

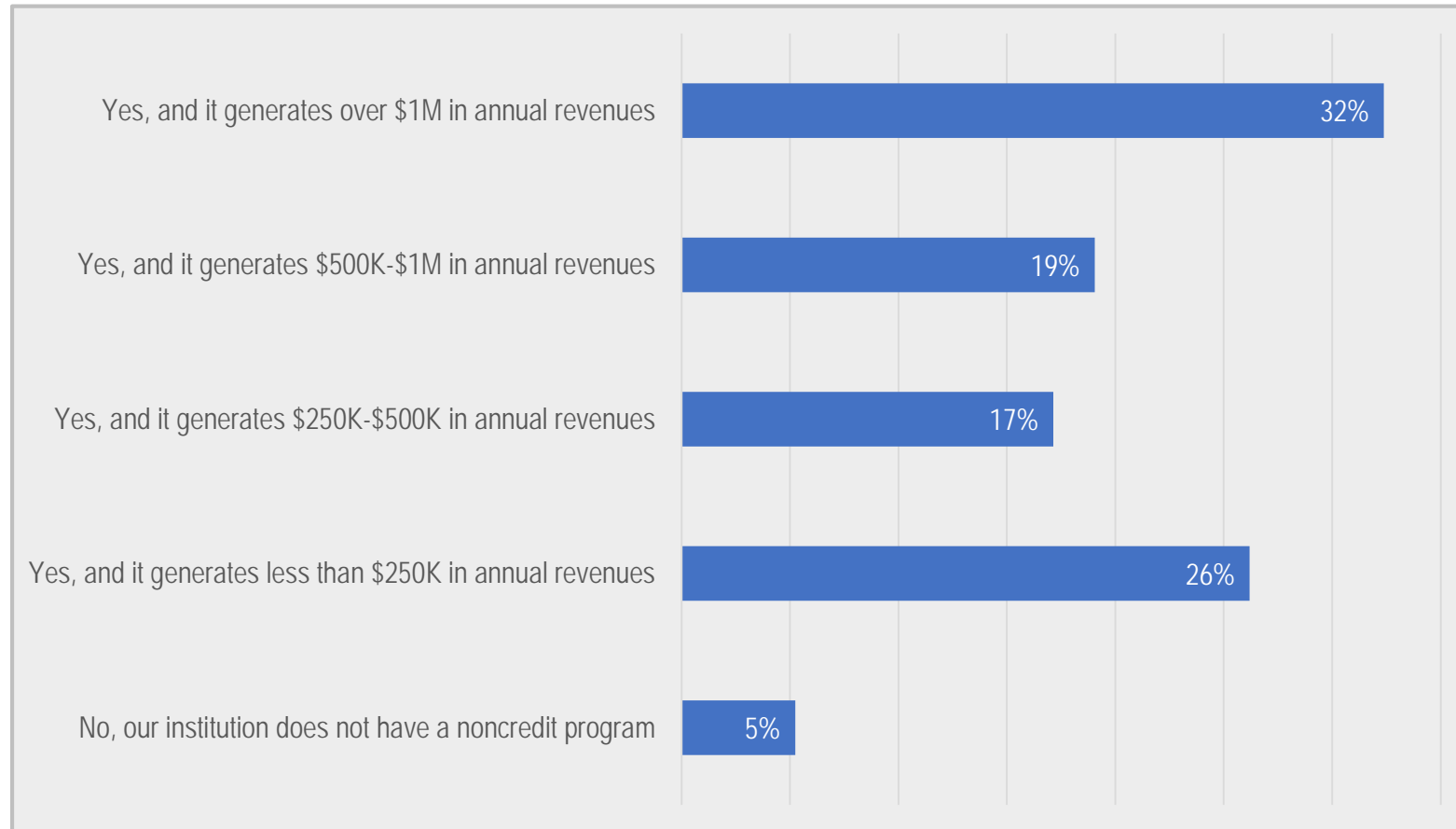


Continuing Education Study V

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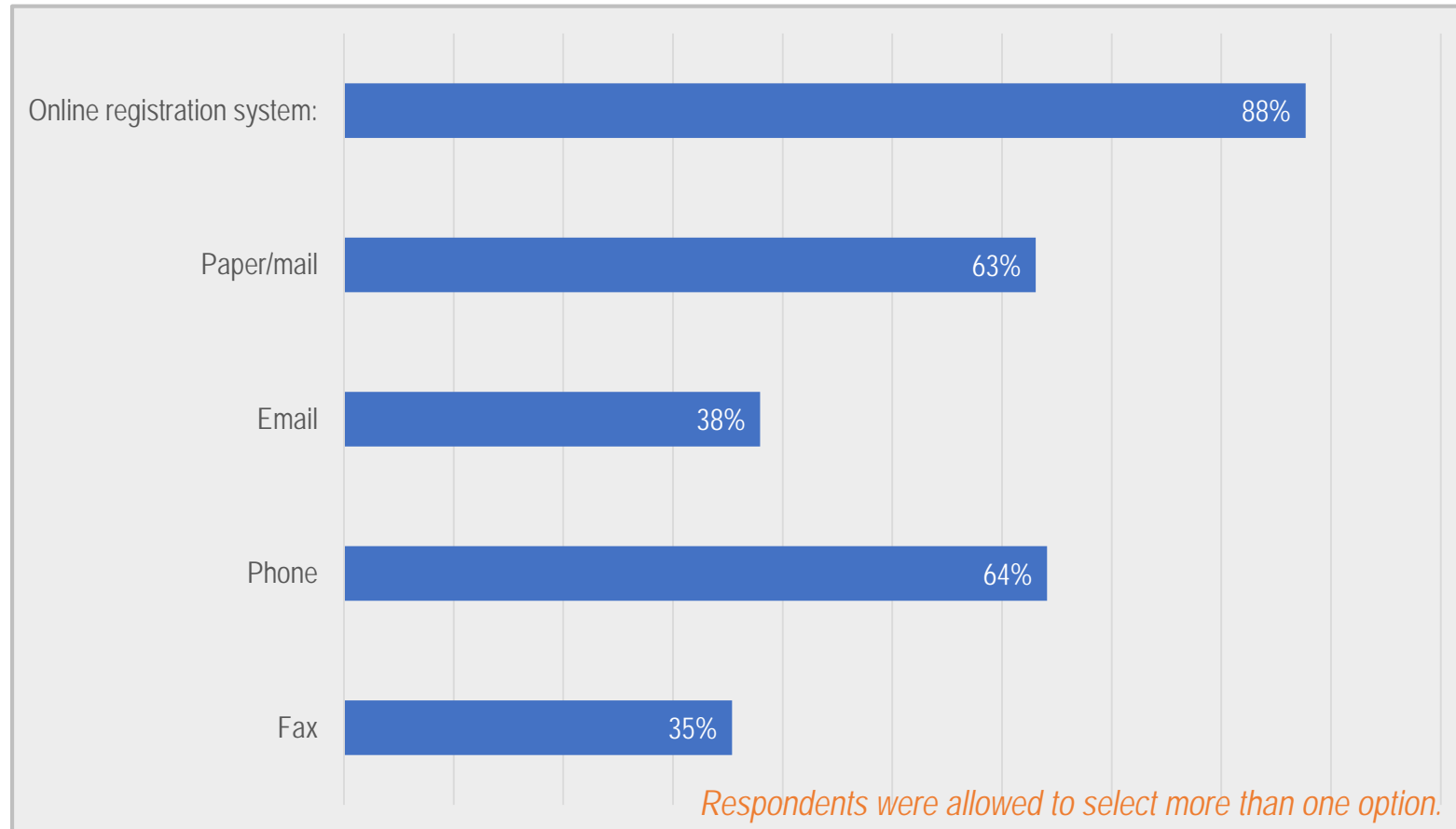
Relative Size of Program

Does your institution have a noncredit program?



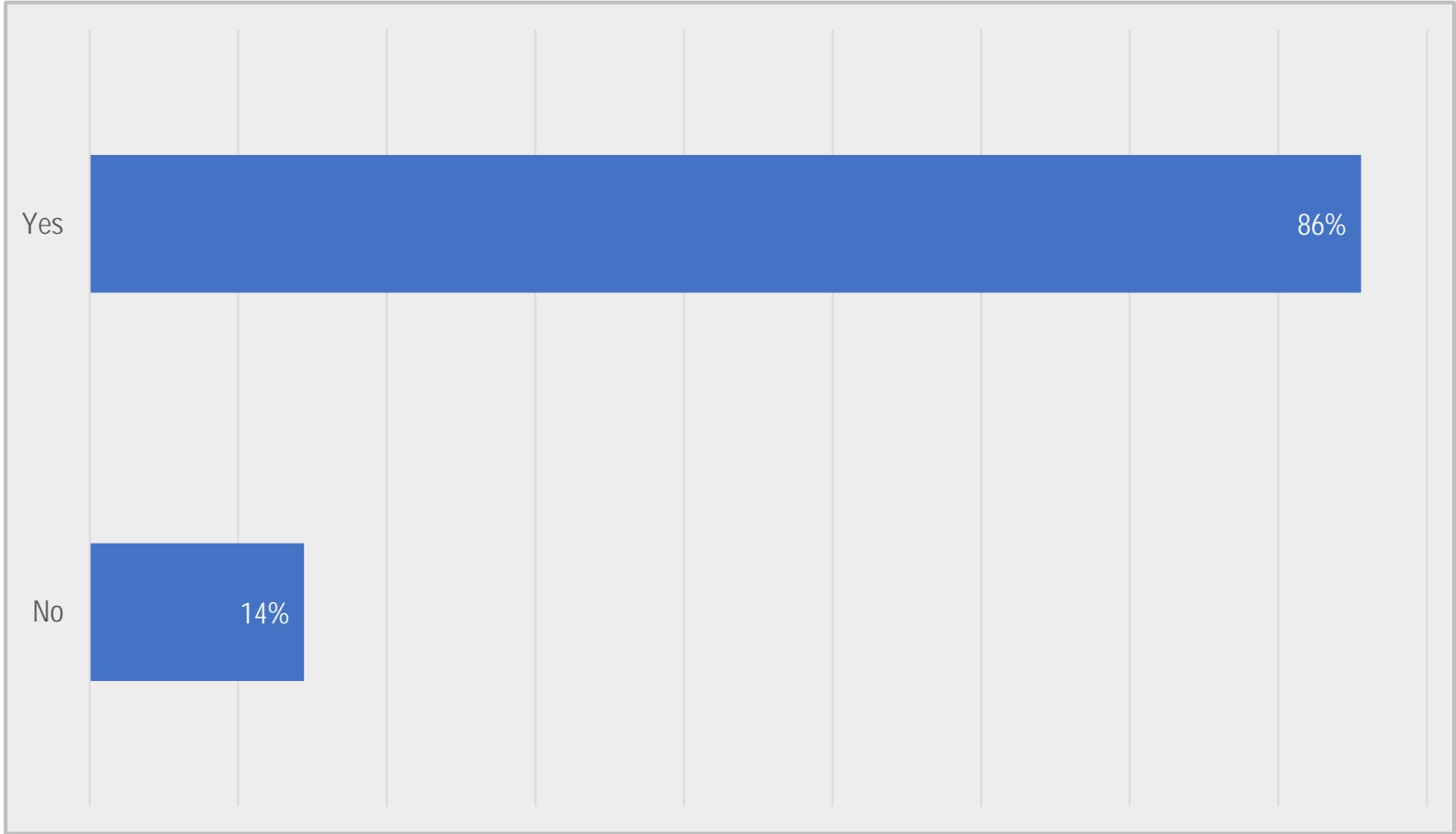
Registration Process

What is your current registration process? Select all that apply.



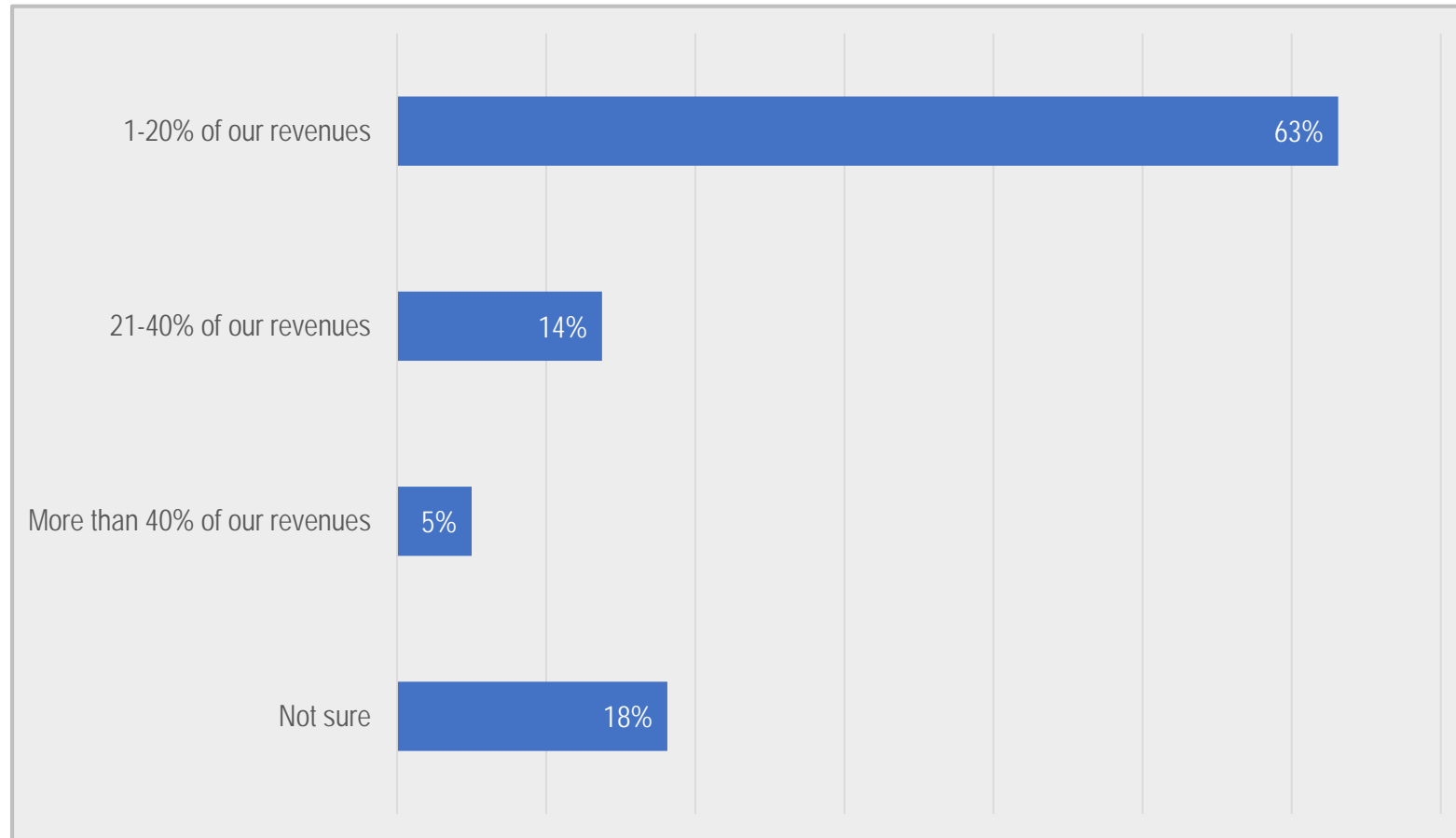
Summer Youth Programs

Do you offer summer youth programs?



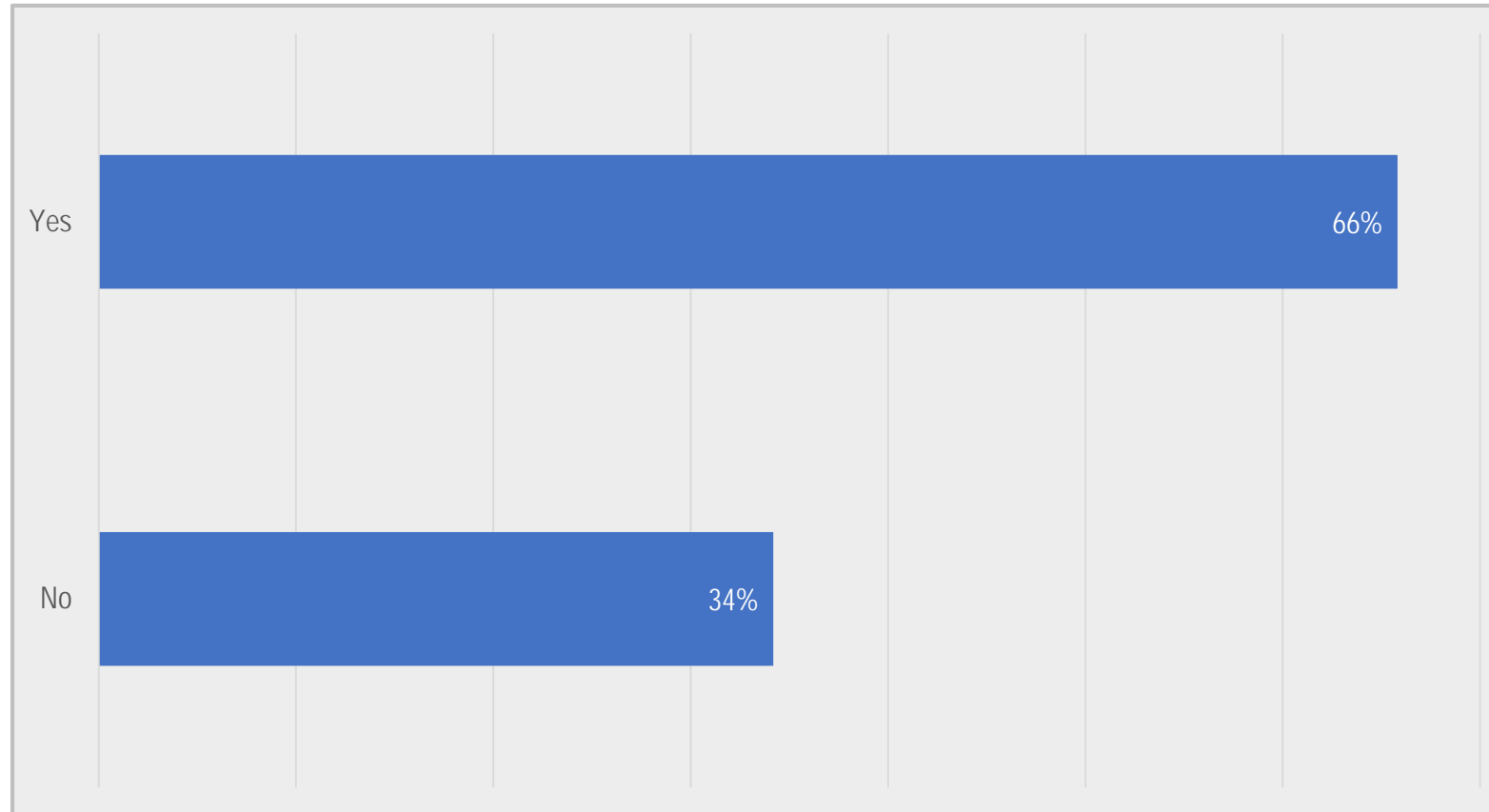
Summer Youth Programs

What percent of your revenue comes from your summer youth programs?



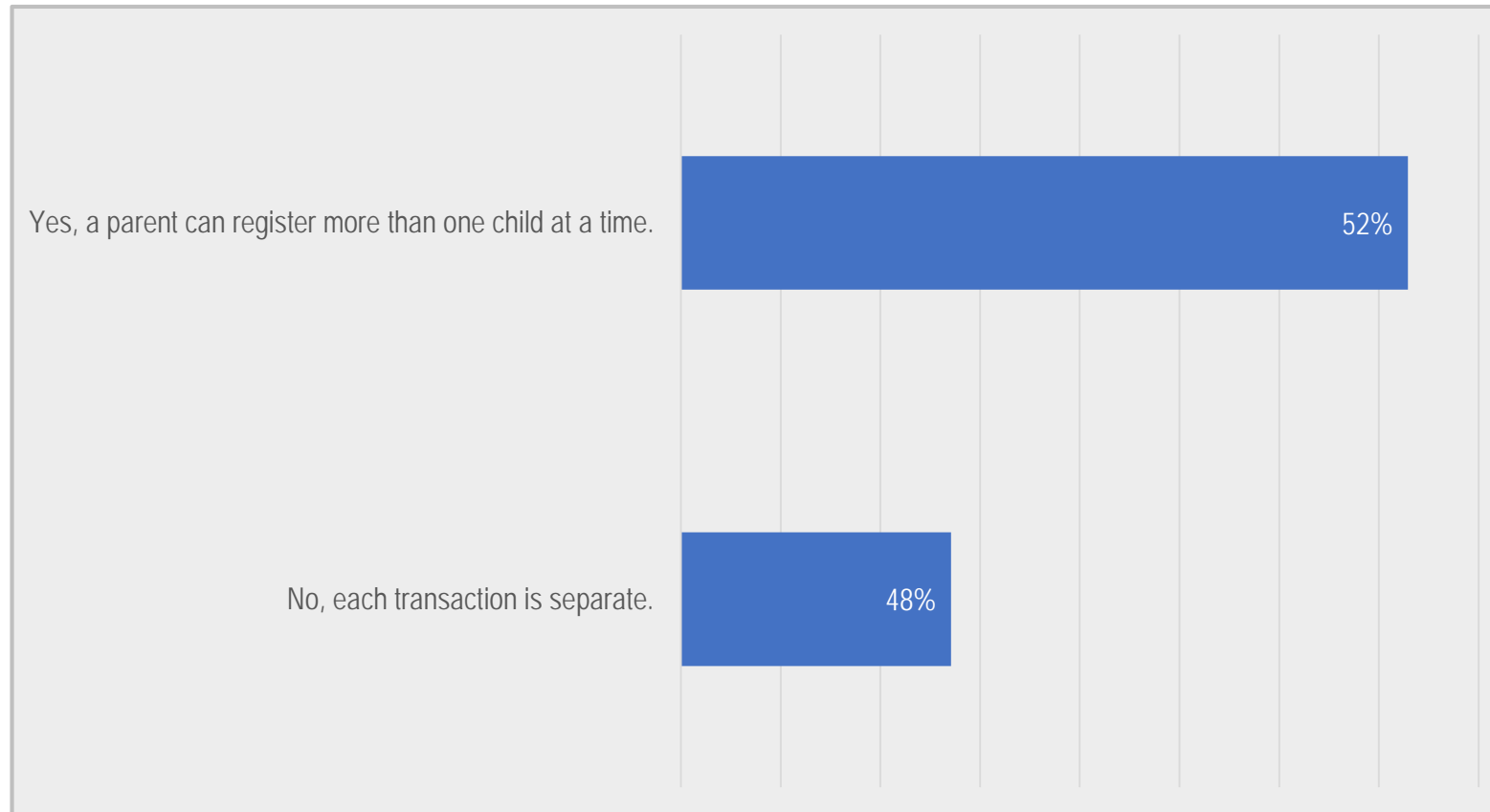
Household Profiles

Can you create household profiles and keep track of student demographics and emergency contact information as a household in your present process?



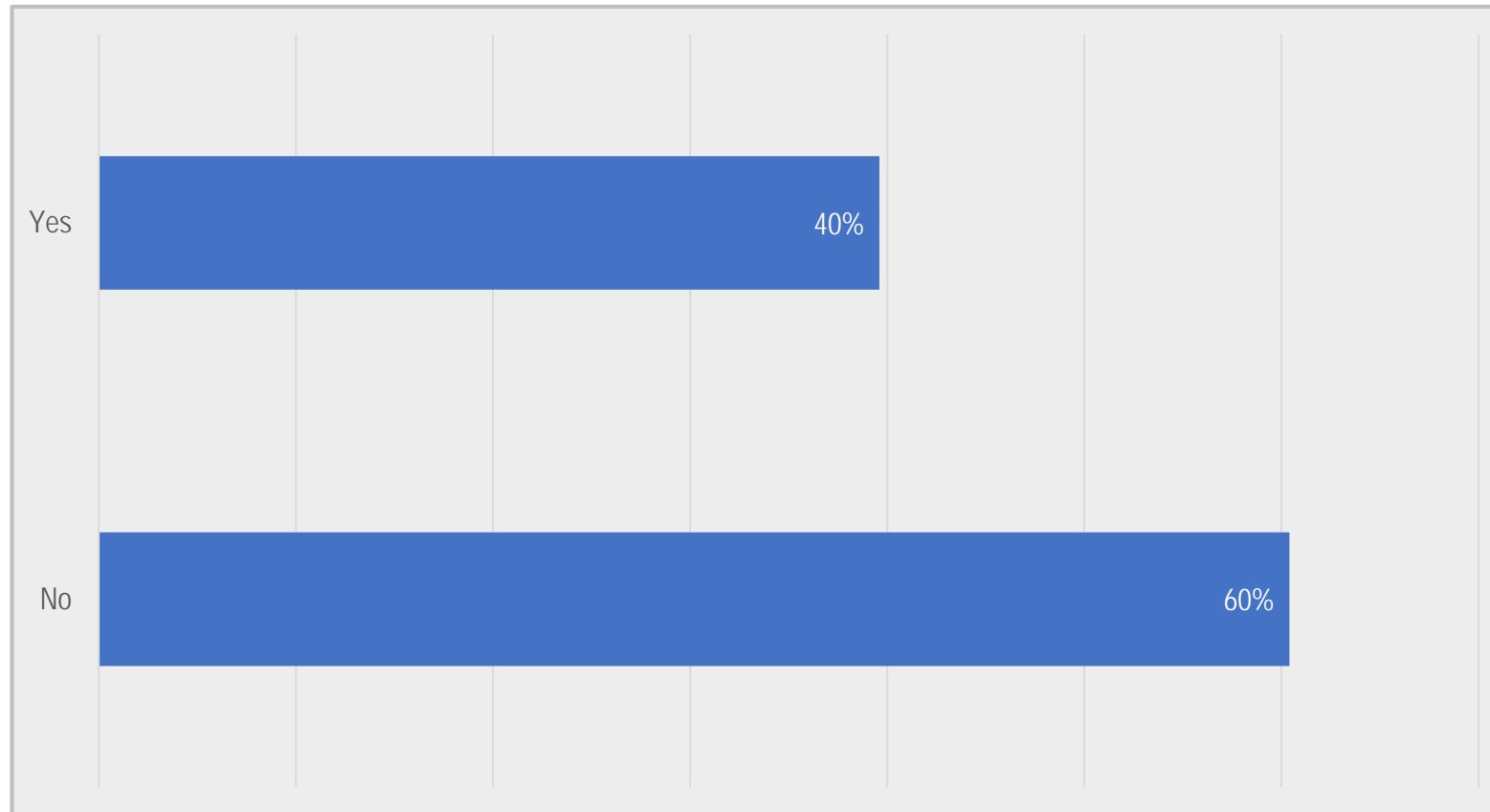
Summer Youth Programs

Can a parent register more than one child at a time in your summer youth programs or is each transaction separate?



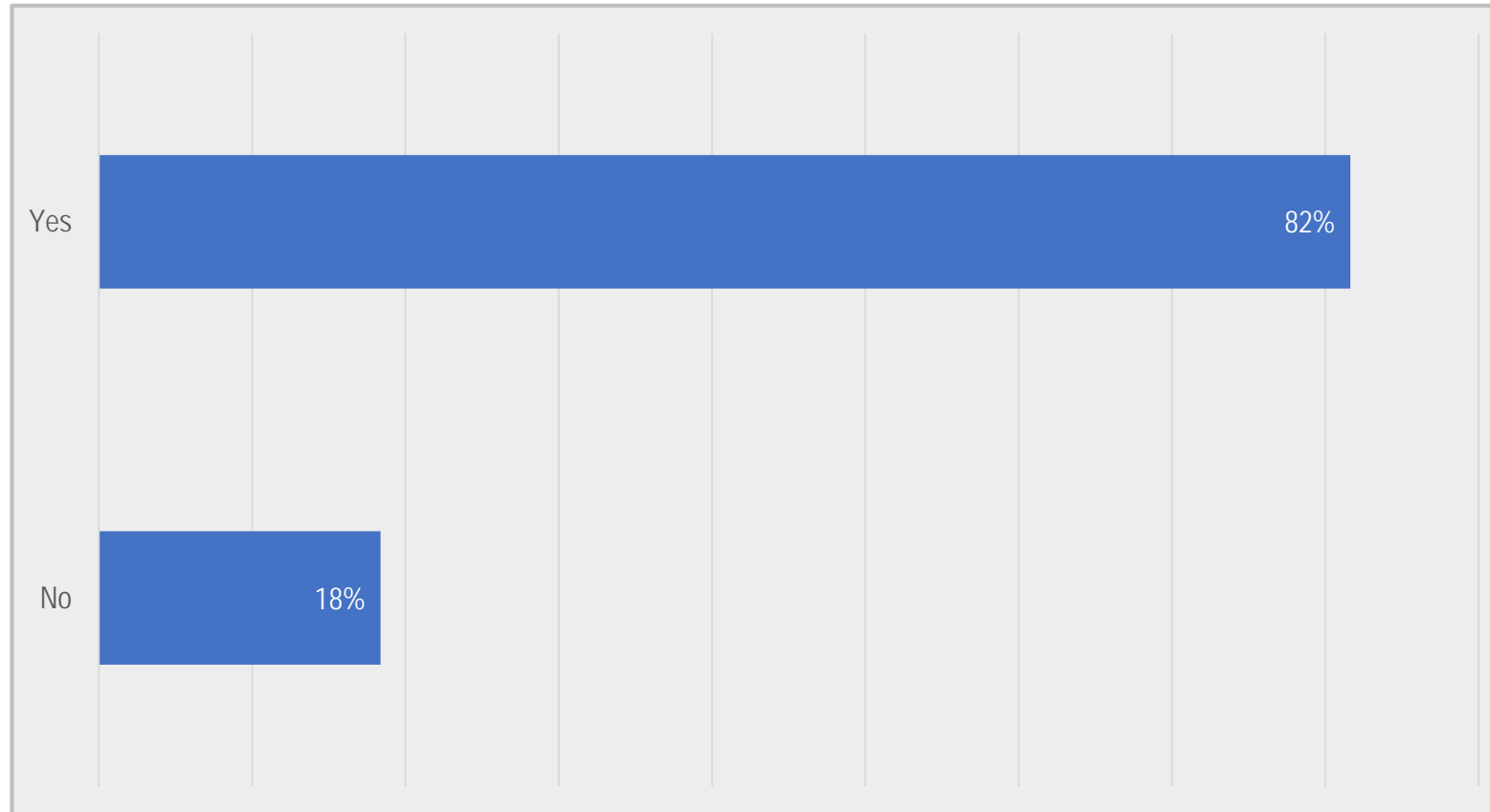
Summer Youth Programs

Can a parent sign up for a class and in the same transaction register their children for summer youth programs?



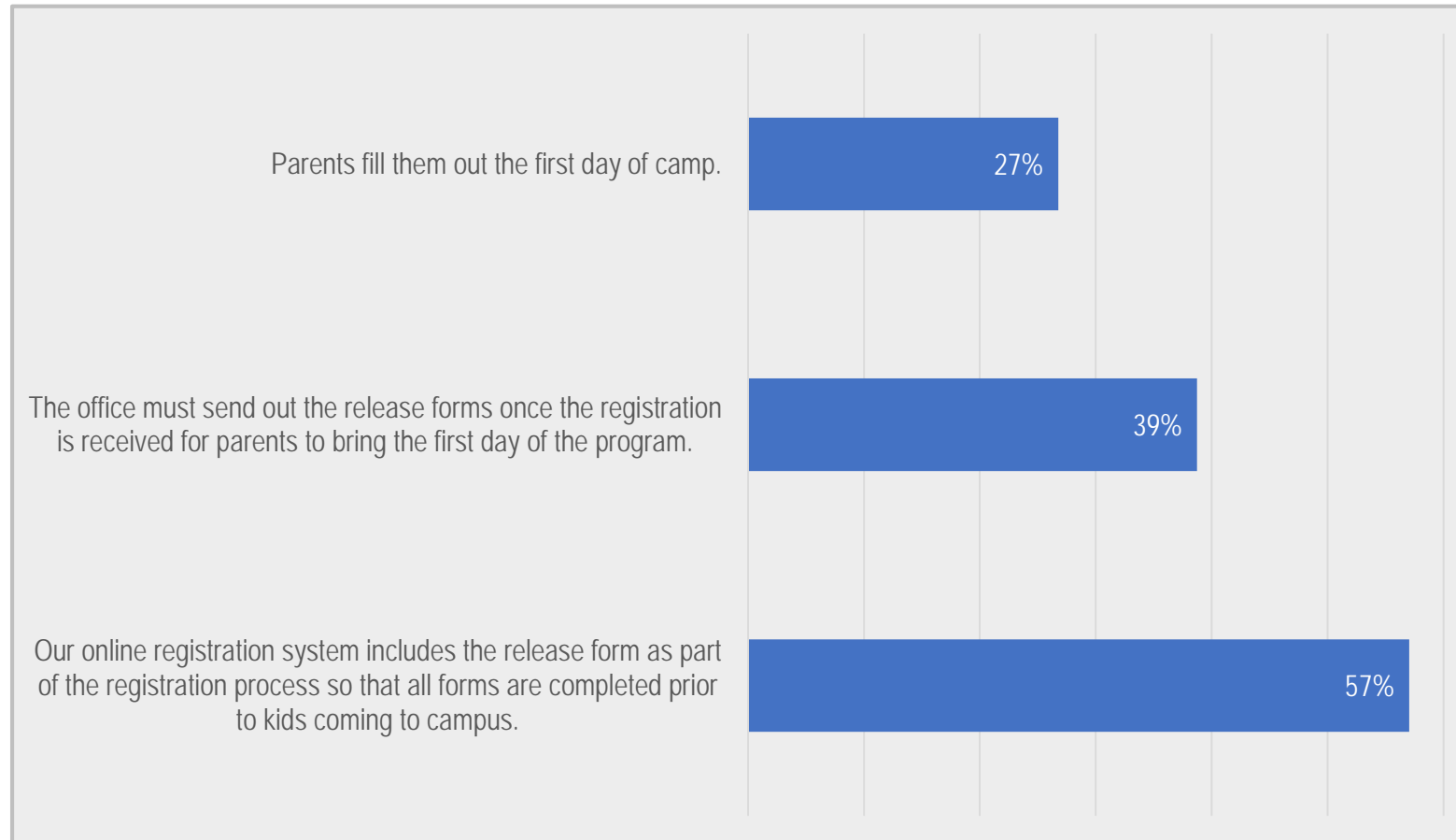
Supplemental Forms

Do you have supplemental forms that gather additional information about the student (youth or adult)?



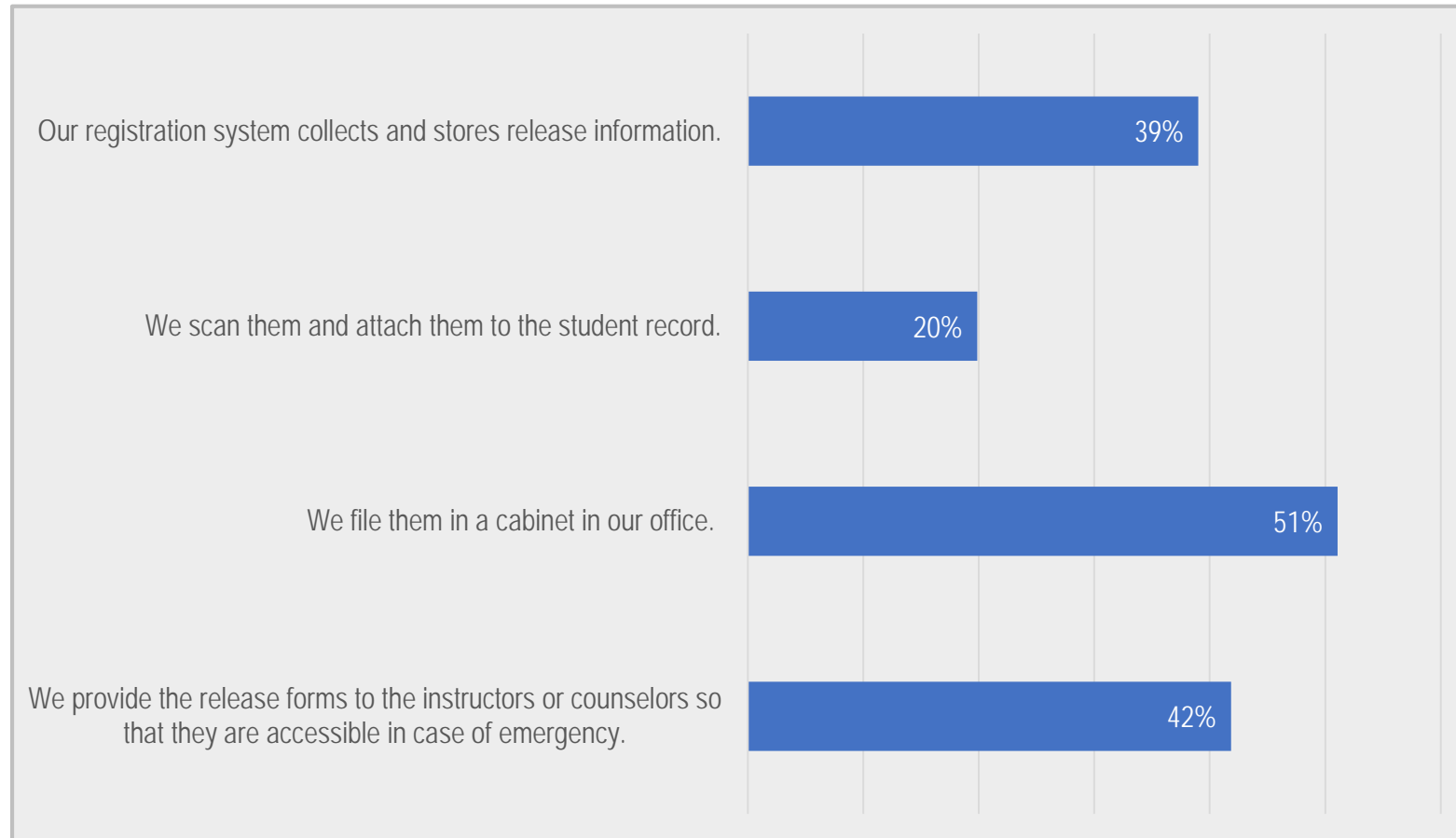
Release Forms

What is your process for release forms?



Release Forms

Where are the release forms stored?



Summer Youth Programs

Provide suggestions on best tips for summer youth programs.

Work with your Foundation to write a grant for scholarships for summer camps for families with financial need. Advertise on your landing page that scholarships are available with a downloadable PDF to complete. Put this info on all flyers. Drop off flyers and scholarship apps to youth serving agencies, i.e. Boys & Girls Clubs. 25% of our registration are scholarships. We do ask families what they can pay. Even if it's just \$10, they have skin in the game and are more apt to show up.

We have tied ours to academic programs and offer students access and info to faculty, financial aid, admissions, etc.

We've done Middle School summer STEM camps, led by science teachers.

We enroll 6000 elementary and high school students annually in our Summer Learning program. We will be using Lumens for the first time this spring for online registration. We may be using the household profiles for families with elementary children to register. We may have high school students create a regular profile.

Using vendor provided camps has been a tremendous move for us. This year we plan to outsource our summer camp hosts, a position we created three years ago to be the constant adult contact for the campers and parents.

Think from the parent's point of view at every step. I have select parents that I "focus group" for all forms and most of our programming decisions. Much of what we do is to instill confidence in parents--from our print materials to the way we interact with parents on the phone or in person.

-Document and process: take pictures and document kids doing amazing things and have the rule that a camp or class is not complete until media is processed and published (when applicable). Have media published within 24 hours and make it feed back into your registration/programming promotion.

-Prime the summer pump: run a spring camp of some sort or some type of activity in the spring, around spring break is a good time. Price at cost or even as a loss if necessary. The goal is to bring in new families. These will most likely come back for summer.

-Have a cooking or baking class: at least here these are super popular for both genders and all ages.

-Get online: We moved to Lumens this year and it's a totally different (in a good way) experience heading into this summer.

The survey was very informative. I did not know until attending the Augusoft Summit that emergency contact information could be a part of the household. Also, we created the class to include the release information. Some parents may not actually read it clearly. I think we can do better with this with the information we have learned from Augusoft. Thank you.

Price accordingly within your market. Do not be shy about charging more than the competitors as we have the advantage of holding classes on a college campus.

Summer Youth Programs

Provide suggestions on best tips for summer youth programs. *(continued from previous slide)*

Submit instructors, staff and volunteers on sex offender registry to check – liability.

-Establish a child protection policy if your institution does not already have one - again, liability and assurance that institution is doing all it can to ensure safety of child.

-Ensure that youth are not alone one-on-one with an adult

Provide lunch as part of camp.

Offer full and half day options (morning and afternoon).

Hands-on and outdoor activities! Youth don't want lectures, especially in the summer!

Partner with other community resources to make the program truly engaging (museums, camps, natural sciences, etc.) - it also exposes kids to community resources they (and their parents) may not otherwise engage or know about.

Start recruiting early. Planning should begin at least 9 months prior. Offer an Early Bird discount.

Have easy access information for students and parents.

Make good connections with schools in particular. Homeschool networks are often forgotten about, but they are hungry for STEM instruction in particular and they are highly organized and interconnected population.

Offer alumni discount codes.

Consider doing some "School Year Saturday Camps". These can often pay for supplies and will grow your network of contacts.

Know that teachers can't always commit to their schedule in December (when we start our summer program) and July.

Email parents a few days before class starts to remind them of location, etc.

Summer Youth Programs

Provide suggestions on best tips for summer youth programs. *(continued from previous slide)*

Include a printed calendar which provides a quick glance at when classes are offered.

Always include age ranges on course titles.

Play to your institution's strengths. Highlight the things that you already have at the college, recreation center etc.

Have minors on campus policy printed clearly on website and in the registration process.

Emergency contact info is a must as well as who can pick up forms.

Educational Enrichment blended with camp like:

- Spirit Days, Food Drive with Wacky Stunts, Camp Cheer, and Central locations (snack)
- Growing campers into volunteers, into staff, into instructors.
- Outreach to parent organizations
- Mobile friendly registration

Add-ons, such as early drop-off and late pick-up are a plus, especially for working parents.

Differentiate the offerings from competitors. Park districts are best suited for certain kinds of programming while educational institutions are more skilled at other types.

Collect more information about each child than you think you'll need (medical, social, academic, emergency contact, etc.). Provide discounts to encourage multiple enrollments. Mix learning with hands-on fun!

Class offerings for both gifted and traditional students.

Besides the regular enrollment information that we collect, it is mandatory that all staff who interact with the participants complete a mandatory background check, and also complete several training modules on supervising/leading the participants.

Apply for grant funding to help parents afford Ed opportunities for their kids.

Next Steps

- For more information on taking your program to the next step, please read the white paper [Augusoft.net/EnhancingValue](https://www.augusoft.net/EnhancingValue)
- To request more information about Augusoft Lumens, our industry-leading Continuing Education Management solution, please visit: [Augusoft.net/Contact](https://www.augusoft.net/Contact)