

Association of International Educators (NAFSA) Deepens Member Engagement with Data Analytics

The Association of International Educators (NAFSA) had a growing volume of data that was being captured and stored in disparate, siloed locations.

Their vision was to bring together data into a central repository and build out better data processes for the organization, but they weren't sure exactly how to accomplish this goal. That's when they heard about Association Analytics (A2), who could help them connect their data and create the sort of data-driven environment they wanted to build.

By working with A2, their data is now accessible in a central repository, giving business users and executives an easy way to use data to inform decision-making.



About NAFSA

The Association of International Educators (NAFSA) is the world's largest nonprofit association dedicated to international education and exchange.

10,000
members
worldwide

150
countries
represented

3,500
institutions
worldwide

10,000
annual event
attendees



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-Kyle Contrata, Data Analyst and Project Manager at NAFSA

Eliminating redundant work and focusing on strategy

One of NAFSA's goals was to develop an environment where they wouldn't need to re-ask the same questions every year. Association Analytics has helped to make data points standard, so that it's easy to know key metrics across different member segments. This frees up the NAFSA team and leaves more time to focus on higher priority business objectives, like using data to inform strategy.

“We're now beginning to use data to drive business decisions to inform when we create new programs, when we sunset old programs, helping us segment our marketing and really think about what products matter to which of our members, our attendees, and our network as a whole,” said Kyle Contrata, Data Analyst and Project Manager at NAFSA.

Creating a foundation for data has helped NAFSA to better understand their business and member needs, meaning strategy decisions can be made based on data. It has also helped to cut down requests for ad-hoc reports and the amount of time spent building them, instead allowing business users to directly interact with data when they need it.

Data analytics helps NAFSA better understand membership and retention

By working with A2 on data analytics, NAFSA has gained a better understanding of retention rates and can drill down into specific regions and member types for deeper analysis.

They're also using that data to better understand what content their members are interested in, enabling them to deliver more relevant content to different member segments.

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Instead of looking at membership as an aggregate or average, NAFSA recognizes that each of their different member segments have unique needs. Using data analytics, they can drill into these segments and deliver more targeted, relevant outreach that has a much higher chance for conversions.

About Association Analytics

Association Analytics is an innovator in bringing data analytics to the association market. Leading organizations use our product, Acumen, to combine data from key source systems into a cloud-based platform, with intuitive and self-service visual analytics. Our mission is to inform your decision making by providing you with consistent, complete, and trusted data that leads to actionable business intelligence. By leveraging our product and services, associations are more successful with their current technology and data investments – lowering operational costs, driving revenue, and improving member engagement and experience.