

CASE STUDY

National Association of African Americans in Human Resources (NAAHR)



Meeting member expectations for their member experience



Engaging younger generations through an online community



An all-in-one system to increase efficiency, productivity and cost-savings

Solutions

YourMembership AMS
YM Careers

NAAHR embraces technology to transform their member experience.

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



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.

15,5k
ASSOCIATION
MEMBERS

30+
CHAPTERS

2014
STARTED USING
YOURMEMBERSHIP AMS

Learn more how you can use YourMembership to transform your member experience.



yourmembership®

Learn more