

# Connecting with Teachers

## Facilitating Member Communication With Ease

The National Board of Professional Teaching Standards (NBPTS) maintains rigorous standards for accomplished teachers, provides a national voluntary certification system for these educators, and advocates for related education reform.

With over 112,000 board-certified teachers, NBPTS found itself relying on costly online-community software that offered little customization and limited functionality and scalability. Learn more at [www.nbpts.org](http://www.nbpts.org).

**NATIONAL BOARD**  
*for Professional Teaching Standards®*

### Challenges

- Community management relied on a costly website tool
- Limited site design/customization available
- User experience issues with logging in, accessing data
- Depth of website capability was limited and difficult to update
- Low adoption rate amongst members
- Provide more detailed information about applicants and candidates within each geographic area
- Ease of use and internal management of site after initial setup and go-live
- Link user data changes to Salesforce to eliminate manual updates in database
- Marketing efficiently and effectively to population of instructors
- Maintaining the synchronization of an essential database, without API, with Salesforce on a regular basis
- Improve management of the annual Teachers Conference for registration and attendance
- Gain better insights into the behavior and needs of the population served
- Manage surveys to and from teachers with the ability to analyze both individual and aggregate information

### Project Highlights

- NBPTS was already using Nonprofit Success Pack – with success – and decided to further invest in the Salesforce ecosystem by customizing the Community Cloud to provide an intuitive way to facilitate communication and coordination with constituents.
- With help from their Salesforce.org Impact consulting partner, Fionta, NBPTS customized Community Cloud to fit their unique user needs.
  - Brand colors and styles replaced the default look and feel, bespoke templates were developed, and many powerful workflows and objects were created to automate previously manual processes.
  - Members use the Community to find resources about certification and best practices, look up fellow members, and collaborate with others online.

## Solutions

- Augment **Nonprofit Success Pack** with **Community Cloud** and **Marketing Cloud**
- Customize **Community Cloud** main page using wireframes
- Enable styling and design for community site using **Site.com Studio**
- Create a complex set of sharing rules to **allow data access and views**
- **User interface styling** to match brand
- Provide **training** for sharing rules and **written documentation** of steps to create new community members
- **Configure a Report Tab** on the website, linking external report names (with text descriptions) to Salesforce reports for both applicants and candidates
- Users update their information as needed
- Effective use of **Demand Tools** scenarios for updating and adding data from the external database without an API
- **Cvent setup and integration** to eliminate duplicating efforts
- **Clicktools** enabled gathering of survey data for analysis in Salesforce
- **Einstein Analytics** provides a clearer understanding of the various demographics served

## Results

- With Salesforce's Community Cloud, NBPTS staff are able to **quickly create online spaces** – virtual communities – for members and subsets of members with ease
- The branding of the site using wireframes and Site.com enabled a **seamless transition** and provided an iterative improvement to the existing design layout based on current best practices
- Access to the newly created community **enabled multiple levels of access to information** that was formerly unavailable, specifically regarding Candidate and Applicant statuses at all points in the process
- NBPTS **synchronizes and manages the changes** from their external database efficiently
- NBPTS has **developed two additional Community sites without needing assistance from Fionta**, building internal capacity
- **Streamlined the annual conference process** from start to finish
- NBPTS staff have **real-time views of user engagement and interactions with both the Community & Marketing Clouds**
- Survey information became **more readily available and accessible** for analysis
- NBPTS can **more accurately serve applicants, candidates and teachers at various levels of certification** with the insights gained from Einstein Analytics
- Is **better serving its members' needs**, thanks to these insights

