

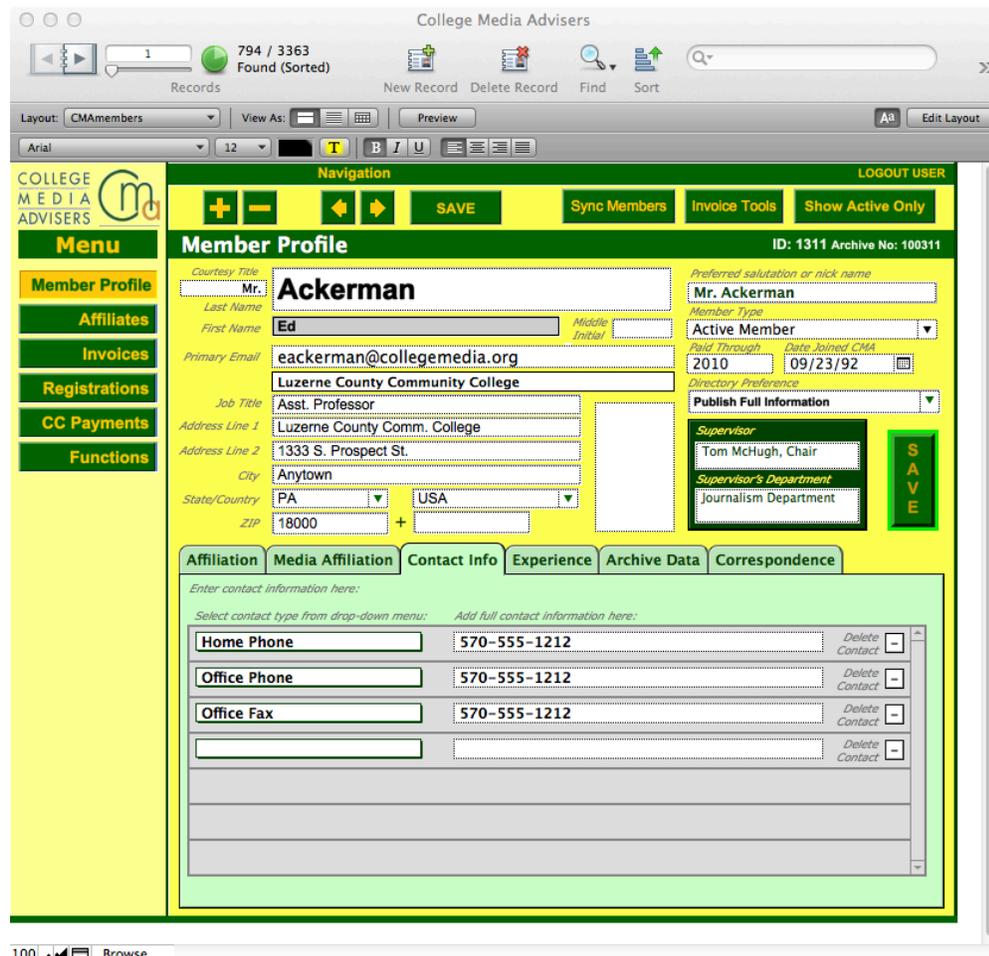


Customer Spotlight

QueCentric helps automate annual convention registration for College Media Advisers

The Challenge: College Media Advisers (now known as College Media Association) is an advocacy group of 700-plus higher education professionals who advise, mentor and guide student media operations across hundreds of college campuses nationwide. CMA's staff used a FileMaker Pro database originally designed in 1999 for managing membership records. After several years of increased attendance at the group's annual media convention in New York City, CMA needed a way to automate event registrations while updating membership records in FileMaker.

The Solution: QueCentric worked closely with CMA to analyze their daily database tasks and determined an upgrade from FileMaker Pro 7 to FileMaker Pro 10 would provide staff members with greater access to member data. The new database solution leverages advanced FileMaker features including ODBC drivers to synchronize convention registrations with a custom-built online registration system written in PHP and MySQL (also developed by QueCentric).



Custom scripts were also created to send membership data to CMA's web site built in Drupal, allowing members to search an online contact directory and update their information on-demand.

CMA's staff can easily add members, send renewal letters, check event registrations and create detailed invoices and receipts using an intuitive interface. Volunteers may also take offline copies of the database to the yearly convention in New York City to assist attendees with membership questions. By not requiring a network connection to browse records, CMA saves money on hotel Internet charges while still being able to fully serve its colleagues.

The Results: CMA's annual convention in 2009 set new attendance records due to the online registration system's ease of use and instant access to membership data. Routine membership tasks are now fully optimized, allowing staff members to focus on other association business.

"The organization was delighted with the services provided by QueCentric and have recommended them to others for consultation and development of similar systems."

- Bill Neville, Marketing Director, College Media Advisers

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