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
- Please do not place the conference call on hold.
  - If you need to take another call,
  - please leave the conference call and
  - rejoin later.
- Please use the Questions function in your GTW menu to ask any questions.
Today’s Presenter: Greg Marsello

- Co-Founder of LERN
- Road Warrior
- Certificate Program Institute
- Lumens Certificate Program Feature
Agenda

- Top 10 Best Practices in Certificate Programs
- Top 10 Trends in Certificate Programs
- UGotClass Online Certificate Programs
- Lumens & Certificate Programs
- Check out December Webinar for specifics on building Certificate Programs
Top 10 Best Practices in Certificate Programs

- Create units or modules
- Create a study guide
- Have an advisory board
- Do a separate brochure
- Choose a niche
Top 10 Best Practices in Certificate Programs

- Enhance instructor credentials
- Budget for a 50% operating margin
- Have a sufficient research timeline
- Own the content
- Develop a learner friendly format

### LERN Financial Format

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Promotion</td>
<td>10-15%</td>
</tr>
<tr>
<td>Production</td>
<td>35-40%</td>
</tr>
<tr>
<td>Direct Costs</td>
<td>50%</td>
</tr>
<tr>
<td>Operating Margin</td>
<td>50%</td>
</tr>
</tbody>
</table>
Top 10 Trends in Certificate Programs

- Offer individual courses and certificate
- New packages
- Webinars
- Hybrid
- Online
Top 10 Trends in Certificate Programs

- Offer more
- Partner
- Create specialty areas
- Social media and video marketing
- Emerging future trend
Promote UGotClass
Online Certificates and Courses
“Skills for the 21st century”
Offer more online courses, get 50% of the income!

And get 50% of the income.
Courses start every month beginning February through November.

In Brief
1. You promote and register people
2. You take the money.
3. You send names, emails to LERN.
4. Instructors with LERN and LERN members teach the online courses.

It’s easy. It’s profitable
LERN members are already making big money.
9 Certificates with 32 Courses (more coming)

TO DO NOW:
› Respond via Mail to: Learning Resources Network
  PO Box 9
  River Falls, WI 54022 U.S.A.
› Email Michelle Danielson at Michelle@lern.org

Download Brochure

Programs Offered
✓ Social Media for Business
✓ eMarketing Essentials
✓ Green Buildings and Preparing for the LEED Exam
✓ Certificate in Online Teaching
✓ Supervisory & Leadership Certificate
✓ Business Research Certificate
✓ Virtual Meeting Planner Certificate

Your obligations:

LERN.org | About Us | Contact Us

Links for: Software
Lumens Augusoft
Registration System
GreatBigNews Email Marketing
Target Marketing & Carrier Route
Online Classroom
Virtual Office

Education & Events
Consulting & Training
Teaching Online
Marketing & Member Services
Publications & Software
Leadership & Standards

For:
Associations
Faculty
Recreation Departments
The Augusoft Lumens® Certificate feature set is designed to give you tools to develop, implement and manage a wide variety of certificate programs.
Set up requirements for certificate completion including minimum grades and attendance levels.
Students can self-register for certificate classes online

Certificate Class Selection for Elective Courses

Please select one class for each course listed below for the Certificate

From the Class Selection - Non-ordered Certificate template, which displays at the top of the Certificate Class Selection for Elective Courses page for Certificates whose classes may be registered for in any order.

Sort Classes within Courses By: Class Start Date

<table>
<thead>
<tr>
<th>Certificate Class Status: Class selection complete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baking Quick Breads Starts On Monday, January 2, 2012</td>
</tr>
<tr>
<td>Garden Beast and Insect Marauders Starts On Tuesday, May 15, 2012</td>
</tr>
</tbody>
</table>

Elective Course: Gardening Apron (CLAR-0300)

- **Gardening Apron**: Wednesday, 7:00 PM - 8:00 PM; 2 sessions starting February 1, 2012, ending February 8, 2012
- **Tuition**: $50.00
- **Materials Cost**: $10.00
- **Location**: Ainsworth, Crawford Pond
- **Instructor**: Hall

Add To Cart

Elective Course: Gardening for the Butterflies and Birds (CLHG-2215)

- **Gardening for the Butterflies and Birds**: Thursday, 7:00 PM - 8:00 PM; 1 session on April 12, 2012
- **Tuition**: $50.00
- **Materials Cost**: $10.00
- **Location**: Ainsworth, Conservation Center
- **Instructor**: Gross

Add To Cart
Assign multi-class curriculum to a certificate program

Manage Certificate: Elective Courses

<table>
<thead>
<tr>
<th>Course Name (Course #)</th>
<th>Course Type</th>
<th>Category / Subcategory</th>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baking Quick Breads (CLFB-1600)</td>
<td>Classroom</td>
<td>Life &amp; Leisure / Culinary</td>
<td>Remove</td>
</tr>
<tr>
<td>Garden Beast and Insect Marauders (CLHG-0130)</td>
<td>Classroom</td>
<td>Life &amp; Leisure / Home &amp; Garden</td>
<td>Remove</td>
</tr>
<tr>
<td>Gardening Apron (CLAR-0300)</td>
<td>Classroom</td>
<td>Life &amp; Leisure / Arts</td>
<td>Remove</td>
</tr>
<tr>
<td>Gardening for the Butterflies and Birds (CLHG-2215)</td>
<td>Classroom</td>
<td>Life &amp; Leisure / Home &amp; Garden</td>
<td>Remove</td>
</tr>
</tbody>
</table>

Back to Certificates
- Set specific certificate class pricing
- Designate mandatory and/or elective classes
Report on student progress and completion status

Track and upsell students!

View Progress for Babb, Willie in Elective Courses

The Student listed below has registered in 2 of the 2 classes required for completion of the Elective Courses

Select the 'Email Student' button to send an email to the student about continuing their progress in the Certificate.
Select the 'Continue Registration' button to register the student in one or more of the remaining Certificate classes.

<table>
<thead>
<tr>
<th>Class Name</th>
<th>Status</th>
<th>Elective/Mandatory</th>
<th>Grade</th>
<th>Attendance %</th>
<th>Start Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardening for the Butterflies and Birds(1666/6691)</td>
<td>N/A</td>
<td>4/0</td>
<td>0.00</td>
<td>02/22/2011</td>
<td></td>
</tr>
<tr>
<td>Baking Quick Breads(1113/23419)</td>
<td>N/A</td>
<td>4/0</td>
<td>0.00</td>
<td>01/02/2012</td>
<td></td>
</tr>
<tr>
<td>Gardening Apron(612/23420)</td>
<td>Enrolled</td>
<td>4/0</td>
<td>0.00</td>
<td>02/01/2012</td>
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</tr>
<tr>
<td>Gardening for the Butterflies and Birds(1666/23422)</td>
<td>Enrolled</td>
<td>4/0</td>
<td>0.00</td>
<td>04/12/2012</td>
<td></td>
</tr>
<tr>
<td>Garden Beast and Insect Marauders(190/23423)</td>
<td>N/A</td>
<td>4/0</td>
<td>0.00</td>
<td>05/15/2012</td>
<td></td>
</tr>
</tbody>
</table>
Certicates Phase I

New Feature

- To Be Delivered by the End of the Year
- Multiple Course Curriculum Experience
- Flexible Management
  - Mandatory & Elective Classes
  - Grades and/or Attendance
  - Online & Classroom Classes in one Certificate
- Flexible Registration
- Specialized Certificate Class Pricing
Added Features

- Proof-of-Completion templates
  - Multiple Templates Allowed per Certificate
- Custom Fields for Certificates
- Elective Groups
- Email or Print Certificate Documents
- Additional Navigation Options
- Updated Student Transcript
- More Reports
Questions
Thank You!

Lean on LERN for “Information That Works!”

www.lern.org
info@lern.org
marsello@lern.org

Please visit: Augusoft.net to sign-up for our upcoming Intro to Lumens Certificate Feature Demo on December 8, 2011

To request a complete in-depth demo of Lumens, contact sales@augusoft.net or go to augusoft.net to submit a request.