Best Practices for Managing Certificate Programs

• Kathy Brady
  February 26, 2013
General Webinar Guidelines

- Polling questions will be displayed on your screen throughout today’s presentation.
- Today’s webinar will be recorded. A link to the webinar will be available within the next 24 hours on Augusoft’s website. [http://www.augusoft.net/webinar](http://www.augusoft.net/webinar)
- Please use the Questions function in your GTW menu to ask any questions.
Today’s Presenter

- Kathy Brady
- Product Advisor, Augusoft
Why offer certificates?

• Certificate programs are in high demand
• Certificate programs have a high profit margin
• Certificate programs have a high retention rate
• Certificate programs help your organization capture your niche
Gen Y Support Practices

- Frequent Feedback on Effectiveness
- High Quality Evaluation
- Effective Instructional Technology
- Differentiated Support
- Collaboration and Shared Practice
Best Practices for Certificate Creation

• Interactive and collaborative learning
• Structured activities and learning experiences
• Just in time learning
• Online learning
• Flexible
Best Practices for Communication

• Blogs
• Websites
• Social media
• Strong images
• Mobile optimized info pages
Technology support

- **Lumens EXEC**—designed to support certificate programs that are created using a related cluster of non-credit classes that constitutes a coherent body of study within a discipline or set of related disciplines.
  - Allows students to self-register
  - Tracks student attendance and grades
  - Allows register all at once or single classes at a time

- **Lumens FT Certificate**—built as an add-on to Lumens EXEC, bringing the certificate function one step further. Create certificate programs that are designed for cohort groups of students. Perfect for technical, health and career/professional programs.
  - Program Management
  - Pre-requisite tracking (tasks, questions, course)
  - Financial Aid and Funding Source Management
Coming:
Edit Course Prerequisite

Complete the fields below:

- **Course Name/#**: Testing 3 (425542)
- **Completion Type**: Required
- **Passing Grade**: 90
- **Sort Order**: 1
- **WorkKeys Test?**: Yes
- **WorkKeys Type**: Reading

[Submit] [Cancel]
Financial Aid

• Private or public funding source (Pell Grant, Sallie Mae)
• Linking accounts receivable and invoicing to the funding sources
• Multiple funding source per student allowed
• Remainder becomes student responsibility for payment
• Multiple payment types
Why Lumens for certificates

• Designed for Continuing and Professional Education
• Flexible for curriculum design
• Superior Tracking
• Reporting engine to make data driven decisions
• Ties registration and payment together with options for loans, grants, scholarships or 3rd party pay
Questions?

• Please submit questions through the questions function on your toolbar.
THANK YOU!

Thank you for attending today’s webinar.

- Download presentation PDF and view a recording of the complete webinar at augusoft.net/webinar
- To request a complete in-depth demo of Lumens, contact sales@augusoft.net
- If you have any additional questions or comments, contact chris.murphy@augusoft.net
- Please take a few minutes before you leave to fill out the post-webinar survey.

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