

## How Online Education Effects the Bottom Line

### Augusoft®

Augusoft® develops and maintains Lumens® - the first cloud-based (SaaS) enrollment management system designed for the continuing education industry.

“World Education resolves any questions or issues within a day and often within a few hours.”

Kimberly Cale  
Director of Continuing Education  
Pierpont Community and Technical College



Learning institutions across the nation are learning to leverage online classes with their traditional offerings. Recent studies, published by Learning House® have charted use of online classes in Higher Education programs over the past three years and have noted an increase in use and revenue-enhancing benefits. It's no surprise that online classes are becoming increasingly popular as many people seek out continuing education while balancing work, family and quirky schedules.

Augusoft, Inc.® started partnering with an online class provider in its infancy and has since worked to improve the efficiency of the integration making it easier for customers to offer more seamlessly-integrated class offerings and increased the amount of vendors a customer can choose. One of the schools to benefit was Pierpont Community & Technical College in Fairmont, West Virginia.

Pierpont Continuing Education Department services about 1200 students a year. Of those, 65% are repeat customers, with the repeat rate of online class students at 2.21, compared to 1.47 for in-person classes. Pierpont's program has a large focus on the teaching community, for which their Online Class Provider (OCP) of choice, World Education® has helped refine their offerings.

Another contributor is the classes registered for by the unemployed population. The state's Sector Partnership Grant helps cover class fees for those who enroll and attend classes. It helps students who are seeking career improvement skills to prepare them for new opportunities and the modern job market. Pierpont markets their classes on their Lumens website. They also send monthly postcards to that highlight different industry interests. Email campaigns are blasted to the general public, along with targeted emails to local unemployment offices.

The program has seen great benefits from activating online classes in Lumens and the online class provider, World Education. Pierpont added World Education classes in January of 2016. While dabbling in other vendor offerings available from Augusoft, World Education's catalog is most fitting for their market. Kimberly Cale, Pierpont Director of Continuing Education noted that World Education's customer service played a factor in their praise, stating "World Education resolves any questions or issues within



a day and often within a few hours.”

Offering online class options in conjunction with in-person or hybrid classes can bolster an institution’s bottom line. Pierpont’s Continuing Education Department’s revenue from online classes has accounted for 44% of its total revenue in fiscal year 2016. What’s more, Pierpont is seeing a cancellation rate of more than double for in-person or hybrid classes as compared to their online classes. Online classes give students the option to learn at their own pace and fit education into their own schedule.

For Pierpont, online class offerings are almost the same cost on average as in-person classes, but offering students online options advocate that they won’t simply drop a class due to a schedule conflict.

To date, less than half of Lumens customers are taking advantage of the online course providers offered in Lumens. Kimberly Cale admits she can identify with this, stating they

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were initially skeptical.

The program had chosen to independently create online classes without any help. It proved risky. They quickly realized they were making an investment with no guarantee that they would recoup the costs.

In Pierpont’s program, 74% of overall registrations are self-registered and 83% of online classes are self-registered. “It just makes sense financially as you don’t have the cost of equipment books, materials, instructor, and then the risk of a class not running. You don’t pay, unless the student buys. No wasted effort” said Cale. Cale also added that it is easy to maintain in Lumens. She does a quarterly import, reviews updates and it is ready to go.

Using Lumens also helps the Continuing Education Department offer help to other departments at Pierpont. This is another benefit that has given them a chance to make a small amount of incremental revenue. Some departments at her school don’t have the ability to take online registrations. Being able to process other department’s class registrations also allows the department to assess a small handling fee. Coupling a registration system such as Lumens with integrated online classes not only saves time, but adds to the bottom line.



World Education is an online class provider that offers high quality education and training to help students achieve career success and professional enrichment. They focus on creating a positive learning journey for students by providing superior service, comprehensive content, and expert coaching in a format that is available and affordable to all learners. World Education partnered with Augusoft in the beginning of 2014.



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