

NCARB Uses Data & Predictive Analytics *to* Improve Member Programs

CASE STUDY



Challenge:

The Predicament *of* Unactionable Data

NCARB is the association that helps states assess the competence of architecture candidates in U.S, ensuring the public's health, safety and welfare is protected. They develop and administer the national licensing programs for architectural education, experience and examination. Once these "three E's" are achieved, NCARB sends those customer records to the states who issue licenses. Subsequently, NCARB has tons of data on people's path to licensure and wanted to harness this information to make better decisions. That's when they partnered with Association Analytics (A2) for their data and predictive modeling expertise.



"I truly appreciate having A2 as a strategic partner and I appreciate their expertise. We have similar cultures, which helps. We hire people who are intrinsically motivated, purpose-driven, love technology and who understand that outcomes matter."

Guillermo Ortiz De Zarate

Chief Information &
Innovation Officer,
NCARB



Solution:

Turning the Analytic Results *into a New Product*

Like many associations, leaders at NCARB knew there was value in their data, but they didn't know how to extract it. Through their collaboration with Association Analytics (A2), they analyzed the data and were able to determine that it took candidates an average of six years to complete the Architectural Experience Program® (AXP®). Realizing this was too long and didn't impact the program's efficacy, they were able to take actions to reduce the AXP's required hours. They were also able to reduce the time it takes to become an architect, including school, by 20%. These insights and actions were all informed by the data A2 was able to help them pull together and analyze.

Knowing that no one in the industry had good data, NCARB was able to further leverage these insights by launching a new industry publication in 2012, NCARB by the Numbers, that became an immediate hit and put NCARB on the map as thought leaders. People wait for this report every year, as the data informs the industry about the state of the profession and helps licensing boards make decisions around regulatory matters.



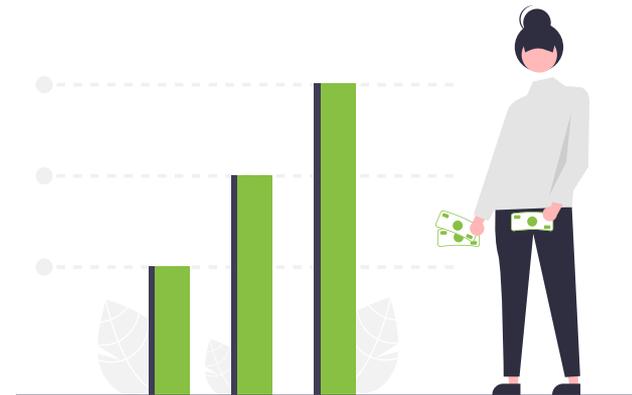
Using Predictive Modeling to Forecast Revenue

When contemplating a variety of scenarios that could impact their financial model, NCARB turned to A2 for their predictive modeling expertise. They were looking at making some sweeping program changes and wanted to show the finance team and Board of Directors that the changes wouldn't affect revenue. Together, A2 and NCARB created many levers and variables that could be adjusted to see the potential impact on revenue such as: what if the number of candidates drop by X% (which happened during the pandemic), or what if the price of the exam increased each year (NCARB actually lowered the overall cost). They also played with the estimated number of people coming into pipeline and attrition variables.

Guillermo Ortiz De Zárate, NCARB's Chief Information & Innovation Officer, recalls, "Our findings created a very humbling moment for me. I was trying to push for a change in our process that would create automatic conversion of



The model proved that the efforts of doing this would have delivered a negligible yield. So, while it was hard to be proven wrong, I saved myself a lot of anxiety, time, human capital, and money. The lesson is that data can be just as powerful for the changes it informs you not to make, not just the changes you do implement.



recent licensees to get an NCARB Certificate. My assertion was that if we could bring conversion to 100%, all we would need to do is focus on retention versus converting and retaining them. The model proved that the efforts of doing this would have delivered a negligible yield. So, while it was hard to be proven wrong, I saved myself a lot of anxiety, time, human capital, and money. The lesson is that data can be just as powerful for the changes it informs you NOT to make, not just the changes you do implement.”

PRO TIP

Predictive Analytics can identify which member segments are more likely not to renew than others so you know where to focus your attention.



What *is* Predictive Analytics?

Predictive analytics is a data modeling technique that examines raw data and applies if/then scenarios to help organizations make better decisions based on predicted outcomes. Two frequent examples of how associations use predictive analytics is to estimate member attrition, as well as predict event attendance, so they can plan and budget appropriately.



NCARB *on the* Value of Partnership

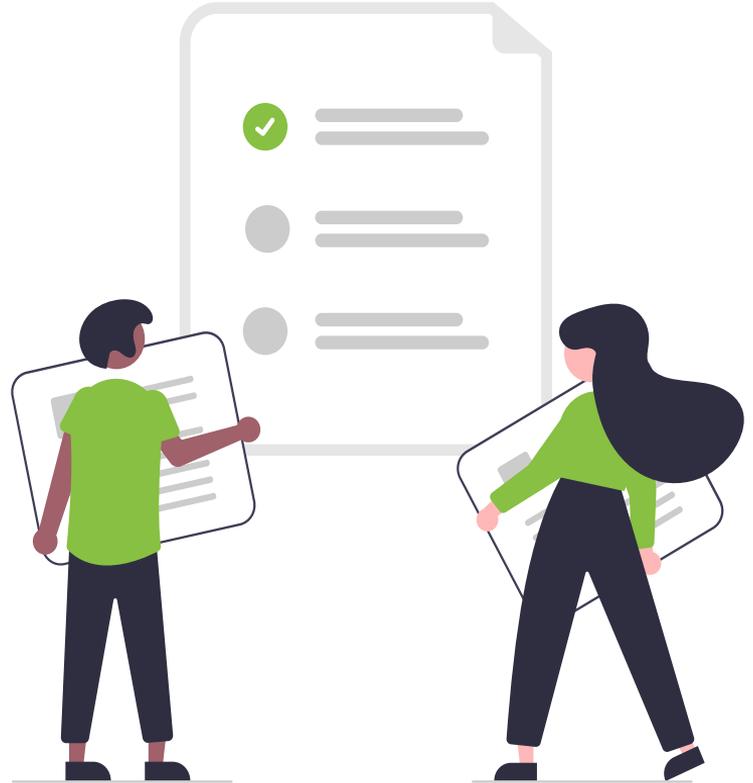
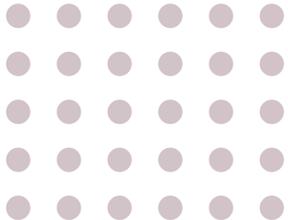
When asked about the value A2 has brought to NCARB, Ortiz De Zárte comments, “I truly appreciate having A2 as a strategic partner and I appreciate their expertise. We have similar cultures, which helps. We hire people who are intrinsically motivated, purpose-driven, love technology, and who understand that the outcomes matter. A2 hires similar people so the synergies are already there. We’ve worked with A2 talent that has been jaw-droppingly amazing.

A2 really understands data and the value it can bring to an association. Acumen provides a great plug-and-play option for association management systems to help measure key KPIs. If someone hired me as CEO of an association that has yet to start using data or is struggling with adoption, the first thing I would do is get Acumen on board.”



Data-Informed Actions Taken *by* NCARB

- Determined average time for program completion and reduced it by 20%
- Established alternative models for candidates to reduce their time to licensure
- Decided against program changes that the model predicted would have resulted in a less than expected ROI



NCARB



The National Council of Architectural Registration Boards is a nonprofit organization made up of the architectural licensing boards of 55 U.S. states and territories focused on helping licensure candidates and architects reach their career goals. NCARB develops and administers national programs for candidates pursuing architectural licensure and helps architects expand their professional reach through the NCARB Certificate.

Association Analytics



Association Analytics is a team of passionate people who love helping associations discover insights and take action on their data. That's what drove us to create Acumen, our data analytics platform built exclusively for associations. We help you bring all of your data together in one place to visualize, analyze and take action. Helping you grow.

ASSOCIATION
ANALYTICS 

Learn how to grow your association with Acumen by chatting with one of our data-loving experts.

[Get a Demo](#)

A pair of hands is shown from a top-down perspective, with fingers curled to form a heart shape. The hands are a light skin tone. The background is a solid, muted blue color.

FOR THE *Love*
OF DATA