



Expanding Open Enrollment, Online Class and Corporate Education offerings

Customer: Lord Fairfax Community College, Workforce Solutions
Location: Middletown, VA, United States
Website: lordfairfax.augusoft.net
Students Serviced: 6,212
Companies Serviced: 961
Product: Lumens CT
Services: Google Analytics®, Online Class Integration, Lumens API

“One of our favorite features has been the intuitive interface that allows our coordinators to access much of the information they need without having to request the operations team to do so.”

Bill Pence, Coordinator of Business and Industry Training
Lord Fairfax Community College

Located in Middletown, Virginia, Lord Fairfax Community College (LFCC) Workforce Solutions provides training to a diverse audience that is ever-changing and evolving. The Commonwealth of Virginia bolstered its workforce through immigration, attracting college-educated people through their global network. As this concept increased across the nation, so did the competition. To stay agile, Virginia colleges are now working to meet the Chancellor’s goal of *Achieve 2015*, a six-year strategic plan for Virginia’s community colleges. Lord Fairfax adopted Augusoft Lumens in late 2009 in an effort to replace their existing registration software and reach these goals.

Business Needs

The staff at Workforce Solutions recognized the need to expand their open enrollment offerings and increase online course offerings while continuing to deliver high-quality contract and customized training. However, they were faced with too many shortcomings in the former software system that was growing obsolete with no plans for an upgrade. “The system worked better than many, but was limited in terms of features and functionality,” says Bill Pence, Coordinator of Business and Industry Training.

The former system was not keeping up with the dynamic growth and course offerings of the program. The registration process was very cumbersome and customers would struggle to register online. “If a student cannot find what they need in less than 30 seconds, there is a good chance you are going to lose them,” says Jeanian Clark, Vice President of Workforce Solutions and Continuing Education.

Following a year of the staff collectively researching alternative solutions, working with Learning Resources Network (LERN) consultants, and gaining the necessary approvals, the department implemented Lumens Contract Training (CT) and agreed to be a pilot program for the state colleges facing similar challenges.

Solution

The department values the first impression a customer has with a program. It is important for Workforce Solutions to offer their product and services in a more

professional manner to students and businesses in their community. Navigation and usability of the website are key priorities. Lumens CT offers users the ability to manage an open enrollment, online class and corporate education program all in one system.

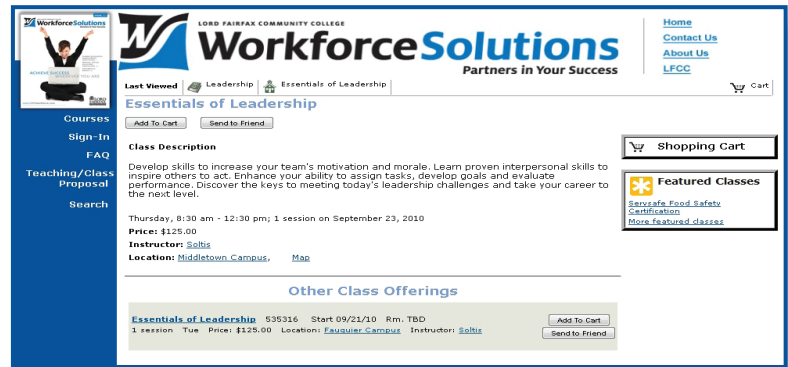
In late summer of 2009, LFCC Workforce Solutions adopted Lumens as a complementary solution to their campus wide ERP solution PeopleSoft®, and by December, they were ready to launch their site. The implementation forced them to make decisions about their business processes. “Our implementation manager was available to answer questions throughout, as were the other product specialists,” says Pence. The department noticed the benefits of Lumens within the first weeks.

Benefits

Staff at LFCC are now able to expand their program and offer customers more course offerings to make a measureable impact in the community. One of their goals was to increase search engine optimization. With Lumens, they exceeded their goals, increasing their site’s search ranking by 50 percent.

The Workforce Solution’s online class offerings have experienced the most dramatic increase. With the top two online class providers integrated into Lumens, LFCC saw a substantial increase in their ed2go® and Gatlin Education Services® online class registrations and revenue. This is attributed to the direct seamless integration of online classes into the site, with the rest of the open enrollment offerings. A student no longer drops off the site when registering for an online class, but is now able to put the course in their shopping cart and continue browsing or checkout.

The Workforce Solutions staff and various LFCC departments have also benefited from the adoption of Lumens, “Our staff has commented about the ease of accessing student and class information. Having this information readily available reduces the turnaround time



Courtesy of Lord Fairfax Community College, Workforce Solutions

for information requests,” says Pence. He adds several departments have benefited from the new site; “We have received positive feedback from our business office in terms of expediting the payments and postings.”

Looking Forward

“A key benefit of being an Augusoft customer is constant enhancements to products and services which address the growth and changes in the lifelong learning industry,” says Pence. While LFCC staff is pleased with the flexible abilities of the Lumens reporting engine, the program is required to pair information with data in the campus-wide PeopleSoft® solution in order to produce state reports. LFCC IT and Workforce Solutions are currently partnering with Augusoft to utilize the recently developed Lumens API to increase automation of data between the two platforms. The work being explored on the API could benefit any college in the commonwealth state that would adopt Lumens.

Staff recently used the Lumens catalog extract to create a gallery pour to expedite and automate course catalog production. Prior to Lumens, the department use to enter data for each course by hand. The staff is realizing great time-savings as a result of the catalog extract feature in Lumens.

LFCC Workforce Solutions looks forward to using the Lumens certificate feature and will participate in the Product Advisory Board for the report revision release that will enhance the already robust capabilities of Lumens.