

SUCCESS STORY

Don't Sacrifice Quality: Why Gorman & Company Chose What Was Best for Their Employees



Integrated program “add-ons” can be tempting, but they’re not always the best choice. Because compliance and employee engagement mattered most, Grace Hill became the clear choice.

OVERVIEW

Across the U.S., land is being razed, and new construction is popping up. But since 1984, Gorman & Company has taken a different approach to development. Through innovative housing partnerships, Gorman specializes in downtown revitalization, the preservation of affordable housing, workforce housing, and the adaptive reuse of significant historic buildings.

Gorman’s corporate office is located in Oregon, Wisconsin, but operates nationwide. Their neighborhood developments range from upscale condominium communities to mixed-use developments in downtown redevelopment areas.

CHALLENGE

Six core values underscore how Gorman & Company does business, and at the top of that list is the importance they place on employees.

It’s this “people-centric” focus that led Jackie Dyer, Gorman & Company’s HR Engagement Manager, to explore a training option that would integrate with their current human resources information system (HRIS) with single sign-on (SSO) — two things that would create a more seamless system for HR and employees alike.

COMPANY PROFILE

GORMAN

& COMPANY

Gorman & Company

Industry: Multifamily

Headquarters: Oregon, Wisconsin

Years in business: 38 years

of Employees: 540

Since 2014, Gorman & Company has used Vision, Grace Hill’s learning management system (LMS). It’s used extensively by their Property Management division, and Jackie uses it specifically for corporate training, finding high value in critical training modules, such as sexual harassment prevention, diversity and inclusion, and active shooter.

SOLUTION

Although the Vision platform offers the functionality of SSO, Gorman wasn’t able to incorporate it with their HRIS system. So when Gorman’s HRIS provider offered an LMS platform that provided the ease of SSO, it piqued Jackie’s interest.

Incorporating SSO with the HRIS system they currently use seemed like the perfect solution. Perhaps an opportunity to create some reporting efficiencies within HR with a fully-integrated system.

At face value, it seemed like an easy decision, a true win-win for everyone. But one thing she quickly found: **Easier isn’t always better.**

RESULTS

As Jackie began evaluating the HRIS-integrated LMS offering against Grace Hill’s Vision, she quickly realized the new option fell far short of expectations and wouldn’t be a positive experience for Gorman employees.

With employee engagement and compliance at the forefront of Jackie’s decision-making, she quickly realized Grace Hill’s intuitive and dynamic platform simply couldn’t be matched.

Although integrating SSO was what caught her attention, it would have been a step backward in the quality of their content and training had she decided to switch.

	HRIS-Integrated LMS	Grace Hill's Training Solution
Training Content Style	<div><div>✗</div><div>Recorded lecture-style classroom presentation.</div></div>	<div><div>✓</div><div>Various engaging media formats (videos, animations, engaging text) to fit in short-length courses.</div></div>
Interactivity	<div><div>✗</div><div>Passive interaction with static content.</div></div>	<div><div>✓</div><div>Active interaction with quizzes, word-and-definition matching, and scenario-based training.</div></div>
Effectiveness	<div><div>✗</div><div>Knowledge testing is bland.</div></div>	<div><div>✓</div><div>Engaging content with several knowledge quizzes throughout courses and post-course testing features.</div></div>
Relevance	<div><div>✗</div><div>Generic content meant for any industry.</div></div>	<div><div>✓</div><div>Industry-specific training content for multifamily with relevant terms and real-world situations.</div></div>

So, in the end, Jackie made her decision based on what would provide the best experience for employees.

And that meant staying with Grace Hill.



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Nothing compares to Vision's content! The layout is much more appealing than others we have tried, and the way the user interacts definitely makes it more engaging. We like the interactive slides where employees have to open up different things to learn more about the content, which helps keep them engaged.



Jackie Dyer

HR Manager

For Gorman & Company, the investment was worth it, and the choice was clear.

“It's a robust system that can be modified to your specific needs,” Jackie adds. “And I greatly appreciate the customer service. I've always been provided prompt and direct feedback via email or phone!”

Grace Hill delivers a robust, engaging, and customized experience with exceptional customer service when issues or questions arise.

Learn how Grace Hill's superior content can benefit your employees!