

CASE STUDY

Washington Association for School Business Officials (WASBO)



Additional learning opportunities increased association membership



Seamless integration improved the member experience



Convenient online certification tracking saved staff time

Solutions

Crowd Wisdom
YourMembership

Innovating a new path for school business leaders with Crowd Wisdom LMS

Since 2017, the Washington Association for School Business Officials (WASBO) has leveraged Crowd Wisdom to offer a superior learning experience to members across Washington state. WASBO offers countless curriculum courses and workshops to aid members in their professional development. For members looking to further their education, WASBO provides certification in four school business specialties.

One of WASBO's main strategic goals is to provide opportunities for members to grow with access to numerous professional development offerings. With the seamless integration of Crowd Wisdom LMS and YourMembership AMS, the association has successfully met its objective.

“Our learning program would be stagnant without Crowd Wisdom. We consider ourselves at the forefront of learning for our association and with this technology we see ourselves leading the way. Crowd Wisdom has helped us host virtual events and provide on-demand learning. We lead the charge with learning, and we would be years behind without it.”

Lindsey Robertson,
Professional Learning
Coordinator,
WASBO



Challenges

Before WASBO switched to Crowd Wisdom, the association couldn't deliver enough learning content to its members. WASBO's old LMS didn't support the high number of its professional development workshops, so the association couldn't provide equal access to learning materials for members across Washington state. The association's learning program became stagnant and staff inefficiencies grew as they had to manually manage members' continuing education requirements.



Process

WASBO knew it needed a new LMS to fully support member learning needs and reach its professional development goals for the organization. The association sought various software solutions to help members and staff like live event tracking, on-demand content, SCORM course creation, assessments and testing, and a robust certification platform. Seamless integration was another must for WASBO in their next LMS.



Results

After choosing Crowd Wisdom, WASBO has experienced dramatic results. WASBO can offer more on-demand learning opportunities to members across Washington state, resulting in a noticeable gain in association membership. The association now identifies itself as a leader in online learning, with other ASBOs looking to the organization for guidance in continuing education. WASBO attributes its success to the Crowd Wisdom platform.

"Recently we've seen a growth in our membership, and it's directly correlated with Crowd Wisdom because we're providing so much more learning content. With Crowd Wisdom we can reach so many more people across the state of Washington, offering instant, on-demand learning. Our members get the same message no matter where they are, and it's made a huge impact on our membership."

Lindsey Robertson

Professional Learning Coordinator of the Washington Association for School Business Officials.

Data points about the organization

- ✓ 1,800 members in Washington state
- ✓ 2,050 participants in the learning program
- ✓ Offers countless curriculum courses, professional development workshops, and four school business certifications

About Washington Association of School Business Officials

The Washington Association of School Business Officials (WASBO) exists to engage, develop, and serve successful leaders in school finance and operations. The goal is to provide its 1,800 members across the state of Washington opportunities to connect, grow and lead in their professions.



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