



Essential Tips for Your Association's eLearning Strategy

Digital transformation is forcing Associations and member-based organizations to identify new channels to meet the fast-changing educational needs of their members. Having a sound CE strategy that includes online delivery of educational programming is no longer a luxury for an association – it's a necessity.

Online learning has expanded exponentially. Member expectations have kept pace with that expansion as the on-demand society continues to impact virtually every aspect of the member experience. Today's professionals want a personalized learning experience, allowing them to access content where they want, when they want, and on the device of their choosing. In addition, they want to connect with other professionals that share those same interests while on their educational journey.

So where do you start? Here are five "essential" strategies to consider for implementing a successful online learning experience for your members.

1. Be Informed & Selective

As you move through the process of designing and implementing your educational initiatives, make sure your staff, vendors, committees and technology align with your goals. Building a team that is open to collaboration and innovation is key to being able to deliver a powerful education experience to your members.

2. Foster Creative Learners & Leaders

Building a solid team requires leading by example. It is difficult to deliver a great learning experience if your team aren't active learners themselves. Encourage them to take online learning courses that keep them engaged within a learning environment on a regular basis. This will help them to gain a better understanding of what it takes to create a quality program that nurtures the end user. As an added bonus your team will be exposed to trends and new exciting ideas within the CE marketplace.

3. Stay Curious & Informed

To achieve the success you desire, you must maintain a strong understanding of how your learners are consuming information. Do you know what technologies and devices they prefer to use? Are you helping them identify what they need to stay current and relevant in their field? What are the skills they need to enter their profession? What is needed to advance in the profession? Determining the answers to these questions will help refine your education strategy, inform your education team, and ultimately help to create the learning environment that is right for your members.

4. Build a Scalable, Flexible System

Technology should expand your options, not box you in. Creating a scalable, flexible learning environment is key to both current and future success. This means you or a technology partner you select, must continue to research, test and implement new enhancements to meet your members' educational needs. Today's members are constantly on the go and exploring new avenues to learn and exchange knowledge.

5. Iterate & Adapt

It has been written and proven time and again that the quest for "perfection" will either delay or totally kill a program. Encourage your team to avoid that mentality, and to take an iterative approach by being prepared to launch and adapt as necessary. Remaining open to user feedback and tweaking a program as needed to increase its value to learners as it is in use to help make more strategic decisions. The user experience should always be a primary concern. For instance, a long presentation can easily be broken up into three or four "modules" and presented in "bite-sized chunks" to make the learner's time commitment flexible.

Do you have an understanding of your association's strategy to serve the massive member demand for online education? CE21 has professionals available ready to help you navigate through developing and implementing an online learning program that your members will find invaluable to their professional development.

About CE21

CE21 was created to solve many of the prolonged issues that have negatively impacted associations and non-profit organizations for years. We built a cloud-based Learning Management System (LMS) and Association Management System (AMS), and combined them into one platform providing distance education and membership management solutions that meet the changing needs of organizations like yours. This naturally evolved into our Event Services offerings, which supports you through the spectrum of in person, hybrid and virtual events.