

March 6, 2019
Memo to the MASE Board of Directors

MASE/MASA Memberships
Transition to Online Platform

MASE and MASA will transition to an online platform for membership management with the year 2019-20.

Members will be able to join/renew their memberships via an online platform. This will be for all MASE (and CASE) and MASA (and AASA) memberships, including retirees but NOT including (yet) business partners.

Our members will access the membership materials online, manage their membership data using a unique identifier (email and password that they determine), and pay their dues using PayPal. (We will also offer a “Bill Me” option for districts that prefer not to pay electronically.)

Staff looked at a number of providers to accomplish designing the online forms and platform. It is difficult to find membership management platforms that are customizable, cost effective, and predictable in terms of resource needs, so we have engaged a custom-built solution.

We will be working with Results@Hand to build and maintain our membership platform. We have been very happy with the quality of their product, their service orientation, and their cost. There are a number of advantages to using them:

- The development and maintenance fees are very reasonable.
- Our members are accustomed to the platform. They already use it to register for conferences and as the conference app.
- Our staff is skilled in using the platform; training needs will be minimal.
- Our staff has a good relationship with the Results@Hand staff.
- Funds are collected via PayPal, relieving any concern that the developer will receive funds and not be able to pass them along to us.
- We have the ability to “build out” the process. For example, the app can send reminder emails to members until they renew. The data available to our staff can integrate with our conference registration, also.
- The data we collect is customizable, letting us offer a diverse menu of membership options, but also allowing us to harvest data that might be uniquely useful to our membership (ie legislative district or association region data).
- Members will be able to log in and manage their own data.
- A ½-year pricing date can be established and the site will automatically change the costs.

Timeline:

December – April 15	Build the Platform
April 15 – May 15	Test
	We will ask our board members to be our first round testers.
June 1	Membership Out to Members
	To accommodate having the revenue “hit” the books in the 2019-20 fiscal year. (Staff will move the money from PayPal July 1.)

We believe that this process will be more efficient and supportive of our members.
Please note that this process will not affect costs within the MASE/MASA service contract.