

Forging a Stronger Workforce

How the Fabricators and Manufacturers Association saved staff 20-30 hours a week with TopClass

OVERVIEW

Fabricators and Manufacturers Association (FMA) is a national trade association serving the metal manufacturing industry. FMA builds a workforce lifecycle that attracts, develops, and engages people at every stage of their careers, delivering technical certificate programs, e-learning courses, webinars, and industry conferences. Through partnerships with schools and companies nationwide, FMA connects the next generation of skilled workers with the training and credentials the manufacturing industry needs to thrive.

PROBLEM

FMA relied on a free e-learning platform, which required extensive manual work to operate. Staff had to individually set up each learner's account, grant and later revoke access, and send login instructions by email, all while working around a hard cap of 100 concurrent users.

Course content existed as single, unbroken files rather than organized chapters, and virtual conferences required costly third-party management companies, often \$10,000-\$20,000 per event, since no integrated platform existed. These limitations consumed 20 to 30 hours of staff time each week and kept FMA from growing its program or investing in content development.

AT A GLANCE



INDUSTRY

Trade Association

SOLUTION

TopClass

MEMBER SIZE

1,500+

WEBSITE

fmamfg.org

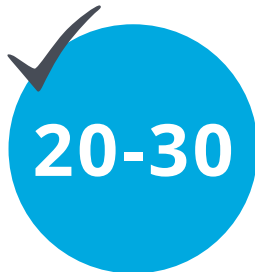
“ Before, I spent probably 20 to 30 hours a week just trying to [coordinate learning]. With TopClass, that is all automatic. ”

- Senior Manager of Education and Membership at FMA

THE IMPACT



**Increase in e-Learning
Course Purchases**



**Hours of Staff Time
Saved per Week**



**Virtual Conferences Launched
in as Little as 15 Minutes**

SOLUTION

Since integrating TopClass, FMA has replaced manual, time-intensive processes with instant, self-service access to courses and certifications. Group features give instructors and HR managers direct control to assign coursework, track progress, and review exam results, while Zoom and AMS integrations have streamlined virtual conferences and removed redundant registration steps. Modular course content now allows FMA to update training quickly and pair it with supplementary resources, keeping programs current with minimal effort. TopClass has freed staff to focus on relationship-building and content development, strengthening FMA's ability to prepare the next generation of manufacturing professionals.

- ✓ **Enabled** instant, self-service enrollment, giving learners immediate access to courses and certificate programs year-round.
- ✓ **Streamlined** virtual conferences through integrated Zoom and AMS connections, replacing costly third-party event management.

- ✓ **Delivered** direct visibility for instructors and HR managers into student and employee progress, exam results, and completion status.
- ✓ **Automated** account setup and access management, eliminating manual registration and saving 20-30 hours of staff time each week.

“ I love that TopClass is self-serve. We can have a virtual conference up and running in 15 minutes if we need to. ”

- Senior Manager of Education and Membership at FMA