

CASE STUDY: IOA Virtual Foundations Course

Virtual Meetings | Financial Sustainability | Education/LMS



amcinstitute.org



Organizational Overview

- 900+ members
- *Foundations of the Organizational Ombuds* is a major pathway to the profession and typically sells out
- www.ombudsassociation.org



AMC Profile/Overview

- Innovative and progressive, on the forefront of association technology
- 24 clients, 25 staff, AMCI accredited
- www.sbims.com

Challenge

- IOA cancelled 7 in-person *Foundations* courses due to COVID-19 in 2020, which would have trained 200+ emerging ombuds
- As the largest revenue-generating program for IOA, cancelling courses resulted in significant loss of funds
- Make a counter-intuitive decision to invest significant out-of-budget resources that further deepened IOA's deficit, but ensures long-term financial stability

Actions Taken

Step 1 Assess budget impacts and resources needed to move course to an online format

Step 2 Select instructional design consultant & SMEs to redesign course curriculum

Step 3 Build out new asynchronous and synchronous curriculum on MC | LMS

Step 4 Launch course in fall 2020

Goals

- Continue to provide critical education to aspiring ombuds to sustain the profession
- Recover lost revenue due to cancelled courses

Results

- 3 virtual courses will be held in fall 2020, all are sold out
- 8 virtual + 1 in-person courses are planned in 2021
- 2021 net revenue increase of 40% vs. original 2020 budget

Insights/Learnings

- Focus resources on programs that result in the highest ROI in terms of revenue and member value
- Be bold and decisive in a crisis

“Because of SBI’s ability to facilitate clear, swift decision-making, we now have a virtual course that’s even stronger AND can be offered more frequently.”

*-Mary Conger, PhD,
IOA Volunteer*