

CE Program Increases Revenue and Improves Processes

Augusoft®

Customer: Columbus State University
Division of Continuing Education

Location: Columbus, GA

Website: continuinged.columbusstate.edu

Students Serviced: 8,300

Product: Lumens PRO

Services: Google Analytics, Online Class Integration

“We like the fact that all of the standard reports can be customized in Lumens. This is important because there are times when you may want to see one part of the data in one setting and another part in another setting, and it’s nice to be able to then run and compare them.”

Susan Wirt, Executive Director of Continuing Education
Columbus State University

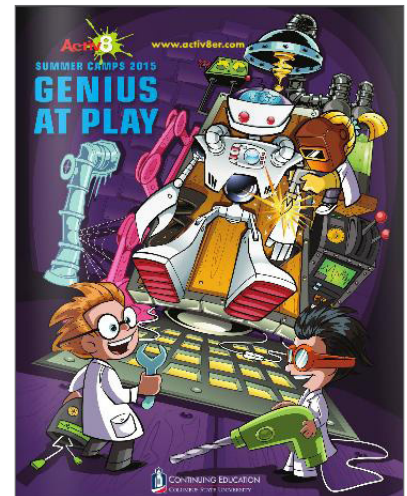
For more information about other Augusoft customer successes, please visit: augusoft.net/success

For more than 40 years, the Continuing Education division of Columbus State University (CSU) has provided regional resources for development and enrichment opportunities for students, businesses and community partners in the Columbus, Georgia area. Located roughly 100 miles south of Atlanta on the border of Alabama, the historic mill town of Columbus is also home to the United States Army installation of Fort Benning and hosts the corporate headquarters to Aflac, TSYS and other regional banking and health care businesses.

CSU's Continuing Education Structure

CSU Continuing Education is responsible for providing professional development and personal enrichment course offerings. The division also runs a large summer camp, Activ8, which enrolls hundreds of students, ages 4-teen; an English Language Institute, which caters to international students; the Columbus State University Dance Conservatory; Empowered youth of Columbus, a community program for underprivileged youth; as well as facility rentals, which include the historic Rankin Gardens & Atrium, a weddings venue in downtown Columbus.

“We brand ourselves in a way which encompasses all of the resources we offer,” said Susan Wirt, Executive Director of Continuing Education at Columbus State University.



Youth Program Catalog - Active8

CSU Continuing Education has eight full-time staff members, which oversee the programming, operations and marketing responsibilities for Continuing Education. In addition, several part-time program coordinators oversee specific programs. A local school teacher runs the Activ8 summer camp program, while a professional photographer oversees the digital photography certificate program.

"It's never just one thing that contributes to the success of an organization. We have had outstanding programming and exceptional marketing, as well as high customer service standards which have contributed to our success," said Wirt.

Implementing LERN® Best Practices

CSU Continuing Education has worked closely with LERN (Learning Resources Network) over the past several years to implement the best practices and benchmarks LERN has established for the continuing education industry.

"LERN has taught us the importance of data analysis for not only profitability but also for class performance, cancellation rates, promotion to registration ratio to name a few," Wirt states. "Lumens makes it easy to aggregate and analyze this information."

Online Student-Self Registration

CSU Continuing Education has been using Augusoft Lumens enrollment management software since 2007.

Lumens makes it easy for CSU Continuing Education's students to register themselves and access their own transcripts. CSU has also benefited from the automatic email communication Lumens provides. Once a student registers, they get an automatic email confirmation for their class along with an email reminder that class is coming up. Students are able to put themselves on a waiting list if classes are full, and will receive a notice if a spot opens for them to register. "It's the kind of thing that we don't have to worry about at all. The software takes care of it," said Wirt. CE staff are able to log attendance and enter the CEUs that they are required to report

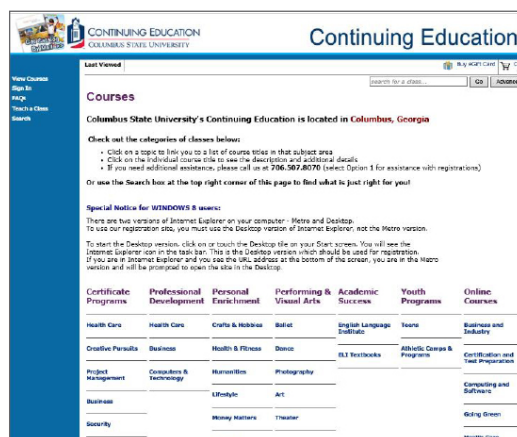
to the state. "There are virtually unlimited reports that can be run. We like the fact that all of the standard reports can be customized in Lumens," said Wirt.

Another benefit CSU receives with Lumens is the ability to work closely with Augusoft's customer service team. "They are constantly gathering information from us, making upgrades to the system, improving the system, and providing on-going training through webinars and the annual user summit. There's an excellent process for asking questions and resolving issues in a timely manner," said Wirt.

Increasing Registrations and Revenue

In 2014, CSU Continuing Education offered close to 1,000 classes that resulted in nearly 8,300 registrations. One of the drivers of registrations is the offering and packaging of classes into professional development certificates. CSU Continuing Education has seen an increase in the value of those courses.

CSU Continuing Education also partners with a number of great organizations such as UGotClass and ProTrain to provide online course offerings to their students. Through these third-party partners, CSU is able to offer content that otherwise they may not have the staff locally to do so. "The seamless integration in Lumens with these online partners has been wonderful," added Wirt. "We're able to download information straight into our Lumens site. We're also able to offer e-gift cards with Lumens which is something that we were not able to do before."



Home Page and Course Listing Page