

MemberSuite Helps Business Diversity Group Make Powerful Connections

"Our list of needs and wants was long, and we thought we were out of luck once we started looking. We didn't have the resources to invest in an enterprise-level association management system. And the options we reviewed in our budget range weren't much better than what we had. Fortunately, we found MemberSuite."

—Glenn Wilen
Vice President of Finance & Administration,
The Consortium of Graduate Studies in Management

The Consortium of Graduate Studies in Management—an alliance of the nation's leading business schools and top corporations—is the country's preeminent organization for promoting diversity and inclusion in American business. The Consortium annually awards more than 300 full-tuition scholarships for student members to attend one its 17 top-tier member schools.

Since its inception in 1966, the Consortium has enjoyed steady growth; however, the blessing of growth has introduced new challenges in recent years. "As a group, we're committed to advancement," said Glenn Wilen, the Consortium's vice president of finance and administration. "We realized we needed to advance from a technical standpoint to give our members and partners what they want—and to better fulfill our mission."

Topping the wish list for Wilen and his leadership team was a new association management system that could more effectively and efficiently track and manage the Consortium's growing member base. Any new solution would have to account for multiple, complex member types—such as companies and their employees, and universities and their students and alumni.

The Consortium also wanted a comprehensive online career center where MBA students, prospects and alumni could upload resumes and sponsors could access them. Ideally, the career center would integrate with a membership database and allow for specific search and access parameters.

Freedom to Grow

In MemberSuite's on-demand association management system, Wilen and his team discovered the features and scalability they needed—without the exorbitant price tag.

Using MemberSuite's open-source portal and Concierge API, the Consortium's IT group customized log ins and permissions so members could access and see only the types of records that applied to them.

MemberSuite also enabled the Consortium to adapt and add new features as required—all without jeopardizing the source code or requiring any in-depth programming knowledge beyond .NET.

Challenge

To reflect and fulfill its mission, the growing Consortium of Graduate Studies in Management needed more effective—and cost-effective—methods for managing and tracking members. It also wanted a comprehensive career center to connect members and sponsors.

Solution

MemberSuite's on-demand association management system offered new functionality and powerful features at far less the cost of a typical enterprise system. Integrated membership and career center modules enabled Consortium leadership to offer tools and customized experiences for members, partners and sponsors.

Results

The Consortium now has a robust career center—complete with a job board—that supports organizational goals of professional advancement and opportunity. Overall, both members and staff enjoy a customized experience that gets them directly to the information they need—scholarships, fundraising campaigns and more.

Opening Doors to New Opportunities

Crucial to the Consortium's needs, MemberSuite offered complete integration between its membership modules and robust career center. Through the latter, job-seeking student members could easily search job listings and upload their resumes. Corporate members and sponsors then could easily search these listings by keyword and connect with skilled applicants.

The career center doubled as a center for additional non-dues revenue. MemberSuite gave the Consortium the ability to sell postings in the career center as applicable to the organization's goals and needs. Also available: the ability to sell sponsors specialized access to applicant CVs. Throughout, Consortium leadership maintained complete control on setting permissions and determining who could view what information.

Taking the Devil Out of the Details

Through MemberSuite, the Consortium also gained an online membership directory that accommodated for multiple, complex membership types, along with the ability to more efficiently operate its sponsorship programs, fundraising campaigns and publications.

Members now could use the public website to make a donation, view the calendar of recruiting events or read the latest articles featured in its online magazine—all with the click of a mouse. The password-protected portal deepened the engagement even more, connecting members to the members-only resources of CSGM Online intranet.

"We went from feeling trapped with our old system to being liberated by MemberSuite," said Wilen. "We're now able to give our members and partners meaningful new experiences, and they see the value in that."

Learn More

Call (202) 407-7050 or visit www.membersuite.com to view detailed product information, watch our online demo, or instantly get a free trial. For more info by email, contact us at info@membersuite.com.

“ “ We're always looking for better ways to serve our members and partners and to advance our mission. MemberSuite offers cost-effective, time-saving features that will add value and grow along with us for years to come. ” ”

— Gless Wilen
Vice President of Finance & Administration
The Consortium of Graduate Studies
in Management

ABOUT MEMBERSUITE

MemberSuite's innovative Software-as-a-Service (SaaS) Association Management Software fills an industry void by combining superior functionality, flexibility and affordability. With dozens of modules, expert support services and multiple editions, MemberSuite is designed to grow with associations, not lock them in.

In a world where AMS options are either too big (and expensive) or too small (and limiting), MemberSuite addresses the "goldilocks dilemma" with a just-right solution. MemberSuite serves the association world's underserved middle with an AMS that offers the flexibility and support growing organizations need to evolve to the next level.

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