Learning Solutions for Associations

Overview

Today's associations struggle to maintain member revenue levels when memberships may be one of the first line items cut from individual and corporate discretionary budgets. In response, many associations are looking to expand online education and professional certification opportunities as a primary source of non-dues revenue. Unfortunately, most learning management systems (LMS) in the market today treat associations like commercial entities, when in reality, their challenges are very different.

Meridian Global® is a learning technology suite with a multiple award winning learning management system (LMS) at its core. The platform helps associations address learning challenges across their extended base, provides full integration capabilities and offers secure deployment options — on premise, hosted or in the cloud.

Meridian Understands Association Challenges

Expand education while decreasing delivery costs

Associations need to provide online courses, virtual instructor-led training and webcasts as an alternative to in-person training and conferences.

The increasing cost of travel and training facilities is a barrier to maximizing educational opportunities. Meridian Global allows associations expand these opportunities by enabling them to manage instructor-led and virtual classroom training, provide a comprehensive training catalog and administer curriculums.

Monetize online education as a source of non-dues revenue

Falling membership revenues are causing associations to look to eLearning and education as a source of non-dues revenue.

With Meridian Global, associations can sell training content to both members and non-members using powerful and familiar shopping cart capabilities. With support for multiple currencies and sales tax, associations can sell content globally using available payment processing gateways.

Integrate with association management systems (AMS)

Data stored in the LMS must be actively exchanged with the AMS to coordinate and report on purchases, course completions, assessment scores, and accreditation credits.

Meridian Global provides integration that enables a user to purchase a course from the AMS eCommerce site and immediately access the course directly from the LMS. Deep integration with the AMS allows associations to aggregate and report on valuable data about each learner's activities, such as how much time they spent on a course, earned credits, course completions, and assessment scores.

Manage professional credentials

Traditional corporate LMS applications do not provide the advanced credentialing models and operational efficiencies required by associations.

Meridian Global supports multiple and combined accreditation designations across a wide variety of industries and professions, in the United States and around the world. The system goes beyond simple credit tracking to support complex credit scenarios with the ability to assign a single course multiple credit types and values. The appropriate credit type is awarded automatically upon successful completion of the course.

Serve a global base

Many associations must deliver learning to members and other stakeholders around the world, in multiple languages and using multiple currencies..

Meridian supports 28 languages, provides multiple currency support for approximately 150 currencies, and supports international value added tax (VAT). Associations can increase the reach of their content by allowing learners to take courses in their native languages.

About Meridian

What is your next step with learning? Meridian Knowledge Solutions helps you create measurable value with your learning strategy. Meridian provides technology platforms that empower enterprises, governments, and member-based organizations to develop their people by delivering learning, assessing performance, and fostering collaboration. We've been making customers our partners since 1997.

Contact us to learn more about how Meridian Knowledge Solutions can help your organization meet its learning objectives.