The Challenge

For more than forty years, the Air Conditioning Contractors of America (ACCA) has been making life more comfortable for contractors and their customers through the professional growth and success of its members. In this time, ACCA has grown to become the largest organization of heating, ventilation, air conditioning and refrigeration contractors in the world. ACCA serves the educational and technical interests of the small businesses that design, install, and maintain indoor environmental systems. With more than 300,000 workers in the heating, ventilation, and air conditioning business in the U.S. alone, keeping on top of technology and best business practices is critical for the industry and for consumers.

To address the needs of their growing audience, ACCA implemented numerous training and education programs including the organization’s annual workshops, regularly scheduled classroom training, CD/DVDs, and webinars. Anticipating the needs of their increasingly mobile and tech savvy membership, ACCA sought out additional training opportunities to provide 24/7, on-demand training anytime, anywhere.

ACCA determined it could best meet the needs of its members by expanding its online offering to include self-paced, asynchronous courses, available via a learning management system (LMS).

Requirements for the learning management system and technology provider included integration with ACCA’s association management system (AMS) for single sign-on and member authentication as well as with the association’s existing eCommerce system.

The Solution

After reviewing multiple LMS systems, ACCA ultimately chose to partner with Digitec and their Knowledge Direct® Learning Management System. Digitec’s expert, in-house IT and support staff successfully integrated both ACCA’s association management system (AMS) and eCommerce shopping cart into the LMS, enabling the secure passage of learner and course data between the systems. Key features and functionality of the system, including the ability to track learners, report on activity and course completions, testing with auto scoring and automated print certificates make Knowledge Direct® a great fit for ACCA.

The Knowledge Direct® Learning Management System also supports ACCA’s blended learning approach. Scheduled Live Events are created and assigned to learners directly from the administrative dashboard and can consist of webinars, instructor-led training and education sessions during the association’s annual meeting.

“Knowledge Direct® strikes us as a very easy-to-use system... that covers the full range of capabilities needed for associations.”

Jeff Cobb
Managing Director, Tagoras
Case Study

The Air Conditioning Contractors of America

The Result

By utilizing Digitec’s Knowledge Direct® LMS, ACCA is able to:

- Address the educational needs of its ever-growing audience with interactive and engaging e-Learning.
- Provide its membership with on-demand training – accessible anywhere, anytime.
- Create new courses quickly and easily using Knowledge Direct’s built-in content authoring tool.
- Update or modify course content as needed – quickly and easily.
- Promote related courses to learners using the built-in “recommended courses” marketing application.
- Facilitate collaborative interaction between learners and instructors through moderated discussion boards.
- Provide learners dynamically generated eTranscripts for tracking their progress.
- Track, manage and provide training in accordance with local and state continuing education requirements.

About Digitec

Established in 1988, Digitec Interactive is an award-winning eLearning production company and learning management system provider, developing educational products for association, medical and non-profit clients. Digitec Interactive is best known for the popular learning management system, Knowledge Direct® and has grown to be the leading provider of easy-to-use learning portals and engaging e-Learning programs and courseware. Digitec’s mission is to combine technology and creativity to transform learning from a singular, passive event into highly adaptive and engaging learning experiences that change lives.

The Knowledge Direct® suite of software, developed by Digitec, is an integrated learning system for mobile and web-based training. Knowledge Direct® supports more than 200,000 learners annually and is used by dozens of trade and professional associations around the world. With integrated production facilities in Orlando, Florida and San Juan, Puerto Rico, Digitec’s highly creative staff of 20+ in-house artists, Flash animators, audio and video engineers, and computer programmers are focused on developing best-in-class e-Learning technologies for the 21st century.

Visit us at www.knowledgedirectweb.com