

DigitalNow Case Studies: Information Gathering Form

Please fill in the information below – try to stay within the allotted space – our goal is to fit the final case study on one page. Feel free to change the size of the cells, but keep the total space (one page) the same. We will do the final proofing and formatting.

Name of Organization	American Dental Education Association		
Number of Staff	50	Annual Operating Budget	\$11 M
Number/Type of Members	<p>Institutional: All dental schools in the United States (56) and Canada (10) and about 100 allied and advanced dental education programs.</p> <p>Individual: 12,000 dental, allied dental, and advanced dental educators, staff, and students</p>		
Primary Mission of Organization	To lead individuals and institutions of the dental education community to address contemporary issues influencing education, research, and the delivery of oral health care for the improvement of the health of the public.		
Brief Description of Project	Implement new Association Management System in six months to support the roll out of new Open Membership System. Integrate with financial systems already in place and bring new Content Management System into play at the same time.		
Challenges Faced	<p>Seeking approval of governance structures (Board and House of Delegates).</p> <p>Tight timeline.</p> <p>Converting from old to new AMS and adding CMS.</p> <p>Restructuring staff and hiring.</p> <p>Paying for loss of individual membership revenue.</p> <p>Promoting to member institutions so Open Membership would be a success.</p> <p>Providing services to members now that we have them.</p>		

Success/Status	<p>Conversion of old AMS to new (Association Anywhere) stayed on schedule and switch-over took place at the end of 6 months as planned, on January 2, 2006. Previous individual members (2,200) all had to activate their membership in new system. Nearly 100% of these have done so, and in less than 4 months, ADEA has added 10,000 more members</p> <p>Total number of individual members at 14 weeks stands at 12, 444. (Beating our ANNUAL goal by 7,000)</p> <p>For the first time we have a monthly newsletter online using Ektron product by Fusion, and we are setting up Communities of Interest now. Some of our special interest groups and sections now number in the thousands.</p>
----------------	---