

CASE STUDY: School Superintendents Association (AASA)

AASA, The School Superintendents Association, recently launched My.AASA.org, a new online portal that will provide school system leaders with access to exclusive web content, education policy resources and reports, special offers, engagement opportunities and communication tools.



Collaboration Portal Keeps Superintendents Engaged & Informed

The member portal was designed to include information about effective superintendent/school board relationships, superintendent evaluations, legal resources, policy and advocacy resources, member blogs, community engagement platforms, and AASA governance and state affiliate directories.



“This online platform will serve as a gathering place for our members, America’s foremost public education thought leaders,” said Daniel A. Domenech, executive director, AASA. “The site will provide superintendents with the tools necessary to engage with their colleagues across the nation in an effort to excel on the job for the benefit of the individuals who matter most, our students. We serve as the voice for all superintendents and this site will help them better serve the children in their districts and communities.”

“We’re all about connecting, collaborating and engaging leaders, and creating communities of superintendents as we work to transform public education in this country,” said David R. Schuler, president of AASA and superintendent of High School District 214 in Arlington Heights, Ill. “This site will help us reach these goals and advance the mission of AASA.”

iMIS RiSE Delivers Content Management Solution

AASA is a long-time iMIS user. When the association chose to build the My.AASA.org portal as a collaboration site, it decided it was a good time to start taking advantage of the RiSE content management system built into iMIS.

“We needed the members-only website to give our members easy access to valuable content as well as their membership profile on their computers and personal devices. When we saw the new iMIS RiSE, we realized it included many great features we had wanted for a long time,” explained Gayane Minasyan, AASA online technologies director.

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RiSE Implementation Goes Smoothly

Lori Vines, AASA Assistant Director, Membership & Affiliate Services, took the lead in managing the upgrade project for AASA, working directly with Debbie Chmara, senior consultant with ISG Solutions. “Debbie is the most experienced project manager,” enthused Minasyan. “From the first day, Lori and I knew we were in good hands. She knew how to schedule meetings and collect requirements, start planning around our schedule, coordinate everything internally and more. It was very smooth process, with some small glitches, which were handled and fixed immediately.”

“We were able to accomplish everything we wanted to using iMIS RiSE,” stated Minasyan. “Best of all, RiSE is so user-friendly. It was easy to learn and use. The customizable templates allowed us to create the portal the way we wanted it to look, and non-technical users can make updates without knowing any HTML.”

“The real-time reports and dashboards are very popular,” added Minasyan. “Our management team and non-technical staff have the numbers they want at their fingertips, without running a custom report.”

AASA is pleased with the results of implementing the portal. In addition to the collaboration capabilities, the new system gives AASA:

- Greater ability to track readership of *School Administrator*, the organization’s award-winning, monthly magazine,
- Significantly enhance AASA’s member database by populating it with member demographic information, including social media accounts, and
- Provide members with access to a comprehensive directory, which will allow them to find and connect with one another.

AASA Has Worked With ISG for 20 Years

“AASA has been working with ISG for 20 years now,” said Minasyan. “During all these years they have been one of the best partners. They took all our requests seriously and have provided the support we needed.”

“The heavy demands on today’s superintendents are unprecedented. My.AASA.org will serve as an outlet to keep superintendents well-informed and speak with a unified voice,” said CJ Reid, associate executive director, governance, membership and state relations. “We have a myriad of resources that superintendents will be able to utilize that will help them, their colleagues and their communities. Whatever the issue, AASA members will know they have a powerful voice in their corner.”

Thanks to My.AASA.org, superintendents can more easily engage with their peers, as well as with the public education community at large, to push the nation’s education agenda forward and improve student outcomes.

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