

Turning the Page on Manual Work

SLA's Time Savings and Member Engagement Boost with iMIS

OVERVIEW

The School Library Association (SLA) is a nonprofit organization established in 1937 to support school librarians, libraries, and educators worldwide.

SLA provides training, resources, a membership advice line, and a journal to enhance library services and promote reading.

PROBLEM

SLA's system lacked the necessary automation, requiring staff to perform manual tasks for membership applications, renewals, and invoicing. These processes consumed significant time, limiting staff availability for strategic projects and member engagement.

Additionally, the former website was difficult to navigate, hindering members from accessing resources and managing their profiles. The inability to offer self-service options or intuitive tools prevented SLA from delivering the modern user experience members expected.

AT A GLANCE



INDUSTRY

Nonprofit Education and Library Services Association

SOLUTIONS

iMIS

MEMBER SIZE

2,500+

WEBSITE

www.sla.org.uk

PARTNER

iFINITY

“ Renewals used to take weeks because each one had to be processed individually by our finance officer. With iMIS, everything is automated, allowing us to save time and focus on connecting with members more effectively. ”

- Chief Executive Officer at School Library Association

SOLUTION

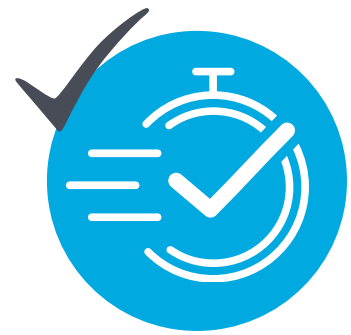
SLA implemented iMIS as its engagement management system (EMS), consolidating its operations into one centralized platform.

This transformation automated key workflows, enhanced member engagement, and significantly improved operational efficiency.

Key Features:

- ✓ **Membership Automation:** Streamlined applications, renewals, and welcome packs.
- ✓ **Process Automation:** Scheduled and recurring tasks reduce manual intervention.
- ✓ **Integrated Website:** Improved navigation and enabled member self-service.
- ✓ **Resource Library:** Centralized document and video materials with advanced search capabilities.
- ✓ **Volunteer Tools:** Members can log interests and expertise for participation opportunities.
- ✓ **Invoicing System:** Automated renewals aligned with membership anniversaries.

THE IMPACT



**Renewal Automation
Saved Weeks Annually**



**Improved Website Boosted
Member Satisfaction**



**Automated Membership
Reduce Staff Time**

“ *The new iMIS tools let members log their areas of expertise and interests directly into their profiles. This has significantly increased engagement and streamlined how we involve volunteers since it opens up more opportunities for participation.* ”

- Chief Executive Officer at School Library Association