



Principles of Association Management

A Four-week Web-based Self-study Course

This course is ideal for association staff, volunteers, industry partners and individuals who seek to understand the association structure

TOPICS

Module 1 – The Unique Nature of Associations
Module 2 – Research, Planning, and Budgeting in Associations
Module 3 – Associations, Their Members, and the Relationships Between Them
Module 4 – Association Publications, Programs, and Services
Module 5 – Techniques of Marketing, Branding and Public and Government Relations
Module 6 – Conclusion

SUMMARY BY MODULE

MODULE ONE (1): The Unique Nature of Associations

During module one, participants cover the practical and legal structures, policies and procedures of associations; the roles, relationships, and responsibilities of volunteers and staff; the role of association management professionals in leading successful organizations; gaining an understanding of the supportive/collegial nature of the course learning process/environment; and gaining comfort with the course learning platform. We will also address how associations interact with the various external entities, including the general public and federal, state, and local governments and the operations of foundations.

MODULE TWO (2): Research, Planning, and Budgeting in Associations

During module two, participants will explore the uses of research as both an internal planning tool and external service and product. Participants will also gain an understanding of the importance of strategic planning, developing vision and mission, creating a responsive organization, and funding the organization's plans through the budget processes. Beyond the strategic explanation of budgeting, this module will also address general budgeting and financial topics (i.e. revenue, expense, net, direct and indirect costs).

MODULE THREE (3): Associations, Their Members, and the Relationships between Them

During module three, participants will explore membership practices and review both member segments and what is included in the membership functions. We will identify the characteristics of trade, professional and philanthropic organizations as well as explain the various benefits of membership for each. In addition, we will explore the role of ethical practice, social responsibility, and a celebration of diversity in developing and nurturing the relationship between the association and its members.

MODULE FOUR (4): Association Publications, Programs, and Services

Module four will expose participants to the basics of educational programs, publications, meetings, website and services that associations offer to their members and customers. Associations have the unique opportunity to draw upon the support of their members in developing programs and services. Participants will gain an understanding of how associations use all these resources to benefit its members.

MODULE FIVE (5): Techniques of Marketing, Branding and Public and Government Relations

During module five participants will review the role of marketing, branding, and managing the public messages and representations of the association. This module will include discussions about marketing techniques and the tactics used to evaluate the effectiveness of marketing.

MODULE SIX (6): Conclusion

During module six we will work collaboratively to answer any remaining issues raised by this dialogue during the previous five modules.