

Vocalmeet's LMS and Client Success Services Provide the Flexibility the TCBA Needs to Serve Its Members



OUTCOME

The TCBA has been able to improve its CLE programs thanks to Vocalmeet's LMS, Marketing Assistance Program, and dedicated project manager. The organization has been able to launch new programs and initiatives while reducing the amount of time and resources spent on program administration and customer support.

With Vocalmeet's easy-to-use platform and client services, the TCBA can focus on its core mission of serving as a valuable resource for both legal professionals and Tulsa citizens.

THE CHALLENGE

When the Tulsa County Bar Association (TCBA) decided to update its CLE offerings online, it was clear that the association would need a Learning Management System (LMS) that would be easy to use, offer a great user experience, and provide the flexibility required by its members.

For many bar associations, increasing non-dues income through the sale of Continuing Legal Education (CLE) courses online can be challenging. Bar associations must prioritize serving their members and efficiently manage their time and resources in order to increase the amount of value they can provide.

The Tulsa County Bar Association needed a vendor that could develop and operate an online learning management system on their behalf. This included implementing the LMS, managing the course development process, and handling ongoing technical support questions from members. This would allow the TCBA to focus on other aspects of their association's growth without having to spend time on administrative tasks related to managing an LMS.

The TCBA required an LMS that could deliver a variety of courses, including recorded webinars and on-demand self-study CLE. Furthermore, they required a system that made it simple for members to find, buy, and complete their CLE programs.



About Vocalmeet

Vocalmeet has earned its reputation by providing state-of-the-art technology, unparalleled project management and customer service, coupled with an unwavering commitment to the success of our clients. Our goal is to delight our customers every step of the way.

We understand the unique needs of today's associations & organizations and what it takes to be best in class.

About TCBA

The Tulsa County Bar Association (TCBA) serves as a valuable resource for both legal professionals and Tulsa citizens. They help their members achieve their goals and keep the legal system accessible to all.

On October 3, 1903, just 10 lawyers met with a goal of creating an organization that would provide "outstanding service for its members and for the community." Today, they're more than 2,200 strong.

They pride themselves on being one of the premier legal service and education groups in the country. They're continually refining the services they offer to their members and the community. Whether you practice the law or need protection under it, they're here for you.

THE SOLUTION

The Tulsa County Bar Association selected Vocalmeet's Learning Management System because of its easy-to-use interface and its ability to host a wide variety of CLE courses.

With Vocalmeet's Fully Managed Services (which includes their Marketing Assistance Program (MAP), a dedicated project manager, and technical support services), the TCBA has been able to focus on other initiatives to grow their association, safe in the knowledge that Vocalmeet has them covered.

The TCBA uses Vocalmeet's learning management system to give its members access to a diverse range of CLE courses. Not only this, but Vocalmeet takes care of creating, testing, and launching courses on the platform. This allows the TCBA to focus solely on the content creation process without worrying about the additional administrative work that comes with course development. Using the Vocalmeet LMS, members can also easily find, purchase, and complete their courses all in one place.

The TCBA is also able to use Vocalmeet's Marketing Assistance Program, which consists of monthly social media templates and email campaign templates. For the TCBA, having a vendor that can effectively market their courses to members is essential to success. The TCBA receives marketing material from Vocalmeet and sends it to their members, making promotion simple and easy.

Vocalmeet also handles technical support for the TCBA's LMS. When members receive timely and accurate responses to their questions, they are more likely to continue using the LMS and to recommend the site to others.

THE RESULTS

With Vocalmeet's LMS, Marketing Assistance Program and dedicated project manager, the TCBA has been able to take its CLE offerings to the next level.

Vocalmeet's intuitive LMS platform and streamlined processes enable the TCBA to focus on its core mission of serving its members while Vocalmeet handles the LMS-related administrative tasks. This enables the association to increase its member engagement and non-dues revenue without sacrificing member service.



Through Vocalmeet's Marketing Assistance Program, the TCBA has seen a significant increase in member awareness of the CLE courses it offers. Vocalmeet's monthly social media and email templates allow the TCBA to reach more members and promote its courses more effectively than ever before. As a result, the Tulsa County Bar Association continues to see an increase in course enrollment, member engagement, and member satisfaction.

Vocalmeet is the TCBA's trusted partner for providing Learning Management Systems, marketing its CLE courses, and supplying timely technical support.