ASID

ELEVATE
USER EXPERIENCE
CASE STUDY

CommPartners

CLIENT:
**AMERICAN SOCIETY OF
INTERIOR DESIGNERS**

MEMBERS:
19,000

INDUSTRY:
INTERIOR DESIGN

CP SERVICES:
ELEVATE LMS

THE ORGANIZATION

The American Society of Interior Designers' (ASID) was founded in 1975 and evolved from the merger of the American Institute of Interior Designers (AID) and the National Society of Interior Designers (NSID). It is the oldest membership based organization serving the vast community of practitioners, students, manufacturers, and suppliers.

Their mission, as stated on the organization's website, is to advance the interior design profession and communicate the impact of design on the human experience. The society supports the full range of the interior design professions and practices through programs, networks, and advocacy.

The ASID community includes 13,500 design members, 6,000 partner representatives, 5,500 student members and chapters. A primary way that ASID impacts its stakeholders is through education and sharing of knowledge. With a significant population of younger members and with a geographically dispersed membership, the organization recognized the critical need for a robust online education platform.

THE REQUIREMENTS

ASID identified a number of core requirements they wanted to address with a new learning management system:

- Provide a seamless user experience where the LMS is fully integrated with ASID's web presence and database
- Match ASID's mission by focusing on design of attractive imagery and navigation elements that allow learners to easily access their content
- Ensure an engaging mobile experience
- Support learners' desire for well conceived and developed on demand content.
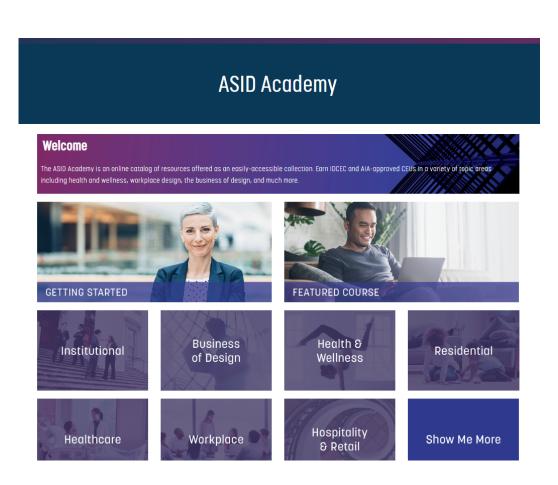
THE SOLUTION

After an extensive search, ASID selected and implemented Elevate LMS from CommPartners.

The number one reason for selecting Elevate was the design flexibility and the option of building the site to ASID specifications. Caroline Herbert, Senior Curator for Learning, stated "The custom design services really sold us, in that their team worked with us to build a site to our specifications." Having the ability to achieve a specific layout and design was the most important reason for their selection.

A second key element of the user experience, was the seamless integration between Elevate and their association management system, ACGI Software. The CP team and ACGI's staff worked well together to provide ASID their desired configuration. Additional keys to their decision included mobile access, features, and the pricing model. Elevate LMS, which ASID calls ASID Academy, now hosts a range of on demand programs under topics such as Health and Wellness, Business of Design, and Workplace along with several other core areas. "Moving to a robust platform like Elevate allows us to further expand our reach."

THE RESULT

With their previous learning site, staff were dependent on an external platform host to make changes, update content, and access reports. Having control in-house has been beneficial in allowing their team to continually keep the site fresh and ensure they have the data they need from education outcomes. The end result shown below was exactly the site the organization had hoped for.

THE FUTURE

> **66** *We've been working hard to let our members know this wonderful new resource is here!*

ASID sees great potential with Elevate to substantially build their online content offerings and attract more users to their site.

ASID is now considering adding certificates, certification, and badging as future enhancements. They also plan to offer more webinars and experiment with virtual classroom experiences, as well as podcasts and other resources offered through the platform.