NOAH AMS Creates Personalized Member Experience for the Society of Personality and Social Psychology
Small-staff association increases member participation across events and realizes a 500-percent increase in donations

Background

Founded in 1974 and headquartered in Washington, D.C., the Society of Personality and Social Psychology (SPSP) is the world’s largest organization of social and personality psychologists. The small-staff association serves its 7,500+ national and international members through educational events, networking opportunities, science funding, research publication and promotion, and mentoring the next generation of social and personality psychologists.

Challenges

SPSP had only seven employees who were responsible for managing the association and its members. The organization was relying on various peripheral technology to manage its educational events, donations, awards programs and career center, which proved to be costly. In addition, SPSP realized that using multiple different systems caused its processes to become increasingly siloed and thus time consuming – creating an even bigger dilemma for the association. To overcome these challenges, SPSP sought one, central association management system that was not only customizable, but also affordable.

Solution

SPSP was referred to JL Systems, the provider of NOAH AMS. Chad Rummel, executive director, Society of Personality and Social Psychology, explained, “We were fortunate to see how the NOAH AMS was customized for our sister organization and the success it was helping them to achieve. NOAH AMS is unique because it is ready to go out of the box, yet it can still be very customizable moving forward.”

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

Rummel continued, “JL Systems assigned us a project manager who created and configured the setup, as well as initialized all modules to become fully functional. Based on our pressed timeline and the pending launch of our upcoming convention, our project manager discovered that it would be wise to do a two-phased approach so that we could focus on getting the central pieces implemented first.”

At a Glance

Background

• SPSP is the world’s largest organization of social and personality psychologists.
• The association serves its 7,500 members through educational events, networking opportunities, resources, science funding, and the publication and promotion of research.

Challenges

• Existing processes were siloed and time consuming.
• Using peripheral programs to do individualized tasks proved to be too costly.

Solution

• NOAH AMS – a robust CRM system integrated with a multitude of AMS functionality along with a CMS and a website hosting platform.
• Membership, Job Board, Event Registration, Presenter Center, Exhibit Management and Governance modules.

Results

• Increased donations by 500 percent.
• Realized uptick in member participation across events.
• Personalized the member experience at an affordable cost.
In the first phase, JL Systems helped SPSP implement the following modules:

- **Membership module**: 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 module**: manages every aspect of SPSP’s convention, such as workshops, sessions, courses, tours, meals, etc. Online attendee rosters, badges and confirmation letters are also included.
- **Job board module**: allows SPSP to post searchable employment opportunities and resumes for its members.

In phase two, SPSP added the following modules:

- **Presenter center module**: seamlessly ties together with the meetings and events module enabling SPSP to manage calls for presentations and speakers. A fully searchable online directory of the convention, with downloadable session presentation materials, was also included.
- **Exhibitor management module**: enables SPSP to create live floor plans and helps provide show guide information.
- **Governance module**: provides SPSP 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.

Results

NOAH AMS allows SPSP to successfully manage memberships, renewals, subscriptions, publications, meetings, donations and more on a single, consolidated platform. By incorporating donations into event registration and membership renewal, SPSP has increased its donations by 500 percent. And, because of the personalization during the member registration process, SPSP has realized a significant uptick in participation at events.

Rummel adds, “NOAH AMS is changing the experience that a member has with each piece of our program by enabling us to serve them better and in a more personalized manner. For example, when members arrive at our convention, they get a personalized itinerary printed out by NOAH AMS on their name badge. This ensures that our members are reminded of what they wanted to do so when they get on site they are able to have the experience they anticipated.”

Rummel concludes, “One of the many great things about NOAH AMS is that we are able to self-manage it without having an in house IT person. This adaptability allows us to use the platform in multiple ways, all at an affordable cost.”