



CHALLENGE

In 2013, VTLA's membership was steadily declining and this continued into 2014 at an alarming rate. VLTA conducted membership surveys and interviews to determine the cause. They discovered that they did not have a strong membership value proposition and their online presence was outdated. After a thorough analysis, it was determined they needed to make changes in quick order to offer their members what they wanted and needed.

SOLUTION

First, VTLA updated their website's homepage to provide members a better user experience. As part of the site updates, they now had the ability to track member engagement. Then, in June 2015, VLTA signed a contract with Naylor Learning Solutions, in partnership with Blue Sky eLearn to set up a Learning Management System (LMS). They turned all of their educational content into approved, for-credit, online courses for their membership that consisted of insurance agents, real property attorneys, settlement agents and title examiners – an audience of over 5,000 learners in Virginia, Washington DC and Maryland. Additionally, they restructured their existing per-license title insurance class into an online course. This course is a requirement for attaining licensure in Virginia. By late October 2015, they launched the learning portal.

The next step was to repackage their entire member benefits structure to allow for purchase of an "all-inclusive" level. This allowed member companies and their entire staff access to the online learning portal with paid membership. They also included other value-add components including a digital magazine and newsletter, an updated website, career center and multi-track events with twice as many educational opportunities.

All these improvements led to a larger membership base with access to paid and free events. With increased membership at the free events, sponsorship dollars naturally rose which offset expenses incurred by VLTA.

ABOUT VTLA

Founded in 1974, the Virginia Land Title Association stands as a sentinel over Virginia's title and settlement industry. VLTA's singular purpose is to facilitate the safe and efficient transfer of real property in Virginia. This is why the VLTA sponsors valuable education, encourages new legislation, promotes high professional standards, and creates valuable networking opportunities for its members. VLTA members include title agents, settlement agents, abstractors, examiners, underwriters, attorneys, and ancillary service providers.

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1,800+ associations throughout North America.**

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RESULTS



Membership doubled after implementing the all-inclusive pricing, revamping the website, and launching the learning portal – all within 10 months.



Membership revenue increased by 34%.



Combined membership and education revenues increased by 45%.

"Thank you for being a part of our journey. We could not have made it work without the flat pricing and rapid-build ability at Naylor Learning Solutions, in partnership with Blue Sky eLearn. You are a cornerstone of our success, and the success of our members."

- Kathleen E. Zaynullin Herndon, PhD
Executive Director, Virginia Land Title Association

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