office association management software (AMS) functionality, along with an advanced content management system (CMS) and website hosting platform. Trade and professional associations use NOAH AMS to manage members, renewals, subscriptions, publications, meetings, trade shows, education, certification, continuing education, fundraising, donations, grants, A/R and more. Headquartered in Springfield, Virginia, JL Systems supports associations throughout the United States and Canada. Learn more at www.noahams.com.

JL Systems helped EAPA implement the following modules:

- **Membership**: permits online join and renewal, as well as full online profile management, including demographics, photos, logos, bios and opt in/out for email preferences.

- **Meetings and Events**: manages every aspect of EAPA’s convention, such as workshops, sessions, courses, tours, meals, etc. Online attendee rosters, badges and confirmation letters are also included.

- **Governance**: provides EAPA with unlimited committee and subcommittee management. The association can now track historical, current and future terms and committee positions and roles of each individual. Online roster modules, directories and communities for conversations, calendar management and document sharing is also included.

- **Online Store**: EAPA can now sell merchandise and downloadable files in unlimited categories and tags, as well as designate shipping and handling fees for each item by quantity, dollar amount or total weight of purchases. EAPA is also able to set up member/non-member pricing and discount and promotion codes.

- **Certification**: allows EAPA’s members to track certification statuses and build application functionality. The association can now send certification applications through a series of processes to collect fees and check for accuracy and completeness to ensure that the applicant meets specific qualifications.

**Results**

NOAH AMS allows EAPA to successfully manage the status of its memberships and certifications in near real-time and enhance communication between members, customers and staff. From a staff perspective, NOAH AMS centralizes the full scope of EAPA’s operations into one system so that all information is easily accessible. This consolidation allows EAPA’s staff to have better interactions with customers and has allowed them to eliminate long grace periods for memberships and certification renewals, which has significantly benefitted EAPA from a financial standpoint.

Drake concludes, “Not only does NOAH AMS’ flexibility and design capability set them apart from other systems, but their ability to communicate effectively in person, electronically and by phone has allowed us to establish a great and trusting relationship. JL Systems is a large part of our team and we are really looking forward to continuing our relationship in the future.”