Description of Effort: We change our web site providers to Wild Apricot in an effort to better control our feed of information to our members and to help us better track our members.

Need Addressed: Membership Tracking/ Needs of the members

Does this effort align with your chapter mission? Yes

Does this effort align with ASTD's mission? Yes

Target Audience: Board for easier usage/ management of our web page. Members for also easier usage and more up-to-date information.

Costs/Resource Use: We are budgeted for our web usage. Wild Apricot was funded as a budget item.

How did you implement: We officially made the change to Wild Apricot on April 1, 2008 in an effort to keep our URL as cfc-astd.org and to make managing our processes easier. The question was posed of the board to make a "wish list" to simplify day-to-day tasks. With that came the request to accept credit cards as tender for our programs and membership. Wild Apricot supports that through Paypal. There are many functions that we can do now such as change our website immediately (no delay in response). Add/ delete programs and set up payment. Track members better- they set-up their membership page for themselves. Membership works with Finance to determine when a member is "official" and then we can "turn on" their member access. We are able to offer a member only portion of our web as a member benefit. Programs can pull the payment and registration list in one place. In short, this provider has been a sort of "godsend" to all involved.

What were the Outcomes: The members love that the information on the site is accurate and timely. Financially, it is cost efficient given the size of our growing chapter. Other Florida chapters have already requested information on Wild Apricot from our Communications VP. One of them is already using it and is pleased with the results.

Lessons Learned: Feel free to contact us for more information on Wild Apricot.

Specific ASTD chapter resources that helped guide you in the process of completing this best practice: Our chapter has someone on the board that is a good resource for all things technical, Bill Sawyer. He does thorough research on all of our requests and presents us with viable options.

This form was submitted at: http://www.astd.org/membership/ChapterLeadership/sosForm