

# Association Business Function Definitions

## Overview

What follows are definitions of common association business functions. The purpose is to clarify what is included in them so that the Association Data Standards Consortium can assess the importance of these functions in the greater association community and to develop data standards to support them. Each function is described in the following sections:

*Description* – A summary of what the function involves.

*Scenarios to Support* – A list of possible applications that might require data transfer.

*High-level Schema* – A list of data elements that would need to be included in the data standard XML document. This is intended only to get people thinking in the direction of how much may potentially be involved. The ultimate XML structure should be done such that related elements are organized so that major sections can be ignored by those not needing to support specific aspects of the process. In most cases the data that would need to be transmitted would be similar to that transferred between other common systems.

## Association Business functions

These business functions are defined in this document:

- Abstract Management
- Advertising Sales
- Certification/Accreditation
- Continuing Education Units
- Committees
- Email Broadcasting
- Event Registration
- Exhibits Management
- Fundraising/Development
- Hotel/Lodging Reservation
- Job Bank/Career Center
- Marketing Non-dues Products
- Member/Customer Profile
- Membership Application
- Membership Renewal
- Order Processing
- PAC Management
- Publication/Subscriptions Management

# Association Business Function Definitions

## Abstract Management

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### Description

Many scientific and professional non-profits use an abstract submission and management system (AbMS) to help develop educational programming. These systems typically support a number of the following functions: a submission component; confirmation of receipt; ability for submitters to re-edit their submissions; supporting documentation for the submitter; ability for evaluation and grading of abstracts; ongoing communication methods for approvals and rejections; export capabilities for program development, etc. These systems are often integrated with an AMS/CRM system to authenticate potential presenters and track speaker history, as well as with a meeting registration system and, in some cases, event management systems for meeting logistics management.

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### Scenarios to Support

- Transfer data from AMS/CRM system to pre-populate AbMS with potential speakers.
- Transfer data from AbMS to AMS/CRM to record history of presenters.
- Transfer data between AbMS and registration system to register speakers for the meeting.
- Transfer data between AbMS and event management system for meeting logistics.

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### High-level Schema

Some possible types of information:

- Contact block
- Registration record
- Member status

# Association Business Function Definitions

## Advertising Sales

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### Description

Advertising sales are a revenue source for many associations. Advertisers pay associations for access to the membership via ad space in printed publications, membership lists for use in direct mail, sponsorship of email and printed newsletters, and advertising on the association website.

### Scenarios to Support

As ad sales are often sales force-driven, interfaces with sales force automation tools may help increase efficiency. Also, better integration hooks between content management systems and ad serving/ad inventory management systems will support higher revenues.

- Interface with sales force automation tools.
- Integration between content management and ad serving systems.

### High-level Schema

Some possible types of information:

- Contact information
  - Order detail
  - Total sales
  - Contact history
  - Number of impressions and click-throughs for web-based advertising
  - Segmenting criteria (e.g. SIC code, professional designations) to be exported to ad-serving systems to target advertising to visitors.
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# Association Business Function Definitions

## Certification/Accreditation

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### Description

Associations may certify individuals that wish to obtain or maintain professional designations, or accredit organizations that either desire or require certain credentials in order to provide certain products or services. Any association that awards certification or accreditation would have related “transactions.” The process is not intended to provide applicants with status of where they are in the credentialing process (e.g. application received, exam scores received, etc.), just whether or not they possess it and if it is current.

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### Scenarios to Support

- Third party benefit providers (e.g. insurance companies) might use this data when eligibility is dependent on holding a particular credential.
  - Government agencies (e.g. medical licensure boards) might use it to determine eligibility to provide services that require the credential.
  - Individuals who might visit a Web site to determine if an organization is accredited or if an individual is certified.
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### High-level Schema

- A unique identifier (account#)
  - Contact information
  - Individual name
  - Organization name
  - Name of credential
  - Organization awarding credential
  - Valid through date
  - Date awarded
  - A flag for individual vs. organization
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# Association Business Function Definitions

## Continuing Education Units

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### Description

Continuing Education Units (CEUs) are earned by individuals or organizations by attending or otherwise taking a course, session, seminar, class, round table discussion, or any other educational activity, whether in-person or virtually. In addition, credits may also be earned through independent study, reading, listening, or viewing and then passing a proficiency examination demonstrating understanding of the key topics covered.

CEUs are typically tracked only for educational activities administered by the organization tracking the CEUs. However, some organizations, particularly medical associations, which refer to CEUs as 'Continuing Medical Education' or 'CME', may track credits earned that were not provided by the association/organization. Many organizations track CEUs and may offer certification or accreditation based on CEUs earned.

In addition, government agencies or other licensing organizations may use the CEUs provide on transcripts as the basis for licensing or other certifications. In some cases, the CEUs are a requirement to continue practicing or working in their professions or fields.

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### Scenarios to Support

- CEU credits may come directly from the registration system from which CEU credits are given.
- CEU credits may be based on information provided after an educational event and be based on the duration of the event or some type of test having been passed. For example, ACCME requires the tracking of CMEs in quarter hour increments. Under this scenario, simply signing up and paying for a course does not earn CEUs; the credit is given only after attendance. These may come from attendance forms, electronic (Scantron® type forms), on-line entry, data files, etc.
- CEU credits may be earned through educational activities offered by the association that are not part of the registration system. Examples are educational materials provided on-line, through journals, audio or other means of delivery that does not require registration.
- CEU credits may be submitted by the CEU recipient for credit earned through an outside organization. They may be submitted by the recipient or directly from the institution on behalf of the recipient. These may need to be tracked or combined with CEUs obtained through other organizations. .
- Credits may be summarized for a meeting (e.g. 6 courses lasting 1 hour each at an annual meeting are tracked as: '6 hours of CEU at the 2005 Annual Meeting').
- Credits may be tracked per course even if given as part of a meeting (e.g. 2 courses lasting 1 hour each given at a meeting are tracked as: ' 1 hour of CEU for ABC course' & '1 hour of CEU for XYZ course').
- Maximum credits possible may be imposed per day, or per meeting (e.g. the ASAE C.A.E. is 1 per hour with a maximum of 6 possible CEUs per day).
- Not all courses at a meeting may be eligible for CEUs (e.g. tours, luncheons).
- Courses may last multiple days, or have other time splits for lunch or other activities (e.g. a course from 8:00 am 1/2/2000 – 3:00 pm 1/3/2000 could be 14 CEUs, not 31 CEUs).

# Association Business Function Definitions

- CEUs may be classified in different categories and subcategories. For example, CME credits can be classified as: Category (1), Category 1 – SubCat. 's' (1s), Category (2).
- It is necessary to generate transcripts and other reports detailing credits earned. In many cases, parameters will include very specific time-frames or time-frames since last certification.
- Courses (therefore, course numbers) may be repeated for repeated courses. For example, a round table may be held every 2 months and have the same course number.
- Course numbers may be different for repeated courses. Example (Symposia A given in 2004 was given course 'SYM 012' as it was the 12th symposia listed in the program book. In 2005 Symposia A was the 8<sup>th</sup> listed in the program book, and is given course 'SYM 008')
- Certification systems may be directly fed by the CEU system, or a Certification program may require reports or data imported from the CEU system.
- Fees may be charged for the tracking of credits on behalf of the CEU recipient.
- Fees may be charged to receive transcripts or other reports requested by the recipient.
- Transcripts or other reports may be provided on the web.
- Government agencies (i.e. state medical boards) may use it to determine eligibility to re-certify or continue practicing a profession.

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## High-level Schema

- A unique course identifier
  - Course type (Session, Round-table, Symposia, etc...)
  - Course #
  - Course name
  - Meeting ID (if part of meeting)
  - Meeting name (if applicable)
  - Organization that provided course
  - Course attended date/time
  - Number of CEUs earned
  - Category of CEUs
  - Sub-category of CEUs
  - A unique individual /organization identifier
  - Individual name
  - Organization name
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# Association Business Function Definitions

## Committees

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### Description

Committees are vital to an association's leadership. One of the most important challenges for an association is not only to make it function the way members want but to also have the information needed to guide it.

Committees serve as decision makers for associations, provide guidance and provide an important input medium for other members of the association who aren't participating in the committees.

Defining a standard XML data packet for committees would make it possible for associations to encourage member participation in the committees, to track communication between the committee members and to track communication between the committee and the rest of the membership. This would also enable the association to send updated committee participant contact information to the committee members themselves to ensure better communication among participants.

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### Scenarios to Support

- Committee members may be given access to governance-only Web content.
- Committee members may be given access to a third-party group collaboration site.
- When a new committee is formed, members can indicate their interest in that committee by completing an online form.
- Committee contact data may be shared with a third-party for meeting scheduling purposes.

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### High-level Schema

- A unique identifier (ID#)
  - Individual name
  - Company name
  - Contact information
  - Committee code
  - Committee name
  - Committee description
  - Internal department affiliation
  - Committee position
  - Start date
  - End date
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# Association Business Function Definitions

## Email Broadcasting

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### Description

Email broadcasting is a critical channel through which associations communicate with their members. Many use email to send newsletters, meeting announcements, marketing of non-dues products, and membership renewals. The process of sending email often involves several hurdles because of the need to export email addresses from the AMS with every broadcast and then import unsubscribe and bounce information back into the AMS. Streamlining this process would save a significant amount of time with every broadcast.

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### Scenarios to Support

There are many third-party email broadcasting tools, both software-based and hosted services, with a range of features. Associations need to be able to choose the best email broadcasting application for their use and have it exchange data with their AMS.

- Streamline the process of broadcasting email by automating the export of email addresses from the AMS and the import of unsubscribe and bounce information back into the AMS.
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### High-level Schema

- Exporting email addresses, contact information, and personalization information.
- Importing of key email parameters for each email address: whether the recipients have unsubscribed and the lists from which they have unsubscribed; notices when an email address is bouncing or being blocked by spam filters; and, the last time a recipient responded to an email broadcast.

# Association Business Function Definitions

## Event Registration

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### Description

Meetings and meeting registrations as abstract concepts mean many different things in the association world. They may range from major annual meetings with hundreds of breakout sessions and with an accompanying expo, down to a short event involving a small number of people. The attributes of this range of scenarios could include a rich variety of items. What might be overwhelmingly complex to some may be inadequate to others.

The line has to be drawn somewhere. That line may be the meeting information itself, or it may include all setup and space requirements needed by meeting planners or hotel room reservation information managed by some other organizations.

In terms of the scenarios we might potentially support, these may include anything from the whole meeting planning process requiring communication of meeting details to and from a convention center and other vendors to just the process necessary to deal with registrations over the web.

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### Scenarios to Support

- Display events on Web page for marketing and registration purposes.
- Create and maintain registrations from the Web and other external sources.
- Transfer meeting information to a printer for program books, signs, etc.
- Communicate requirements (room, AV, catering, etc.) to vendors.
- Communicate hotel reservations (adds, drops, changes) to hotels.
- Update CEU and other transcript information.
- Two-way transfer between outside on-site registration vendors.

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### High-level Schema

- In a broad sense only, a meeting has:
  - Name
  - Location
  - Time
  - Requirements
    - Items
      - Specifications
    - Vendors
    - Etc.
  - Hotel(s)
    - A hotel is a type of customer, i.e. has all the attributes of a customer
    - Room types and prices
  - Speakers
  - Topics
  - Descriptive marketing text
  - Rates and pricing
  - Registrants

# Association Business Function Definitions

- A registrant is a type of customer, i.e. has all the attributes of a customer including name, address, membership information, committee membership, etc.,
  - Registration rate
  - Registration price
  - Transaction history (payments and charges and adjustments, etc.)
  - Hotel reservation information
  - Breakout sessions
    - Name
    - Location
    - Time(s)
    - Speaker(s)
    - Topic(s)
    - Descriptive marketing text
    - Requirements
      - Items
        - Specifications
      - Vendors
    - Rates and pricing
    - Eligibility
    - CEU information
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# Association Business Function Definitions

## Exhibits Management

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### Description

Any association that manages a trade show and sells booth space would use this type of transaction. This definition is intended to identify which booths are available for sale, the booth size and the price. It is also intended to identify who occupies a booth if it is already sold.

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### Scenarios to Support

- CAD-enriched application providers might use this data to present a graphical view of the show floor.
  - Advertisers or pre-show facilities and logistics companies might use this data to market to the vendors prior to a show.
  - Integrating third-party exhibit management software with AMS
    - Past exhibitors and prospects are recorded in AMS and need to be exported out of AMS and imported into the exhibit management software
    - Booth sales recorded in exhibit management software and need to be exported out of exhibit management software and imported into AMS (level of detail to be recorded in AMS varies by organization – may be a simple recognition of “exhibitor at X meeting/expo” or additional detail as to the details of the exhibitor’s booth/transaction
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### High-level Schema

This structure needs to be refined by the technical group but is intended only to get people thinking in the direction of how much may potentially be involved. The ultimate XML structure should be done such that related elements are organized so that major sections can be ignored by those not needing to support specific aspects of the process.

- A unique identifier (booth#)
  - Booth width
  - Booth length
  - Booth price
  - Special criteria (i.e. corner, island)
  - A unique identifier (organization#)
  - Organization name
  - Contact information
  - Date purchased
  - Expo/meeting code
  - Order total
  - Payment received
  - Balance
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# Association Business Function Definitions

## Fundraising/Development

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### Description

This function facilitates the management of fundraising efforts for grant-making foundations and PACs. It includes the ability to track donors and prospective donors, receive and manage contributions and pledges and gifts-in-kind, and provide acknowledgements to donors.

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### Scenarios to Support

- Third-party telemarketing donations transfer.
  - Importing prospects.
  - Exporting contributions to an accounting system.
  - Integrating third-party fundraising management software with AMS
    - Members and prospect contributors are recorded in AMS and need to be exported out of AMS and imported into the fundraising management software
    - Contributions through membership application and/or dues renewal form are captured in the AMS and need to be recorded as an activity in the fundraising management software
    - Contributions recorded in fundraising management software and need to be exported out of fundraising management software and imported into AMS (level of detail to be recorded in AMS varies by organization – may be a simple recognition of “contributor” or additional detail as to the details of the contributor’s gift/campaign)
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### High-level Schema

- Donor unique ID
  - Donor contact information
  - Contribution type (pledge, gift-in-kind, etc.)
  - Contribution amount
  - Source code
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# Association Business Function Definitions

## Hotel/Lodging Reservation

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### Description

Any association that manages an event and manages lodging for their constituents would use this type of transaction. This definition is intended to identify which hotels are providing lodging for the event, a listing of the available rooms and the room type. It is also intended to identify who occupies a room, if the association is willing to release this information.

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### Scenarios to Support

- Hotels might use this data to update their room inventory and formally reserve a room for a particular guest.
  - Advertisers or Exhibit providers might use this data to identify registrants willing to participate in off show hours activities and special events.
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### High-level Schema

This structure needs to be refined by the technical group but is intended only to get people thinking in the direction of how much may potentially be involved. The ultimate XML structure should be done such that related elements are organized so that major sections can be ignored by those not needing to support specific aspects of the process.

- A unique identifier (hotel #)
- Contact information (hotel)
- Room number
- Room type (i.e. Double, King)
- Smoking (Yes/No)
- Room price
- A unique identifier (Individual #)
- Individual name
- Contact information
- Date purchased
- Arrival date
- Departure date

# Association Business Function Definitions

## Job Bank/Career Center

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### Description

Some association provide online job vacancy announcements through a job bank (career center or job board) as a member benefit. The function includes the ability for employers seeking candidates to post advertising for the vacancy and for job seekers to post their credentials. It may also include the ability to notify job seekers and/or employers when a possible match is found.

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### Scenarios to Support

- Interface with third-party job bank host to exchange ad placements by employers.
  - Provide third-party with authorized members (if member benefit).
  - Provide member/job seeker participation data.
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### High-level Schema

- Job seeker
    - Unique ID#
    - Name
    - Address
    - Resume text
    - Qualifications
  - Position
    - Employer ID
    - Title
    - Description
    - Salary range
    - Location
    - Contact instruction
    - Contact name
    - Contact phone
    - Contact email
    - Contact fax
  - Employer
    - Employer ID
    - Name
    - Contact person
    - Contact name
    - Contact phone
    - Contact email
    - Contact fax
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# Association Business Function Definitions

## Marketing Non-dues Products

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### Description

Marketing is critical to associations that get a significant amount of non-dues revenue. Such associations promote their programs to members, past customers, and new prospects. This includes direct marketing communications through direct mail, email, and telemarketing; also included is awareness-building through space advertising, publicity, and trade shows. The key needs are capabilities to efficiently manage the details of a marketing campaign and to measure outcomes of each marketing campaign.

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### Scenarios to Support

There are many third-party marketing campaign management tools providing a variety of approaches to direct marketing campaign management and measurement. Associations relying heavily on non-dues revenue need to be able to choose the best marketing application for their use and have it exchange data with their Association Management System.

- Email broadcasting and response tracking.
  - Website usage tracking.
  - Automated creation of printed, direct mail pieces.
  - Marketing analytics.
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### High-level Schema

Assuming the need to support third party, best-of-breed marketing applications, an AMS needs to provide an interface for automating the export and import of critical marketing information.

- AMS needs to support export of: contact information, purchase history, and segmenting criteria maintained in AMS (e.g. SIC code, professional designations).
- AMS needs to support assignment by external marketing application of segmentation information and behavioral classifications of specific contacts.

# Association Business Function Definitions

## Member/Customer Profile

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### Description

Provides basic information about members and other association constituents and serves as a foundational component to most of the other functions.

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### Scenarios to Support

- Third-party member benefit providers determine eligibility for member benefit pricing.
  - Provide member-only access to Web site content.
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### High-level Schema

- Unique ID
  - ID reference
  - First name
  - Middle name
  - Last name
  - Prefix
  - Suffix
  - Nickname
  - Title
  - Company
  - Address 1
  - Address 2
  - Address 3
  - Mail Stop
  - City
  - State/Province
  - Zip
  - Country
  - Phone
  - Fax
  - E-mail
  - Group
-

# Association Business Function Definitions

## Membership Application

### Description

The membership application serves as gatekeeper to granting member benefits and also as the association's most reliable source of qualification and analytical information about its members.

If an association can collect the required membership information from sources outside its AMS – either directly from the individual, or indirectly from information gathered by other organizations – it could offer customers the incentive to become members in the course of other processes, such as registration for meetings or certification, where the direct benefits of membership are made clear.

Defining a standard XML data packet for the membership application would make it possible for many systems to collect that required information and send it to the association's AMS, which could then apply the business rules necessary to calculate the appropriate amount of dues and grant membership benefits in real time.

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### Scenarios to Support

- An individual completes a membership application online, from the association's website, in order to get membership benefits (pricing, access) during the same Web session.
- An individual completes a membership application online, which is then processed offline by the association staff, in order to accommodate a multi-step approval requirement.
- An individual who is already a member pays to renew that membership for a future term – and may change options for the next term which may or may not have a financial and/or group impact.
- An individual whose membership has expired re-joins the association and restores membership.
- An organization completes a membership application online, and calculates dues owed for corporate membership.
- An individual is automatically granted membership rights by virtue of his/her affiliation with a corporate member.
- An individual is automatically granted membership rights by virtue of being a member in an affiliated organization – one system must transfer membership information directly to another system.

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### High-level Schema

This structure needs to be refined by the technical group but is intended only to get people thinking in the direction of how much may potentially be involved. The ultimate XML structure should be done such that related elements are organized so that major sections can be ignored by those not needing to support specific aspects of the process.

- **Applicant information**
  - Contact information: These elements are standard for all contact management systems and do not need to be defined differently for purposes of membership application (e.g. name, title, address(es), phone number(s), and e-mail address(es)).
  - Company information: (a separate category in cases where benefits accrue to company membership)

# Association Business Function Definitions

- Demographic attributes: Each association defines a different set of attributes which it considers an integral part of the contact profile (e.g. professional specialties, interest areas, job function). These fields are used for breaking out membership for analysis, for generating membership lists, and also for marketing.
- Applicant demographics: Associations may also require specific additional information on the applicant to show his/her qualifications for membership (e.g. education, references, sponsorship, professional certification, background, years of practice). These demographics are needed only on the new member application form, and can be defined as separate from the standard profile demographics.
- **Selection of Membership Options**

For each membership option, the system needs to track information such as:

  - Code
  - Description
  - Applies to individual or company membership?
  - Pricing (e.g. rate, algorithm, automatic with membership?)
  - Additional fields needed to calculate pricing (e.g. annual revenues, years in practice)
  - Restrictions (e.g. membership ranking, must specify university to be a student)
  - Term (used to calculate expiration date)
  - Requires off-line approval process?
- Membership type: An association may have many different membership types, priced differently with different business rules associated with it.
- Membership sub-groups: Optional membership groups, such as local chapters, divisions and specialty sections.
- Subscriptions: Often, subscriptions are bundled with membership.
- Application fees: Automatically applied.
- Voluntary contributions: Optional, solicited with the billing cycle.

# Association Business Function Definitions

## Membership Renewal

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### Description

This function includes the generation of membership renewal notices, the collection of payments for dues and ancillary fees, and the production of payment receipts.

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### Scenarios to Support

- Transfer of payment data from a bank lockbox.
  - Transfer of dues receipt to outsourced member card printer.
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### High-level Schema

- Member
    - Unique member ID#
    - Name
    - Address
    - Dues category
    - Dues amount
    - Membership expiration date
    - Renewal date
  - Renewal notice
    - Renewal ID#
    - Amount due
    - Amount paid
  - Receipt
    - Payment amount
    - Payment date
    - Dues category
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# Association Business Function Definitions

## Order Processing

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### Description

This function includes the receipt of orders, inventory management, and product fulfillment.

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### Scenarios to Support

- Outsourced order fulfillment.
  - Importing product data from receiving system.
  - Updating inventory levels managed by an outsourced warehouse.
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### High-level Schema

- Customer
    - Unique ID#
    - Name
    - Address
    -
  - Product
    - Product ID#
    - Product description
    - Quantify on hand
    - Cost
    - Price
  - Order
    - Order number
    - Order date
    - Ship date
    - Customer name
    - Billing address
    - Ship to address
    - Product detail
      - Product IDs
      - Product description
      - Quantity ordered
      - Quantify shipped
    - Order total
    - Payment received
    - Balance
-

# Association Business Function Definitions

## PAC Management

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### Description

This function tracks contributions to and disbursements from a Political Action Committee. It also includes pledge tracking, and reporting for Federal Election Commission compliance.

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### Scenarios to Support

- Reporting PAC contributions to FEC
  - Integrating third-party PAC management software with AMS
    - Constituents eligible for PAC contributions are recorded in AMS and need to be exported out of AMS and imported into the PAC management software
    - Contributions recorded in PAC management software and need to be exported out of PAC management software and imported into AMS (level of detail to be recorded in AMS varies by organization – may be a simple recognition of “PAC contributor” or additional detail as to the amount of the PAC contribution)
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### High-level Schema

- Member/Contributor Name
  - AMS ID number
  - PAC management software ID number
  - Member type
  - Member Status
  - Company name
  - Contact information
  - Contribution amount
  - Contribution date
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# Association Business Function Definitions

## Publication/Subscriptions Management

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### Description

Associations that produce periodical publications would use this function to track subscribers to those publications, payments for the subscriptions, and a fulfillment process for shipping the publications to subscribers.

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### Scenarios to Support

- Providing mailing addresses to an outsourced printer for shipping of publication.
  - Provide multiple subscriptions to the same entity.
  - Allow for sales and fulfillment by agencies.
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### High-level Schema

- Subscriber
    - Subscriber ID
    - Name
    - Address
  - Publication
    - ID
    - Name
    - Publishing frequency
    - Issue number
  - Subscription
    - Publication ID
    - Subscriber ID
    - Start date
    - Expiration date
    - Cost
  - Agency
    - Name
    - Agency ID
    - Customer ID
    - Address
-