

LEE COUNTY LIFELONG LEARNING CLASSES



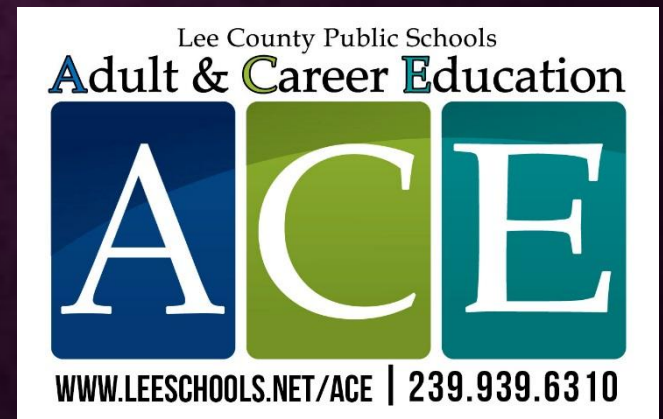
PROGRAM OVERVIEW

- Classes offered
- Locations
- Number of students



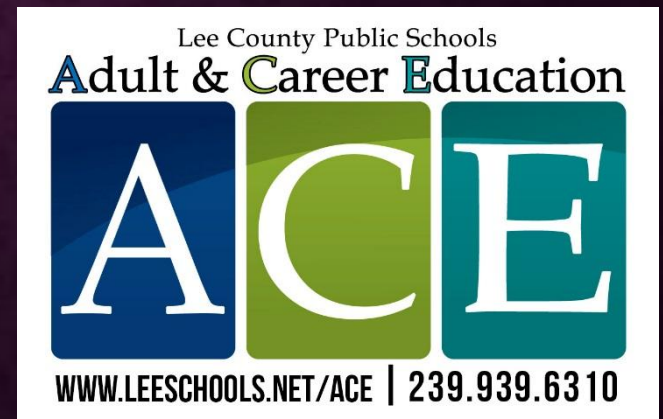
FINANCIALS

- Cost to student (\$4 per hour plus fees)
- Minimum number of students required for class
- Our school district does not charge us for overhead (room rental, HR support, utilities)



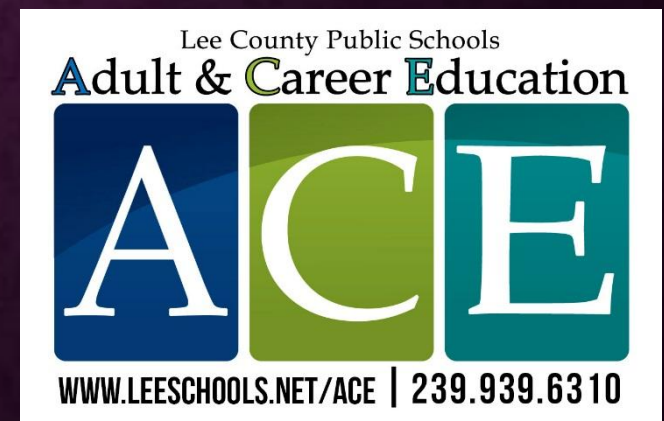
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- Cost to student (\$4 per hour plus fees)
- Minimum number of students required for class
- Our school district does not charge us for overhead (room rental, HR support, utilities)



OPERATIONS

- We offer our Lifelong learning classes at our adult education locations
 - This saves us cost (no need for extra support staff)
 - Established program locations



OPERATIONS

Eventbrite

- Class registration
- Student payment
- Student communication
- Eventbrite mails a check to us after the class has completed



Adult & Career Education



JUN
04

Tai Chi

by Lee County Public Education Center
- East Entrance

\$66



TICKETS

DESCRIPTION

What is Tai Chi? It is a gentle exercise that has proven to be an effective means of alleviating stress and anxiety. It is considered to be a form of 'meditation in motion' which promotes breathing, balance and serenity. This gentle series of flowing motion will help strengthen your core and help prevent falls. Our incredible instructor can help you even if you are in a chair. Join this class for greater balance, easier mobility and peace of mind! Spaces limited!

THIS CLASS MEETS TWICE A WEEK!!!

- Class meets on these days: June 4, 6, 11, 13, 18, 20, 25, 27; July 2, 9, 11, 16, 18, 23, 25
- Class meets at this time: 5:00pm - 6:00pm
- Class location: Lee County Public Education Center - East Entrance
- No Class on July 4th

*All Lee County Lifelong Learning classes must meet a minimum student requirement or class will be canceled

DATE AND TIME

Mon, Jun 4, 2018, 6:00 PM –
Wed, Jul 25, 2018, 7:00 PM
EDT

[Add to Calendar](#)

LOCATION

Lee County Public Education
Center - East Entrance
2855 Colonial Boulevard
EAST Entrance
Fort Myers, FL 33966
[View Map](#)

REFUND POLICY

Refunds up to 1 day before
event

MARKETING

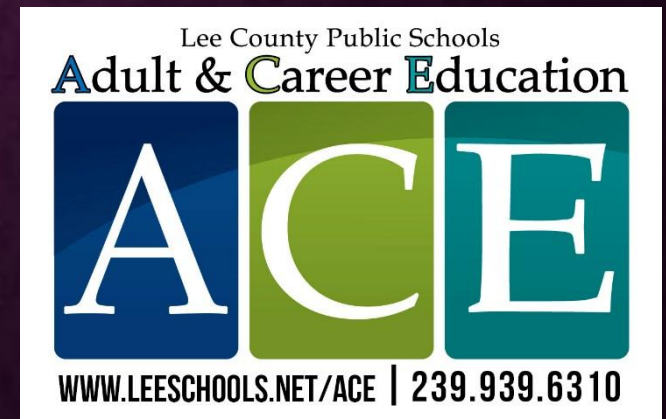
- Constant Contact
- Emails to all 13,000 School District of Lee County Students
- NPR - WGCU
- Flyers to Elementary Schools
- Eventbrite Directory Promotion



LESSONS LEARNED

Use an online registration platform.

- Saves on labor costs
- Prospective students are able to register when they are most excited for the class
- Reports
- Historical data



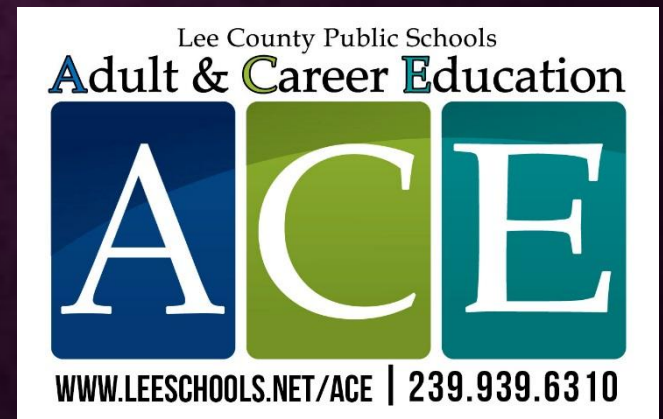
LESSONS LEARNED

- Shorter and multiple classes work better than longer more expensive classes
 - Ex. Instead of \$130+ for a 14 week class, have two 7-week classes for \$65



LESSONS LEARNED

- Popular classes: Spanish, American Sign Language, Fitness, Microsoft Excel, and Adobe Photoshop



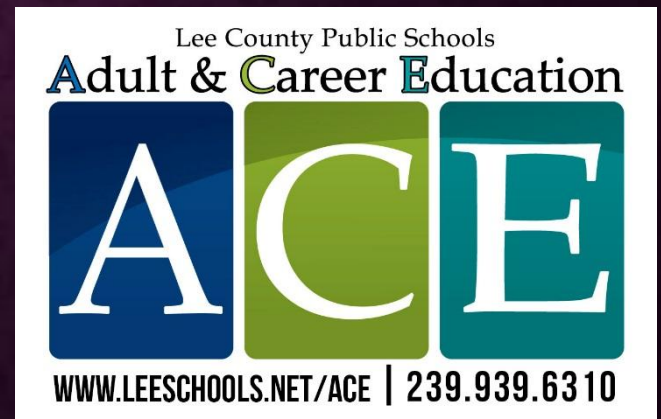
LESSONS LEARNED

- Be willing to take risks and try new classes (ex. American Sign Language in Lee County)



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LESSONS LEARNED

Clear communication is key

- Teachers - make sure they understand the class minimum requirement
- Students - include a disclosure in your class description
- Students - use automated email reminders
 - Start of class
 - Reminders of class days off



LESSONS LEARNED

Have a clear refund policy

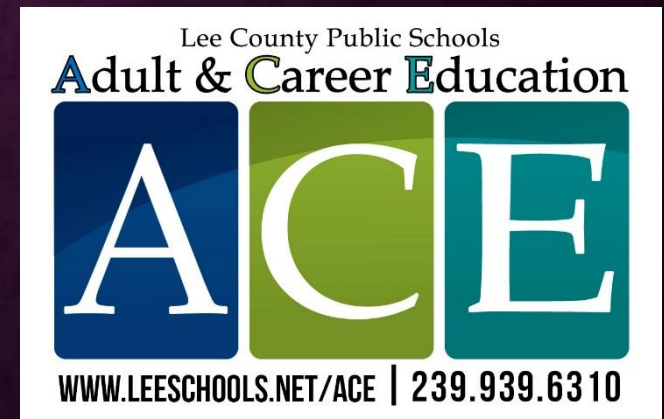
- Lee County - 1 day prior to class start
- After class starts - no refunds
- We do offer a class credit to be used for a future class



LESSONS LEARNED

When starting a new class, invest in the curriculum of the class

- Purchase TE for instructor
- Pay teacher a few hours to design class
- Create a standardized curriculum for classes at multiple sites (ex. Spanish 1A, 1B...)



LESSONS LEARNED

- Accurate course descriptions
 - Minimizes phone calls and emails to your program
 - Have a dedicated staff member who is the go to person for your program



LESSONS LEARNED

- Send out targeted emails
 - Ex. emails to all students who have taken a Tai Chi class for upcoming Tai Chi classes



LESSONS LEARNED

- If you have several classes with more than the minimum number of students, consider allowing a class to run with less than the minimum number of students



QUESTIONS

- Brian Granstra
- BrianRG@leeschools.net
- 239-939-6308

