

CASE STUDY

ITEEA Helps Teachers Deliver Virtual Classes During COVID-19

Association leverages Protech's AMS and e-commerce solution to automate processes and provide timely content for teachers

The International Technology and Engineering Educators Association (ITEEA) is the professional organization for technology, innovation, design and engineering educators. ITEEA's mission is to promote technological and engineering literacy for all by supporting the teaching of technology and engineering and promoting the professionalism of those engaged in these pursuits.

Access to Critical Resources

When the COVID-19 global pandemic began, teachers had to quickly shift from teaching their students in the classroom to teaching in an entirely virtual environment. To help its more than 35,000 teacher users keep their class materials up to date as the educational landscape changed, ITEEA needed to find a quick and efficient way to swap out courses and other online resources that the organization hosted on its member website. To get the right information to the right users, the site would require user permissions that provided access based on membership type, from international to elementary and more.

In addition, ITEEA partners with state teacher associations to track and facilitate memberships. The association splits the dues with these organizations, which can be difficult to track. Managing multiple state-driven revenue streams requires flawless reporting from the association management software (AMS) since any discrepancies between the two membership rosters would cause clerical and financial issues, as well as difficulty for the members to get proper access online.

Technology Made for a Virtual World

Protech AMS is built specifically for Microsoft Dynamics. The intelligent business applications connect data, people and processes to transform associations and energize member engagement. ITEEA leveraged the UX member database and MX e-commerce solution to create an elevated online presence while automating processes to meet the needs of its member and staff.



At a Glance

Background

International educational association based in Reston, Virginia

More than 35,000 teacher users

Challenge

Ever-changing educational landscape during the COVID-19 global pandemic

Complex process to access web content based on membership type

Cumbersome membership reporting for state partnerships



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“Protech played a vital role in creating a solution to help us make sure that teachers always have the most up-to-date versions of ITEEA’s constantly changing curriculum.”

Joe Fleming
Website/Computer Ops
Coordinator, ITEEA

Protech helped ITEEA add automated logic to the membership process within the AMS that would help manage the state-level memberships. The logic determines if the state selected during account creation is one of ITEEA’s state-level partners. If so, the logic alters the membership process to offer a standard professional membership option, as well as a dual membership option that includes the state association.

The flexibility of Protech AMS enabled ITEEA to track more than 15 different membership rates. To ensure the accuracy of state-level reporting, ITEEA configured the AMS to run reports each month with an automated, airtight reporting process and distribute them to the state associations.

These process automations have free up ITEEA’s staff to focus on more high-touch activities that strengthen member relations.

Self-service Streamlines Online Experience

To improve the online member experience, ITEEA launched Protech’s MX e-commerce solution to replace its Web Portal. The association’s web developer and Protech’s on-staff designers branded the member site to match ITEEA’s main website, creating a seamless online experience for users.

The fully responsive, secure, members-only website features a single sign-on (SSO) for simple navigation between applications, and gives members options to register for events, renew memberships, pay invoices and manage their profiles at their convenience.

With SSO, users who purchase or renew memberships online have immediate access to content on ITEEA’s main site through permissions based on their member types. In addition, the user-friendly e-commerce solution enables ITEEA staff to make changes to cover art and descriptions and swap out content without complex HTML coding.

Teachers Endorsements Affirm Success

Since launch, many teachers have thanked ITEEA for collecting and disseminating free online resources and making them easily accessible on the association’s website. Even months later, ITEEA is still receiving accolades as long-standing members express how impressed they are with the changes ITEEA made to the member site. Similarly, ITEEA’s younger audience is grateful that ITEEA’s updated web presence makes it much easier to interact with the association online.

At a Glance

Solution

Protech AMS built for Microsoft Dynamics

MX e-commerce solution and web interface

Results

Easily provide up-to-date educational resources

Grant web permissions based on membership type

Ensure accurate membership reporting