

Innovating & Generating Non-Dues Revenue

Employing professional social networking to secure their organization's future

The Society of Corporate Compliance and Ethics (SCCE) and the Health Care Compliance Association (HCCA) are professional associations with over 7800 members. They are dedicated to providing a robust environment to discuss, educate and promote compliance standards, corporate governance and ethical practices within business communities.

Although both organizations strive to advance compliance and ethical agendas, SCCE's membership includes professionals in the academics, banking, insurance and natural resources industries, while HCCA's members are professionals in healthcare management including hospitals, nursing homes and pharmaceutical manufacturers.

SCCE and HCCA envisioned increasing member engagement and communication using social networking tools.

Learn how SCCE and HCCA used Higher Logic's Connected Community™ private social networking application to:

- Gain new non-dues revenue
- Increase collaboration between members
- Share thousands of documents

THE CHALLENGE: Providing centralized information and increasing member interaction

Led by a visionary CEO, SCCE and HCCA determined that social networking was emerging as an important marketing tool and was essential to their long-term viability. The organizations wanted to become the central repository for all information for members, and provide an open, secure forum for member communications.

Management believed social networking was not an "if" but a "when", and that without a social networking solution, SCCE/HCCA would lose members and their competitive advantage within their key industries.

Customer Profile

- Years Founded: SCCE - 2002; HCCA - 1997
- Both headquartered in Minneapolis, MN
- Professional association & professional society with over 7800 combined members serving the health-care compliance & corporate compliance industries

Visit www.corporatecompliance.org and www.hcca-info.org for more information



Their goal was to discover a state-of-the-art solution that could be quickly implemented to:

- Increase membership offerings to grow their member network
- Allow members to connect with one another
- Save the organization time and money

THE SOLUTION: Using Connected Community's full-featured, innovative application suite

After a thorough evaluation of social networking solutions, SCCE/HCCA chose Higher Logic's Connected Community professional social networking solution. Another important consideration was that Connected Community seamlessly integrated with SCCE/HCCA's association management system — ASI's iMIS™. This integration pre-populated key data into the community site including member profiles and events — saving both staff and members time. With a clear vision of critical business objectives and an

“Our private social network makes it very easy for people to share policies and the solutions that they've devised. That's great for our members, their companies and the health of business as a whole.”

Adam Turteltaub, CCEP
VP, Membership Development
SCCE and HCCA



aggressive timeframe, implementation of their new Connected Community sites was SCCE/HCCA management team's top priority.

Key features implemented on the new HCCAnet and SCCEnet community sites included:

- Online discussion groups for members to share ideas and ask questions from their fellow experts (eGroups)
- Extensive, centralized library to share documents, videos and other files (Resource Library)
- Comprehensive profiles for members to share their background and interests (Directory 2.0)
- Ability for members to search for others based on common attributes, interests and more (Directory 2.0)

THE BENEFITS: Rapid membership acceptance and new non-dues revenue

Working with Higher Logic, the SCCE/HCCA team created a highly targeted and successful marketing campaign to introduce and drive member traffic to their new communities. Tactics included offering special incentives to the first 500 members to login, promoting the new sites at all special events and conferences and spreading the word through their public social media sites — LinkedIn, Twitter and Facebook.

They hired a community manager to promote new and innovative content and to ensure that the lines of communication were always open. To further enhance online offerings, HCCA/SCCE provided access to thousands of documents, presentations, policies, memos and procedures for members on their new community sites.

“The new community gives me a great opportunity to raise issues with peers, and get a sense of what discussions are going on in the compliance and ethics community.”

Joe Murphy, CCEP
Member and Outside Counsel

More Engaged Members:

The implementation and adoption of the HCCAnet and SCCEnet community sites has been a profound success due to the careful strategic planning, foresight and diligence of the SCCE/HCCA management team. Within 60 days of launch, the new communities reached a critical mass. Members were using the sites to connect with one another, get fast answers to their questions and stay current with events and industry news. More engaged members meant more satisfied members for the associations.

New Revenue Source:

Both SCCE and HCCA were pleased to earn new non-dues revenue through the sale of targeted ads on their community sites. The advertisements provide important information for members including the promotion of SCCE/HCCA upcoming conferences, special events and publications. These promotions have increased attendance at their events, which further increases their revenue. The organizations are using this new revenue stream to offset the costs of the community sites and fund other initiatives.

SCCE/HCCA's vision was to provide the most innovative private social media offerings for their members. With a firm belief that social networking will be the primary way that its members communicate and conduct business, SCCE/HCCA are not only industry innovators, but are leaders in driving the future of member-centric associations.

About Higher Logic:

Higher Logic provides innovative professional social networking and mobile solutions for associations and nonprofits seeking to increase member retention and generate non-dues revenue. The **Connected Community** application suite empowers members to share best practices and collaborate — anytime, anywhere. Offer a new dimension of value to constituents with **Connected Community's** prebuilt integration to leading association management systems and the **M² Mobile Membership™** smartphone app.