OpenWater Case Study: American Society of Association Executives

ASAE Consolidates Online Applications into a Single Platform

The Organization

ASAE is a professional society that represents both individual association professionals and the organizations that employ them. Its membership consists of 42,000 individual members, who represent 7,300 unique organizations in the trade association industry.

"Before OpenWater, we struggled a bit managing our numerous awards programs. We had a combination of email based applications and home built web-based forms that lacked the simplicity and sophistication our members and staff deserved"

Reggie Henry, CAE
Chief Information & Engagement Officer
ASAE

Challenges

ASAE administers many different programs to serve its members, including conferences, continued learning opportunities, grants, fellowships, and member recognition awards. Although all of these programs have different needs, managers, and applicants, they all share the need for a seamless platform to handle intake of applications and reviewing.

Prior to using the OpenWater Growth Stack, these programs were handled with a mix of email, excel, and internally built web forms. Members had a clunky experience submitting applications, reviewers were distracted from selecting the best submissions, and administrators struggled to keep track of data from year to year.

OpenWater, Inc.

How OpenWater Helped

ASAE started using OpenWater for a single program, The Gold Circle Awards, in 2016. Originally, applicants were required to physically mail in 6 copies of their application materials so that each judge could review a copy. With OpenWater, the entire process was moved to a cloud-based digital experience. OpenWater helped ASAE set up an online application portal, where applicants could upload & submit all of their required materials. Those materials could then be electronically reviewed and assessed by ASAE's judges. All of these tasks were easily monitored by the program administrators with OpenWater's admin dashboards.

"For years we had been struggling to make things work, and OpenWater was just much easier. It would take hours on end for us to do all of the work that it took for Gold Circles to work seamlessly on the front end. At one time we were getting interns or temps to come in and help us. Now we don't need it."

Sherelle Faulkner
Manager, Quality Assurance Testing & Training, IT
ASAE

After the successful implementation of OpenWater for the Gold Circle Awards, other program administrators at ASAE saw the potential benefit of moving their application & review processes online. ASAE started using OpenWater for not only member recognition awards, but also to manage many other workflows, including:

- ❑ **Fellowship Applications**

- ❑ **ASAE Foundation Board of Director Nominations**

- ❑ **Grant Proposals**

- ❑ **Continuing Education (CAE) Exams**

Number of ASAE Programs

51

(and counting...)

Managed on OpenWater since 2016

OpenWater, Inc.

"We not only use [OpenWater] for our awards programs, but also for grants, fellowships and generally anything that requires an application or judging process. All of this in one central system that integrates nicely with our association management system."

Reggie Henry, CAE
Chief Information & Engagement Officer
ASAE

Results & Benefits

As of the beginning of 2019, ASAE has successfully **managed over 50** programs using OpenWater. By using a dedicated tool that's suited to their needs, ASAE program managers are able to be more productive and save money on unnecessary staff tasks.

ASAE members no longer have to worry about mailing physical application packages. They also have a simple log in process, thanks to OpenWater's integration with Aptify. All of ASAE's AMS data is synced to OpenWater, which means that members can use the same membership credentials to access application forms that they would for any ASAE materials. ASAE staff can also use the integration to get a bird's eye view of what programs a given member is entering.

Number of Completed

2131

Applications Processed

The Future

In 2017, ASAE became one of the first adopters of the OpenWater Growth Stack Plan. This gives them full access to use OpenWater for an unlimited number of programs. Now that they will be running dozens, rather than a handful, of programs on OpenWater, ASAE is also exploring using the OpenWater Growth Stack to create a "one-stop-shop" website for all of their applications, so that members have single place to go for all of their programs.

Questions?
Call us today, and we'll get you on the phone with a real, live person.

202-765-0247

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