

Helping Support Growth for Your Association

Accelerate Your Association's Vision for Online Learning

According to a new **McKinsey Global Survey** of executives, the pandemic has accelerated digitization efforts by seven years. Digitizing learning programs is no longer a luxury for associations. It's now necessary to survive and thrive in the future.

Engage Members in New, Innovative Ways



Your members want relevant content tailored to their needs and collaborative spaces where they can learn from experts.

Foster these interactions by creating an **online community** where members can connect with others in their field. Create **virtual mentorship programs** to support members in their professional development.

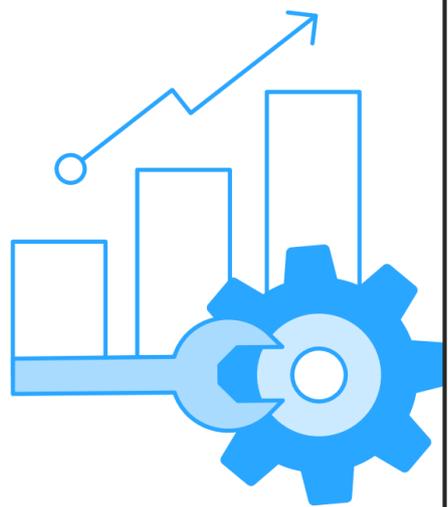
“One of the things members are looking for is an online learning experience that still provides the networking and social learning opportunities that they benefit from with face-to-face learning events.”

Kiara Graham, Learning Strategy Consultant, D2L

Optimize Content Creation

A digital transformation strategy can offer opportunities to simplify administrative tasks.

Use **HTML templates** to create beautiful, functional content quickly. Make sure members can find the newest, most relevant courses through **Discover**. You can even distribute them almost anywhere with **Course Publisher**, which lets you share courses with external learning management systems while managing them from within D2L Brightspace.



“Associations also sometimes struggle with members enrolling in courses and then they get busy in their professional lives and don't complete their courses. Automated 'nudges' can be used to remind members of the learning opportunities available to them and encourage them to continue working through the content.”

Kiara Graham, Learning Strategy Consultant, D2L

Leverage Data and Analytics to Assess the Impact of Your Program



Having a learning platform with robust data and reporting capabilities can give your association incredible insights into your program's impact.

Leverage **dashboards and reports** to understand what content your members are gravitating toward and where they tend to struggle. Gather **feedback** to help you deliver more targeted, compelling content.

Help Set Up Your Association to Adapt and Thrive

Associations that genuinely understand what their members want can consistently deliver value that helps support growth. The right solution will help you adapt to provide your members with flexible training and professional development opportunities aligned with their needs. **Get a copy of your eBook today.**