

Bring Your Data Together: How AACRAO uses OpenWater's Growth Stack, Fonteva AMS

AT A GLANCE:

Organization:

American Association of College Registrars and Admissions Officials (AACRAO)

Website:

aacrao.org

Headquarters:

Washington, D.C.

Description:

OpenWater's Fonteva integration simplifies data management and streamlines processes across multiple programs.

AACRAO manages multiple programs using OpenWater Growth Stack and a Fonteva/Salesforce integration



Remember the good 'ole college days? AACRAO lives them every day.

The American Association of College Registrars and Admissions Officials (AACRAO) is a trade group representing higher education professionals in public and private institutions.

AACRAO members represent 2,600 institutions across America and 40 other countries. Members rely on AACRAO for professional development, best practice guidelines, and voluntary standards in higher education. Members include professionals in records management, admissions, enrollment management, administrative information technology, and student services.

AACRAO runs multiple application and review programs:

- Awards (e.g., Member and Non-Member Recognition Awards)
- Call for Proposals
- Committee Applications
- Leadership Nominations

Popularity Problems: Program Management

AACRAO's popular programs proved problematic. They experienced:

A deluge of applications: the volume of applicants, and the diversity of the programs, created administrative nightmare of Excel spreadsheets to manage;

Siloed data: the data each program collected was independent of one another, causing frustration for users and administrators alike;

Inconsistent user experience: the multiple programs did not have a unifying, on brand familiarization;

Missed opportunity for member intelligence: the program data was not fed into their association management system or CRM.

To solve these issues AACRAO selected **OpenWater Growth Stack**. Growth Stack provides access to all of OpenWater's specialized software in one online location. OpenWater's platform makes diverse membership-driven programs more efficient to manage.

Central to the decision was the built-in integration between OpenWater and Fonteva.

Fonteva

Fonteva is an association management system native to Salesforce, the world's largest CRM.

AACRAO's scale demands successful member data management. They have 11,000+ members. Each member has numerous data points. For example: institutional information, chapter and group data, certification and accreditation information. Fonteva syncs all of these data points, and more, with Salesforce.

Combining Fonteva-managed data with OpenWater's platform creates productivity gains.

"Can you imagine how frustrating it would be as a user to enter in all your information every time you participated in an AACRAO program?" asks Findlay Hilchie, AACRAO's account manager at OpenWater. "It would drive you nuts."

Indeed, data integrations like Fonteva become more useful as the number of



Salesforce Integration

Fonteva Association Management Software is built on Salesforce, the world's largest CRM. OpenWater provides a built-in Fonteva integration for seamless data transfer between platforms.

programs increases.

“AACRAO members might interact with up to ten different programs,” continues Hilchie.

“An AACRAO member may vote on an award nomination one week and on a leadership nomination the next. It would be time consuming and annoying to re-enter identifying information each time.”

The Fonteva/OpenWater integration is central to a better user experience across all of AACRAO’s application and review programs.

OpenWater/Fonteva Integration Advantages

OpenWater’s Fonteva integration offers the following advantages:

OpenWater recognizes member credentials.

The integration eliminates the hassles members might otherwise encounter, as Hilchie anticipated. Lakin’s integration helps AACRAO members avoid many unnecessary steps. This yields a stronger user experience.

Predictive data accessibility.

OpenWater’s Fonteva integration allows AACRAO members to start typing a name or email address and select appropriate data. This saves time regardless of which AACRAO program (awards, call for proposals, leadership nominations, grants, etc.) they are using on OpenWater.

Record accuracy and security across the organization.

AACRAO relies on Salesforce, Fonteva, and OpenWater to manage member details large and small. The OpenWater/Fonteva integration smoothly maintains accurate records in a secure environment.



Results

Using the OpenWater Fonteva integration, AACRAO is able to:

Securely pre-populate important information

AACRAO members use the OpenWater platform for conferences, awards, nominations and scholarships. The Fonteva integration anticipates data requests, speeding all application and review process.

Improve user experience

The OpenWater/Fonteva integration provides a better user experience for members and reviewers. Members have access to all of the data they expect in Fonteva and in OpenWater.

Preserve data integrity

As ACCRAO members interact with award, conference, committee nominations, and scholarship programs built on OpenWater, their records are updated with Fonteva and Salesforce. This ensures that the organization has accurate data at all times.



About OpenWater

Based in Washington D.C., OpenWater is a cloud-based solution to manage awards, abstracts, grants, fellowships, scholarships, and prizes of all sizes. We pride ourselves on offering clients more than software. We guide them every step of the way, from planning and initial system build-out to the industry's only Truly Unlimited Customer Support pledge. The result? Customized software solutions that enable staff to focus on core competencies, delivering greater value to their organization.

OpenWater Growth Stack
Contact us today at getopenwater.com to get started.