Over the last decade, NAAHR has experienced significant growth in their student membership. Those student members continued their membership and recruited more student members which has increased membership among Gen Z and Millennials. With changing demographics came new member expectations for engagement.

With the support from the board, NAAHR embraced technology to meet member expectations. NAAHR was previously riding a technology dinosaur of disparate systems and needed to move to an all-in-one system. It was a unanimous decision from the board to move to YourMembership to increase efficiency, productivity and cost-savings. With the help of an all-in-one system, NAAHR on a new trajectory.

“The activity that's happening in the online community and the feedback from our members has been absolutely awesome.”

William Rolack, CEO, National Association of African Americans in Human Resources

NAAAHr embraces technology to transform their member experience.
Summary
Prior to YourMembership, NAAAHR had disparate technology systems that didn’t meet their members’ expectations. NAAAHR turned to YourMembership to transform their member experience with an all-in-one system.

Challenges
NAAHR’s membership demographic was changing and they had new expectations for their experience. Members had no way to communicate with each other and information across the chapters was siloed.

Results
Now with YourMembership and the built-in online community, everyone knows what’s going on and can communicate in real time. As soon as a member joins, they become part of the conversation.

“Technology is absolutely helping us grow. One of the big things is the ability for members to communicate in real time and move across the platform. Being able to leverage our website, our events and activities and leverage that with real time ecommerce and communication.”

William Rolack, CEO, National Association of African Americans in Human Resources

About NAAAHR
The National Association of African Americans in Human Resources (NAAAHR), is an inspirational and unique career development and networking powerhouse for Black and African American human resources practitioners and those who are aligned with our goals.

© 2020 Community Brands HoldCo, LLC. All rights reserved. Community Brands®, YourMembership® and the Community Brands logo are registered trademarks of Community Brands HoldCo, LLC and its affiliates.