



## CASE STUDY

### Chippewa Valley Chapter American Payroll Association

#### OVERVIEW

The Chippewa Valley Chapter of the American Payroll Association (CVCAPA) was founded in 2014 as the newest branch of the APA in Wisconsin.

The CVCAPA is committed to providing educational and networking opportunities to payroll professionals in west-central Wisconsin.

## Providing Value in a Global Pandemic

The Chippewa Valley Chapter was set to host the 2020 Wisconsin APA conference, a statewide event that provides opportunities for payroll professionals to attend seminars and receive credit hours for recertification.

However, the APA canceled the conference in early 2020 in response to the growing concern surrounding the coronavirus pandemic.

Because of this, the CVCAPA lost out on potential revenue and membership growth opportunities from the in-person event. The chapter's members also missed the chance to receive necessary recertification credits.



## Challenges

Following the cancelation of the statewide event, the CVCAPA needed to quickly:

- Find a viable alternative for members to easily and safely complete certification credit hours.
- Provide additional benefits for the chapter to exemplify the value of their membership.
- Gain extra funds to support future CVCAPA conferences and speaking engagements.

*"We want the Chippewa Valley APA chapter to be a trusted resource for payroll professionals to obtain topical industry information and education that will help advance their careers."*

— Maria Roberts | Secretary, CVCAPA





## Solutions

Even though in-person gatherings were forced to be postponed or canceled, Wisconsin payroll professionals still needed a way to earn credits in order to meet the continuing education requirements of certain accrediting agencies.

The chapter's partnership with Lorman Education Services provided the CVCAPA:

- An opportunity to receive CE credits safely online through Lorman's convenient Learning Platform.
- The chance to purchase a Lorman membership for unlimited training and development at a special discounted rate.
- A quick and easy partnership setup requiring little effort for CVCAPA board members to implement.
- The ability to earn commission on memberships sold to replace lost revenue from this year's canceled in-person events.

## ABOUT US

**Lorman Education Services is a leading provider of online professional learning, serving individuals and teams seeking training and CE credits.**

Lorman's extensive library offers convenient online continuing education programs, and an assortment of on-demand training courses and materials.

Learn more at [www.lorman.com](http://www.lorman.com).

## Results

The CVCAPA plans to share their Lorman partnership with other state chapters in an effort to aid more APA members who seek recertification and continuing education for professional development.

Partnering with Lorman has helped the CVCAPA provide extra value to their new and existing members, earn additional income, and assist Wisconsin payroll professionals in safely receiving continuing education credits amidst a global health crisis.



### CREDITS EARNED

CVCAPA members were able to safely and conveniently receive necessary CE credits through Lorman's Learning Platform.



### MEMBERSHIPS SOLD

The CVCAPA received commission for each Lorman membership sold to put toward funding for future events.



### VALUE ADDED

The exclusive discounted rate was a simple and effective way for the CVCAPA to add immense value to their members.

*"Lorman allowed us to provide educational opportunities to our members in a time when we were unable to gather in-person and network."*

— Amy Berger | President, CVCAPA



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