

AMPLIFY // CUSTOMER STORIES

AATF Embraces Change to Supercharge Efficiency



**AMERICAN ASSOCIATION
of TEACHERS of FRENCH**

Before partnering with Novi AMS, Megan Diercks, Executive Director of the American Association of Teachers of French (AATF), and her team were overwhelmed by administrative tasks, spending up to 30 hours a week on manual processes. Switching to Novi didn't just save time—it gave them the freedom to focus on what mattered: supporting educators, launching new initiatives, and reconnecting with hundreds of previously disengaged members who had been inactive for years.

**Saved 30 hours of
administrative work
per week**

**Re-engaged 900
returning or new
members, many of
whom had been
inactive for years**

**Empowered chapter
leaders with real-
time membership
reporting.**

// CHALLENGE

When Megan took over as Executive Director at AATF, she inherited more than leadership responsibilities—she faced an outdated, inefficient system. Managing over **5,000 members** through an old **Access database** left the team overwhelmed, juggling manual data entry, PayPal issues, and a confusing payment process that frustrated members.

“It was unsustainable,” Megan recalled. “I spent hours re-entering membership information, and our system confused members who struggled with payments. It was eating up time and energy we didn't have.”

This administrative burden stifled AATF's ability to nurture member relationships. Longtime members became disengaged due to poor communication and limited access to their account information, making it harder for the organization to sustain its community.

// SOLUTION

Determined to break free from bottlenecks, AATF selected **Novi AMS** after thoroughly reviewing several AMS platforms. The intuitive, user-friendly system transformed their operations.

Members gained access to the **Member Compass**, where they could independently manage accounts, view invoices, and track their membership status—eliminating the need for constant staff intervention. “Our members can now generate their own invoices, which has saved us so much time,” Megan shared.

Novi also streamlined event ticketing, allowing AATF to implement member versus non-member pricing for webinars—a feature that boosted engagement and highlighted the value of membership.

Additionally, real-time reporting empowered chapter leaders to monitor membership statuses proactively. This enabled personalized outreach to lapsed members, encouraging them to return and re-engage with the community.

One of the biggest transformations came from the team's ability to focus on strategic growth rather than tedious tasks. As Megan put it, "Saving an incredible amount of administrative time for me. I am very overpaid to be a data input person—that's not really why I was hired."

// IMPACT

The transformation was both immediate and profound. Saving **30 hours a week** allowed Megan and her team to focus on member engagement and program development. One of the most notable successes? Welcoming back **900 returning or new members**—many of whom had been inactive for years.

This reconnection wasn't accidental. Thanks to Novi's data-driven insights and streamlined communication tools, AATF was able to identify lapsed members, reach out directly, and provide personalized support to encourage their return. For many, this re-engagement marked their first interaction with AATF since 2015.

Beyond member growth, AATF launched new initiatives, including a **virtual downloadable curriculum** and enhanced chapter outreach using **real-time reporting**. Financial efficiency also improved through better cash flow management, allowing AATF to reinvest in programs that directly benefit its members.

// ABOUT MEGAN AND AATF

Megan Diercks is the Executive Director of the American Association of Teachers of French (AATF). Based near Denver, Colorado, Megan leads an organization dedicated to supporting French educators and promoting Francophone culture worldwide. With over 5,000 members, AATF offers professional development, resources, and community-building opportunities for French teachers around the globe.