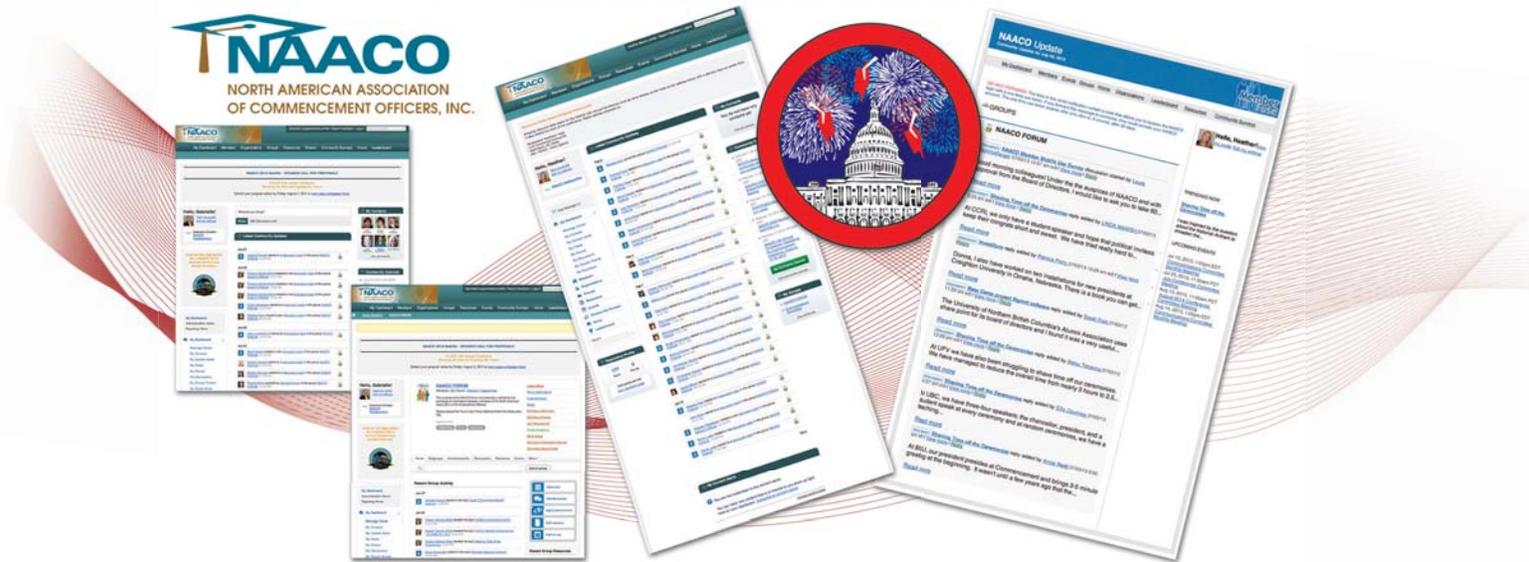


# MANAGING THE CHALLENGES OF A HIGHER EDUCATION ASSOCIATION



## CLIENT - NORTH AMERICAN ASSOCIATION OF COMMENCEMENT OFFICERS

NAACO is the only association dedicated to providing services and programs for commencement officers at colleges and universities throughout North America.

## CHALLENGE

Increase membership, event sponsorships and awareness of the organization's dedication to the professional development of commencement officers.

## SOLUTION

### Marketecture™

Marketecture™ is a proprietary strategic discovery process which CMA provided a path forward in the areas of member interaction, event awareness, new events, committee workflow, membership tracking and additional communications.

### Executive management

CMA worked with the NAACO Board of Directors to provide strategic planning and governance services to advance the association's mission and growth.

### Administrative management

CMA operated as NAACO's physical headquarters and managed databases, mailings, member surveys, event reservations and requests for information supported by software custom-designed for associations.

### Website/online membership experience

The re-designed website included a new Members Only section for industry news, resources, best practices and a secure social community for a variety of work groups, forums and micro-communities to encourage member interaction.

### Financial management

Comprehensive association financial services for NAACO included budget development, A/P and A/R processing, CPA tax services, dues collection and coordination of independent audits.

### Event management

CMA combined comprehensive meeting planning, registration and administrative services with turnkey on-site event management capabilities to support the successful planning and execution of NAACO's Annual Conference's.

## RESULTS

In partnership with CMA, NAACO experienced growth in its membership, sponsorships, Annual Conference and regional meeting attendance. Member services grew in stature as valuable opportunities for industry training and networking, driving greater recognition of NAACO and its members.

