



Streamline Information-Sharing with Social Technology

Combine disparate conversations and forums into a single, online community with AMS integration

CLIENT PROFILE | ASHA

The American Speech-Language-Hearing Association (ASHA) is the professional, scientific and credentialing association for 173,070 members and affiliates representing audiologists, speech-language pathologists, speech, language and hearing scientists, audiology and speech-language pathology support personnel, and students.

ASHA members work in a variety of professional settings, including health care groups, private practice and schools. Most of the association's 258 staff members work at the Rockville, Maryland, national office, though some Government Relations and Public Policy staffers are based at a Capitol Hill office.

THE CHALLENGE

ASHA members have long valued virtual networking and information-sharing. But before the association adopted Higher Logic's Connected Community platform, members' online interactions were splintered between various LISTSERVs and discussion forums. The existence of so many separate, parallel networking platforms resulted in a large number of redundant conversations and missed connections. Collaboration occurred in a vacuum; members had little access to information about the professionals with whom they were conversing.

ASHA's leadership knew they needed to create a full-featured online community that also integrated with their current AMS, netFORUM Enterprise from Avectra. They wanted to bring disparate discussions together, allowing members to get maximum value out of time spent sharing practice tips and resources, asking clinical questions and networking.

“Our primary goal was to combine our three existing online community venues into a single, integrated platform that was easier to use and more feature-rich. Higher Logic's Connected Community platform helped us do exactly that.”

~ Tom Jelen
Director of Online Communications
ASHA

AT A GLANCE:

The American Speech-Language-Hearing Association (ASHA)

- Headquartered in Rockville, Maryland
- 258 staff members
- Professional, scientific and credentialing association with 173,070 members and affiliates.
- ASHA represents audiologists, speech-language pathologists, speech, language and hearing scientists, audiology and speech-language pathology support personnel, and students.
- Community Site: ASHA Community, community.asha.org
- AMS: Avectra's netFORUM Enterprise
- Public Social Media: Blog, Facebook, Pinterest, Twitter and YouTube



THE SOLUTION

ASHA chose Higher Logic's Connected Community™, the industry-leading, cloud-based community platform for associations and nonprofits. Connected Community is designed with pre-built AMS integration to ASHA's existing netFORUM Enterprise database. This seamless integration made it possible for ASHA to create a new community and synchronize all of its member data with little to no IT intervention.

THE BENEFITS

Today, members are accessing ASHA Community to:

- Share practice tips and resources, ask clinical questions, and network.
- Learn from experts in their field.
- Access user-generated content on a single, unified platform.

BRINGING ASHA MEMBERS TOGETHER

ASHA created ASHA Community to serve as a centralized site for members' online interactions. But the benefits of the community have gone far beyond simply reducing redundant conversations and missed connections. The unified discussion platform offers context to inform interactions. ASHA Community's member directory, with the help of netFORUM Enterprise's data, allows discussion participants to read another member's entire post history, and view profiles and professional contacts. In addition, the virtual community has served as a de facto reminder service for subscribers to renew memberships in ASHA's special interest groups.

REACHING ASHA MEMBERS EVERYWHERE

ASHA Community has become an invaluable tool for the association's membership. It has streamlined conversations, increased opportunities for meaningful interaction and helped increase membership in ASHA's special interest groups. More than 78,000 ASHA members and affiliates have signed in to ASHA Community since it launched in late 2011. There have been more than 53,000 discussion posts in more than 60 discussion groups. Since inception, ASHA members have made more than 74,000 content contributions in the resource library and discussion groups. ASHA Community has more than 791,000 site visits with more than 4.4 million page views.

Additionally, ASHA Community:

- Started Clinicians and Researchers Collaborating (CLARC), a complementary online tool that enables clinicians and researchers to form research collaborations by searching for possible collaborators based on various demographic areas.
- Launched ASHA Community mobile. In the first two months, more than 1,370 individual ASHA members and affiliates logged in.
- Generated non-dues revenue to fund new programs by offering advertisers the ability to target specific special interest groups.

Connected Community™ from Higher Logic

Connected Community is the industry-leading, cloud-based community platform for associations and nonprofits, with over 20 million engaged members in more than 100,000 communities. Organizations use Connected Community to bring like-minded people together in secure communities designed to ignite knowledge sharing, drive content creation, solve problems and improve performance.

“The Higher Logic Connected Community platform has provided ASHA with a much stronger online community platform for its members. At the same time, it is helping us simplify our IT infrastructure by allowing us to retire our email list and online discussion software, as well as a custom developed member directory.”

~ Tom Jelen
Director of Online
Communications
ASHA