

CASE STUDY

American Intellectual Property Law Association

AIPLA makes earning mandatory CLE credits easy for members with Freestone LMS

Founded nearly 120 years ago, the American Intellectual Property Law Association (AIPLA) is a national bar association serving approximately 14,000 members involved in the practice of patent, trademark, copyright, and unfair competition law.

Primarily comprised of lawyers in private and corporate practice, government service, and academia, AIPLA's members are a diverse group of individuals from law firms, companies, and institutions that represent both owners and users of intellectual property (IP).

Its mission includes serving members by fostering their professional and leadership development, and it does this primarily through its AIPLA Learning Center. The center offers online courses, live meetings, and educational resources that teach members what they need to know to launch, establish, grow, and achieve long-term success in their IP career.

So when its previous webcasting and webinar production services provider went out of business, the team at AIPLA swiftly set out to find a new learning management system. "Freestone immediately stood out," said Raquel Alleyne, AIPLA's Educational Programs Manager. "We appreciated how (Community Brands) was developing the Freestone product roadmap, and were confident that as the online learning environment continued to evolve, Freestone would be able to keep up with the changes.

"And the fact we'd just implemented (Community Brands) NetForum Enterprise as our database of record sealed the deal," she said. "We saw the ease of the workflow between our AMS and LMS for not just us, but also our end users, as a huge benefit."

Solutions

Freestone® Learning Management System

Challenge

When American Intellectual Property Law Association (AIPLA) heard its webcasting and webinar production vendor was ceasing operations, the hunt began for a new online learning management partner.

Solution

The association launched its search – quickly narrowing its choices and sitting through six different learning management system (LMS) platform demonstrations – before selecting Freestone.

Benefits

AIPLA now delivers all of its continuing legal education (CLE) offerings to members via Freestone, which is seamlessly integrated with its association management system (AMS), NetForum Enterprise™, for a streamlined and enhanced member experience.

Advantages Gained Using Freestone

Easy Implementation

"I only needed one day of training, and the transition went well. It's an easy, yet comprehensive platform," said Alleyne, who's the association's only Freestone administrator. "And our dedicated Freestone account director was very helpful; very responsive," she concluded. "Because he was available to answer my questions, I was able to spend more of my time actually working, and less time learning."

AMS/LMS Integration Benefits

This ease of use also extends to AIPLA's members. "Our members now register and pay for CLE courses in NetForum, which then takes them directly to Freestone to watch their content," explained Alleyne. "Single sign-on is a tremendous value to members, and a benefit we couldn't offer with our previous LMS."

And, because AIPLA's association management and learning management systems are integrated, staff and members can now easily track registration and ecommerce data, as well as credit and course completion information. This streamlines the member experience and enables learners to better manage their CLE requirements. In addition, because the two systems are automatically sharing data, the AIPLA staff is realizing increased efficiency.

Better Controls

With its previous LMS, the association was only able to distribute a direct link to programming, with no restrictions, making it easy for course registrants to share the link. Consequently, the staff wasn't 100 percent confident learners were using the link as intended – one link, one learner.

"We wanted better control over how learners were accessing our programming," said Alleyne. "With Freestone, we have

much better security. By requiring the member to log in and respond to attendance polls and learning checkpoints, we can confirm the person who signed in is present, learning the content, and deserving of the credit."

Automation

"On our previous learning platform, speakers had to stop to administer polling questions, which distracted them from their presentation. Now the automated Freestone checkpoints still give us the information we need to remain compliant with credentialing bodies, without interfering with the speakers and their presentations. This automation allows presenters to focus on being subject matter experts. Q&As are much shorter, because speakers have sufficient time to thoroughly cover material," said Alleyne.

Immediate Access to Reports

A big benefit of the platform's administrative feature, MyFreestone™, is reports, such as attendance and checkpoint reports, as well as attendee feedback are available to pull and share in real-time. "We get an instant gauge of what's going on," explained Alleyne. "And, if a member has questions, for example, we can address them promptly."

Post-Event Assistance

Following live events, the Freestone production team edits, packages, and delivers AIPLA's webinars and makes them available for purchase in the learning center's archives. "We appreciate how quickly Freestone turns around recorded programming," Alleyne concluded. "Typically, we hold live webinars on Wednesday, and by Friday, the recording is ready and the link is live, allowing learners to download recorded programming in a matter of days."



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