

CASE STUDY on Staffing Solutions



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OSAP

The Organization for Safety, Asepsis and Prevention (OSAP)'s mission is to be the world's leading provider of education that supports safe dental visits.



Meeting Expectations

- More than 27 years experience in full-service association management
- In-house event management, site selection, marketing, and creative services
- Based in Atlanta, GA, with additional locations across U.S.

Challenge

With the impending retirement of OSAP's longtime executive director and staff, the association was seeking a new staffing model.

Actions Taken

Step 1 Undertook full evaluation of organizational and staffing needs through a new lens.

Step 2 Presented cases comparing use of an AMC vs. staffing full time internally.

Step 3 Identify the AMC's core competencies in identifying and recruiting skilled candidates.

Step 4 Staff for management, marketing, and education; and leverage shared IT and design resources.

Goals

- Identify the best staffing model to position OSAP for success
- Identify cost efficiencies
- Recruit and retain experienced, knowledgeable staff

Insights/Learnings

The need to replace all of OSAP's staff provided a unique opportunity to freshly evaluate the overall organizational structure. By working collaboratively, the organization gained new insights into the true needs of the organization at a pivotal point.

Results

- OSAP gained a cost-effective solution that also deepened its resources by providing access to share design and IT services
- In the first year under new staffing structure resulted in a sold-out annual conference with record-breaking attendance.
- Achieved highest levels of annual sponsorships in organizational history