

ASSOCIATION IMPACT

OUR FIRM

We believe that member behavior drives organizational success, so we focus our research to **identify**, **measure**, and **amplify** those behaviors.

For more than 20 years, we have partnered with associations across the globe to provide member needs assessments, organizational deep dives, and strategic planning support.

Our work is about relationships.
Our relationship with you is about impact.

Our Approach

LRC follows a research approach rooted in both qualitative and quantitative methods. In the first step, **we identify** the behaviors that drive members of your organization. Next, **we measure** those behaviors, and their relationship to other aspects of a member experience. Finally, **we amplify** our learnings into a series of deliverables that give you the information you need to make an impact for your members.

INVESTIGATIVE

Develop an understanding of your organization, your members, and how the research will be applied for impact.



ASSESSMENT

Build an assessment tool that will allow us to gather critical data on behaviors and experience.



ANALYSIS

Dive into the data to measure patterns and connections across member experiences that drive behaviors.



DEPLOYMENT

Create the tools you need to understand the data and apply it to strategic initiatives.





OUR SOLUTIONS

NEEDS ASSESSMENT

Capture member perspectives on key areas of the organization to identify the strength of relationships

SERVICES DEEP-DIVE

In-depth analysis of areas of opportunity, such as communication or retention, to highlight priorities

EXPERIENCE MAPPING

Concentrated evaluations of resources and engagement that trace how members interact with the organization

PREDICTIVE ANALYTICS

Modeling approaches to predict key member outcomes through projection and retention analysis



OUR IMPACT

We could talk about the great things we do in this space all day.

We'd rather let an association partner **tell their story.**

The CAEL Challenge

*"The **Council for Adult and Experiential Learning** is a national non-profit working to improve education-to-career pathways for adult learners."*

After implementing a brand new membership model for the first time, the CAEL team wanted to better understand how to connect and build engagement with their members. The need to identify behaviors was broad - CAEL wanted data on current and new members alike.

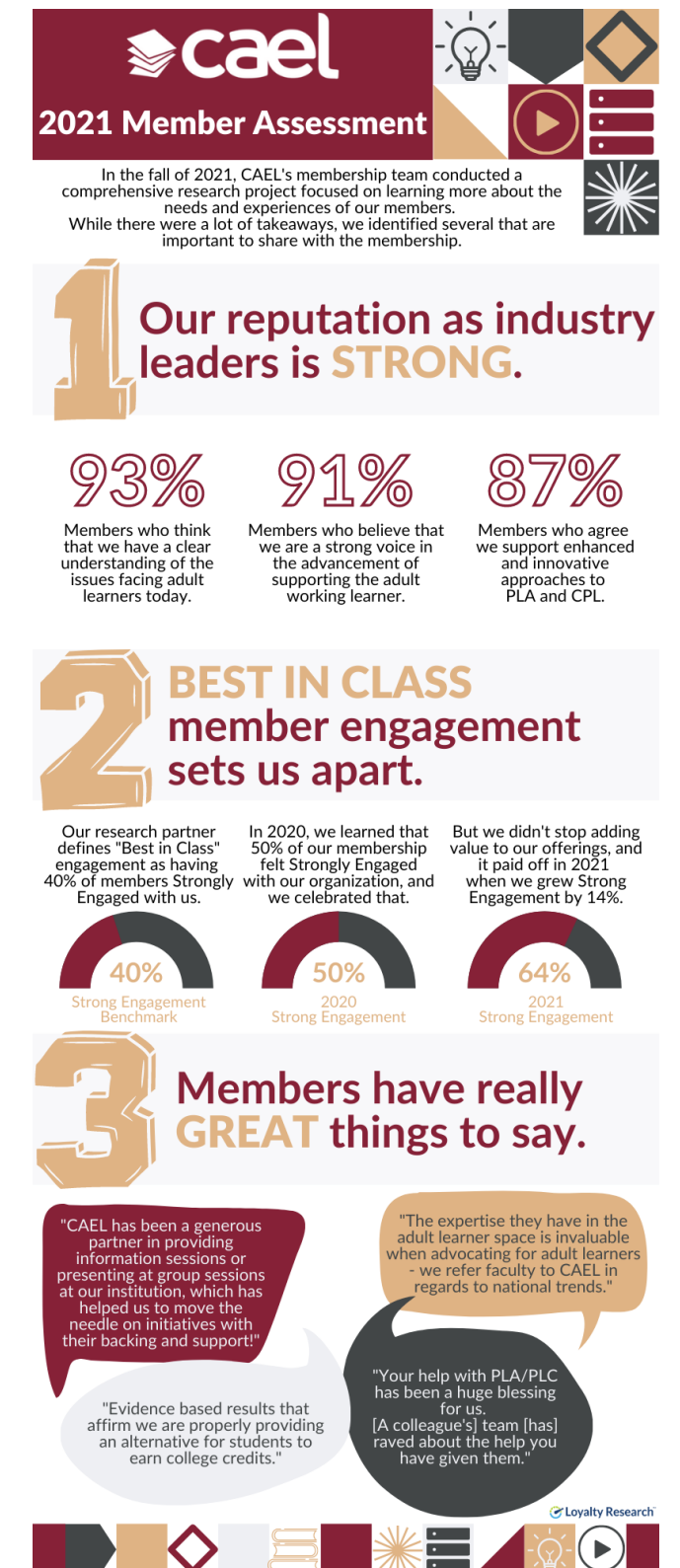
Our initial partnership with CAEL was designed to measure baseline engagement for current and new members. Upon completion of each **needs assessment**, we continued to find opportunities for CAEL to make a larger impact, and what was originally a single project became an annual investment for the CAEL team.

In year two, LRC was able to show the relationship between CAEL's application of the baseline data and its impact on their members - overall member engagement grew by 14%.

This learning was paired with a **deep-dive resource analysis** to help CAEL understand what resources needed increased awareness to help members see the value CAEL resources provide to adult learning spaces.

The result?

CAEL now has a defined **experience map** for its membership, outlining the journey from new member to current member. Even better, CAEL now has control of the levers that impact that member journey.



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Working with LRC was a collaborative effort, which
we truly appreciated.

We felt heard and understood.

Best of all, the data and analysis provided the outcomes
we needed to **improve our services to members.**

This directly impacted our positive growth and
engagement metrics.

**Without this work together, our strategic efforts
wouldn't have been nearly as agile or effective.**

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Let's make an
impact together.