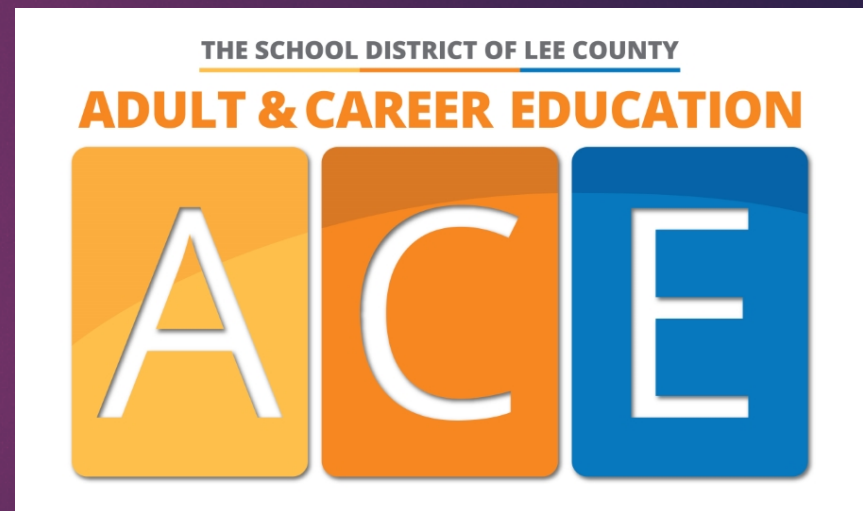


Online Student Registration

LESSONS LEARNED FROM LEE COUNTY

BRIAN GRANSTRA



Introduction

- ▶ Brian Granstra
 - ▶ Email: BrianRG@leeschools.net
 - ▶ Phone: 239-939-6308
- ▶ B.S. in Education from Central Michigan University, 2005
- ▶ M.S. in Educational Leadership from Nova Southeastern University, 2010
- ▶ Lean Six Sigma Black Belt Certification, 2019



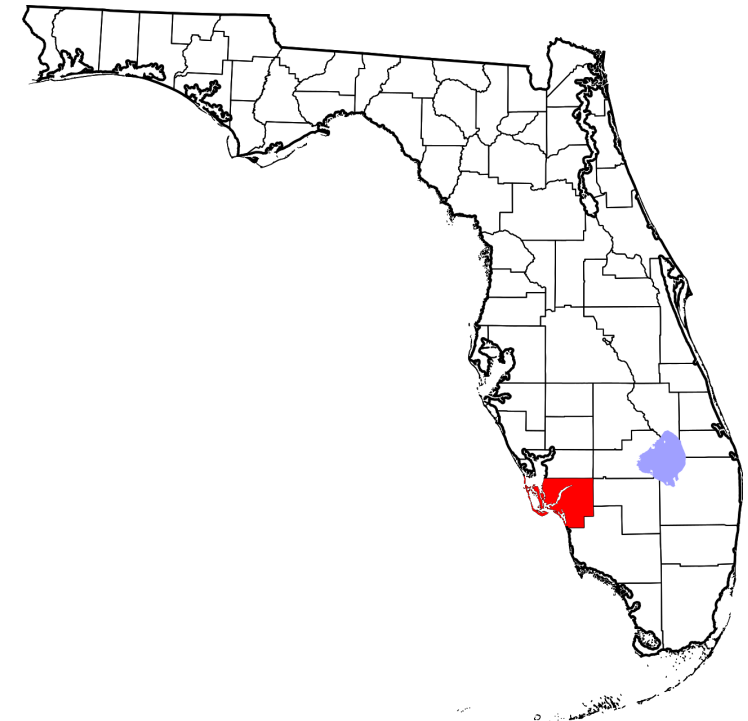
Topics

- ▶ Overview of Lee County
- ▶ Why Online Registration?
- ▶ Steps for Starting Online Registration
- ▶ Lessons Learned
- ▶ What to look for in a registration system?
- ▶ Q & A

Overview of Lee County, Florida

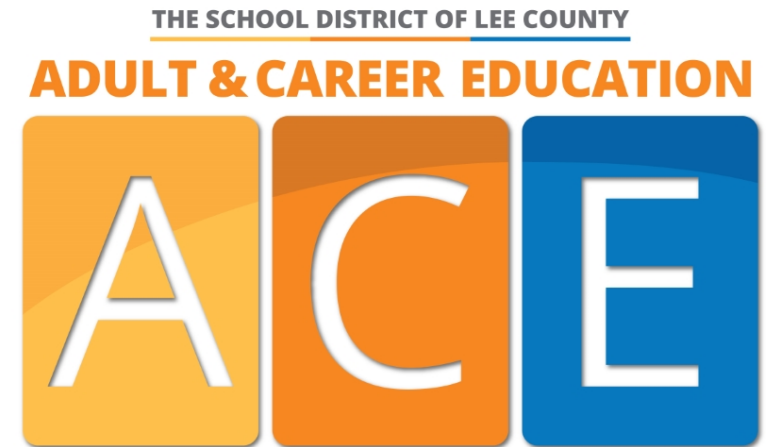
Overview of Lee County, Florida

Statistic	Lee County	Florida
Population	770,577	21,477,737
Persons 65 and older	29.2%	20.9%
Population ages 25 and older – no HS diploma	12%	12%
Language other than English spoken at home	22.5%	29.1%
Population living in poverty	12.1%	12.7%
Persons without health insurance	19.3%	16.3%



Overview of Lee County

- ▶ Lee County Adult Education
 - ▶ Participants
 - ▶ ABE/GED: 1,100
 - ▶ ESOL : 2,700
 - ▶ Programs
 - ▶ ABE, GED, and ESOL
 - ▶ 8 Locations
 - ▶ Online (GED and ESOL)



Why Online Registration?

Why Online Registration?

- ▶ Any size adult education program can benefit from online registration

Why Online Registration?

1. Safe (pandemic)
2. Timesaver
3. Cost saver
4. Secure (electronic payments vs. cash)
5. Convenience

Why Online Registration?

- 6. Customer friendly
- 7. Ability to engage students while they are interested in registering for classes
- 8. Marketing tracking (Return on Investment – ROI)
- 9. Location and program capacity management
- 10. Easy tracking of registrations
- 11. Email notifications every time a student registers for classes
- 12. 24/7 student registration

Why Online Registration?

- ▶ Drawbacks of Online Registration
 - ▶ Less face-to-face interaction with students
 - ▶ Credit card fees per transaction

Steps for Online Registration

Steps for Online Registration

- ▶ What needs to be done before you can start registering students?
 - ▶ Registration platform
 - ▶ Website/Emails/Social Media to direct students to the registration platform
 - ▶ Payment methods
 - ▶ Credit Card, Debit Card, Exempt, Waiver, Voucher, Cash
 - ▶ Intake Form
 - ▶ NRS questions
 - ▶ We don't ask for SSN on the registration form for online registration - staff asks for Social Security Number (SSN) in follow-up phone call

Steps for Online Registration

- ▶ What needs to be done before you can start registering students?
 - ▶ Confirmation email
 - ▶ Follow-up calls to verify registration information
 - ▶ Data migration - If you use a separate registration platform than your student information system

Lessons Learned

Lessons Learned

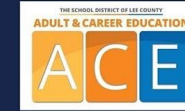
- ▶ Mobile friendly!!!!!!!!!!
 - ▶ Apple iOS and Google Android
- ▶ Familiarize staff with online registration form to assist with troubleshooting any issues (ex: “I filled out the form, but it won’t let me pay”)

Lessons Learned

- ▶ Clearly state the registration process on the form.

17

FALL 2020 ADULT EDUCATION REGISTRATION PROCESS



1. REGISTRATION

VISIT OUR WEBSITE TO
REGISTER FOR CLASSES
WWW.LEESCHOOLS.NET/ACE

2. ORIENTATION

REQUIRED: AFTER REGISTERING FOR
CLASSES, YOU WILL RECEIVE AN EMAIL
WITH THE ORIENTATION INFORMATION

3. VERIFICATION

REQUIRED: OUR STAFF WILL CALL YOU
WITHIN 1-2 BUSINESS DAYS TO VERIFY
YOUR INFORMATION

4. PRE-TEST

IF NEEDED, OUR STAFF WILL
SCHEDULE YOU FOR A PRE-TEST

5. START CLASSES

THE FIRST DAY OF CLASS FOR FALL IS
SEPTEMBER 8. ALL STEPS MUST BE
COMPLETED BEFORE A STUDENT MAY
START CLASSES

WWW.LEESCHOOLS.NET/ACE
239.939.6310

Lessons Learned

- ▶ Always have a confirmation email that states the next steps in the registration process.
- ▶ Clearly state to students that someone will reach out to them within a specific time frame.

Lesson Learned

- Use tracking links to measure where the registration traffic is originating from

Link Name	Visits	Tickets Sold	Sales
WebsiteLink	1242	279	\$7800.00
CC	1822	283	\$8460.00

Lessons Learned

- ▶ Use a platform that allows for multi-user access with varying permissions
 - ▶ Class creation
 - ▶ Class cancellation
 - ▶ Reports
 - ▶ Refund requests

Lessons Learned

- ▶ Have a very clear refund policy.
 - ▶ Students may contact their credit card company to dispute the charge. Merchant and credit card company will look at your stated policies when making a decision.

Refund Policy

Refunds up to **1 day** before event

Lessons Learned

- ▶ Follow-up calls for data verification
 - ▶ Students reluctant to give SSN over phone to staff
 - ▶ Follow up ASAP as possible to guarantee class/location for student (Problem: student signs up for wrong course, location fills up for desired course, student cannot transfer to correct course at that location)

Lesson Learned

- ▶ Use plain and clear language.
 - ▶ Especially for the ESOL students. We have had students inadvertently register for ESOL and GED classes.

Online Classes - GED and ESOL EDT

[Enter promo code](#)

ESOL (English) Registration - Learn English

\$30.00

0 ▼

Sales end on Nov 1, 2020

English for Speakers of Other Languages - This class will help you learn the English Language!

GED Registration - Prepare for the GED test

\$30.00

0 ▼

Sales end on Nov 1, 2020

This class will prepare you to take the GED test.

Lessons Learned

- ▶ Have a method for students who are unable to register online
 - ▶ Ex. register over the phone with a staff member
 - ▶ Ex. in person registration (paper form and information is manually entered into the database) - manual registration needs to occur almost immediately after a student registers to avoid online tickets being sold to another student (Solution - adjust ticket capacity by one, then add the ticket back to register the “in-person” student.)

Lessons Learned

- ▶ Agency billing
 - ▶ Create promo codes to share with agency
 - ▶ Run a promo usage report to verify proper usage of promo codes
 - ▶ Invoice agency from promo code usage



Lessons Learned

- ▶ Automated emails
 - ▶ Arrange for reminder emails to be sent to students (automatically)
 - ▶ Ex. first day of class, safety procedures, holidays, etc.
- ▶ Be quick to respond to refund requests within your refund window
 - ▶ Provide the best customer service possible

Lessons Learned

- ▶ Test your registration form
 - ▶ Create a test promo code and have multiple staff members test the registration form
- ▶ Meet with your staff members to identify challenges and to find ways to improve your student experience & staff experience. There is always room for improvement.

What to look for
in a registration
system....

What to look for in a registration system....

- ▶ Easy to use
- ▶ Mobile friendly
 - ▶ Student and staff

What to look for in a registration system....

- ▶ Secure
 - ▶ https or secure padlock icon
 - ▶ Data is encrypted
 - ▶ Review security information prior to using
 - ▶ Make sure student information is not sold to third parties
- ▶ One platform for registration and payment
- ▶ Event capacity controls



Thank you!

- ▶ You can always contact me for assistance.
- ▶ Brian Granstra – Coordinator, Adult & Career Education
 - ▶ 239-939-6308
 - ▶ BrianRG@leeschools.net