

Driving Educational Excellence in Logistics

TIA's Path to a 64% Boost in Revenue and Certification Milestone

OVERVIEW

Since 1978, The Transportation of Intermediaries Association (TIA) has been the trusted voice of more than 2,000 third-party logistics member companies and the leading provider of resources, education, advocacy, and connections to advance professional standards, business practices, and the overall image and credibility of the profession.

A pivotal part of TIA's mission is providing continuing education and professional development to their members to stay updated with industry best practices to promote excellence with the industry.

PROBLEM

TIA encountered major challenges with their learning management system's (LMS) limited integration capabilities. Manual communication methods to students, multiple sign-ons, and ineffective course delivery led to extensive administrative work and a fragmented user experience. These issues not only hindered automation, student engagement, and course management but also incurred significant costs in terms of time and resources.

Additionally, TIA missed potential revenue opportunities by not optimizing their course offerings and emphasized the urgent requirement for a more streamlined and cost-effective LMS solution.

AT A GLANCE



INDUSTRY

TIA is a professional trade organization for intermediaries, or third-party logistics professionals, facilitating the efficient and economical movement of goods in domestic and international commerce by land, sea, and air in North American and abroad.

SOLUTIONS

TopClass, iMIS

MEMBER SIZE

12,000+ members in 2,000+ member companies

WEBSITE

www.tianet.org

“ Our journey with TopClass has been transformative, empowering us to enhance course delivery and achieve the steps necessary to continue working towards becoming a nationally accredited, non-degree granting institution. ”

- Jonathan Baker, Director of Education, TIA

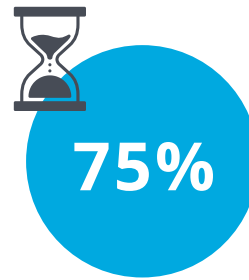
THE IMPACT



**Increase in
revenue**



**Increase in
available courses**



**Decrease in
administrative
task time**



**New
Certifications**

SOLUTION

TIA implemented TopClass, a robust LMS, integrated with iMIS, their Engagement Management System (EMS), and provided TIA with a comprehensive solution to automate processes, streamline student communication, increase student engagement, and enhance course delivery efficiency.

This strategic integration allowed TIA to save time, enhance course delivery, and offer 6 additional asynchronous online courses, leading to an outstanding 64% increase in revenue within just 2 years, while also opening doors for accreditation.

TopClass, with iMIS's support, enabled TIA to meet accreditation standards set by The State Council of Higher Education for Virginia (SCHEV). This success was attributed to creating robust discussion forums, virtual office hours for student-instructor interaction, and consistent student evaluations and robust reporting facilitated by iMIS, opening new avenues for TIA's educational initiatives.

Because of the seamless integration of TopClass with iMIS, TIA now has:

- ✓ Increased member engagement
- ✓ Automated enrollments, student communications, and more
- ✓ Improved and expanded course offerings
- ✓ Robust progress and credentialing reporting

“ *TopClass has helped us streamline not only the course building process but also communications and student usability. It's made our lives a lot easier.* ”

- Jonathan Baker, Director of Education, TIA