



Century College Continuing Education and Customized Training: Growing with Lumens

Customer: Continuing Education and Customized Training Department of Century College

Location: White Bear Lake, MN
United States

Website: century.augusoft.net

Students Serviced: 18,000

Companies Serviced: 961

Product: Lumens ENT

Services: Google Analytics®, Online Class Integration

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Annette Mike, Instructional Support Manager, CECT

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The Continuing Education and Customized Training (CECT) department of Century College, located in White Bear Lake, Minn., is one of the largest continuing education programs in the MnSCU (Minnesota State Colleges and Universities) system. CECT handles over 18,000 registrations per year (10,000+ open enrollment and 8,000+ customized training) offering both open enrollment and customized training courses. The department has a staff of 24 people.

CECT Program Offerings

CECT offers a wide variety of training in professional development from administrative and supervisory staff, personal enrichment, fire training, law enforcement, trades, truck driving, motorcycle training, computer skill upgrades, to basic health care. CECT offers both classroom and online classes developed in-house by their eImagine® team, and from third party online class providers such as ed2go® and UGotClass®. Currently CECT’s primary market is split between Gen Y, Gen X and Baby Boomers. However, they are expanding programming and delivery methods for Gen Y, because this will be their primary future market.

CECT is seeing increased demand in a number of programs. Truck driving is highly in demand due to the expansion of oil drilling in near-by North Dakota, and Fitness Training has seen increased enrollment during the past year. Because of this, CECT now offers a certification program in personal fitness training along with more classes in such areas as zumba, dance, and yoga.

Short term certification programs such as medical coding, health unit coordinator, and pharmacy technician in the healthcare field are very popular. These programs typically run no longer than four months and often have a final exam at the end of the program. Students then often go on to take a national certification.

SLOT programs, where companies pay a flat rate per “seat” and then have access to a multitude of courses, are also very popular for CECT. This type of program is appealing to companies who want a variety of course offerings to their staff.

Future Trends

Short-term training leading to an industry-recognized certification is the direction many organizations are heading. Many local businesses are coming to CECT with requests to develop short-term training programs. This is separate from the collection of classes that Century College puts together and offers as a series or certificate.

CECT and Lumens

CECT was one of five colleges out of the 32 MnSCU colleges and universities to implement Augusoft Lumens® prior to the whole system adopting Lumens. CECT has been using Lumens since 2009 and has had great success. One of the biggest benefits CECT gained from Lumens was the ability for students to self-register for classes online 24/7.

“Every Monday I look at our registration list and we are currently getting about 25 registrations every weekend, which doesn’t seem like a lot, but it adds up over the course of a year,” said Annette Mike, Instructional Support Manager, CECT. “With our old system, these students would have had to wait until Monday to register. Lumens has helped us dramatically increase the number of student registrations.”

Other benefits CECT has received with Lumens include:

- The catalog production report in Lumens cut down preparation time by approximately two weeks.
- CECT has been able to reduce printing costs by targeting specific carrier routes and only mailing catalogs to its best customers.
- CECT is better able to up-sell courses by automatically sending emails to students about additional courses they may be interested in taking.
- The waitlist feature has allowed CECT to quickly see when they have enough students to create a new section and notify those students of the availability in one mass email. This has cut staff time dramatically.
- ed2go/Gatlin® registrations, which were also offered through CECT’s old system, have increased by 400%.



Courtesy of Century College, Continuing Education and Customized Training

- Using Google Analytics® within Lumens has helped CECT to better track traffic to their site.

“Augusoft Customer Service has been great to work with as we get acknowledgement right away when they have received a request from us, and we usually have our issue resolved within a day or two. If it’s an enhancement I have requested, they keep me up to date on how it is going,” added Mike.

Making Data Driven Decisions

In addition to Lumens, CECT uses LERN (Learning Resources Network) best practices to run their business. This includes creating yearly performance plans, creating budgets and reviewing programs that need to be cut or enhanced based on feedback from students and other trends. CECT utilizes the reports in Lumens to pull the data required to use with the LERN formulas and determine its “stars” and “dog” courses. This has helped CECT enhance its programs with high enrollments or wait lists. CECT reviews this list quarterly. CECT also has the ability to add a course immediately if registration notifies them of an increase in enrollment for a particular program.

“You need data and facts to make concrete decisions for your department. We have had to make some tough decisions based on the data, such as eliminating our nursing program due to increased competition,” said Mike. “However, that has allowed us to focus our programming on areas that are growing and more successful.”