Lumens Certification Institute

LERN

"Information That Works!"

Lumens Certification Institute
April 11-15, 2011 — Minneapolis, MN

The winning partnership between Learning Resources Network (LERN) and Augusoft® began in 1999 with the creation of Lumens®, the first comprehensive web-hosted Lifelong Learning Management System specifically designed for continuing, community, corporate education and workforce development programs. Lumens supports course building, online registration, report building, and much more. Today, successful lifelong learning programs are now using Augusoft Lumens.

Lumens is built on methods and processes gathered from Lumens users and industry research along with best practices researched and taught by LERN. Lumens e-business principles generate numerous efficiencies, while the data collected guides programming, marketing, sales, and operations decisions.

The Lumens Certification Institute is designed not to teach Lumens users how to use Lumens, but instead how to apply LERN's best practice principles using Lumens generated data to boost registrations, increase your operating margin and net, and run an efficient organization.

About the instructors

Greg Marsello is a co-founder of LERN and has been the liaison with Augusoft since 1999 on the development of Lumens. He operates two programs using Lumens and has built LERN software tools which are used to analyze data extracted from Lumens. Marsello is the leading authority on operations for the lifelong learning industry and works with programs transitioning to Lumens.

Judi Bryl joined Augusoft in 2004 with over 20 years of technology experience working in the educational environment. She is currently a LERN Certified Program Planner and Augusoft's Director of Customer Service, where she leads the customer support team in the endeavor to provide outstanding customer service. As a Lumens expert, she provides training and guidance to customers implementing Lumens and also works closely with the development team to ensure that new features serve the continually changing needs of the lifelong learning industry.

Why You Should Attend

The Lumens Certification Institute is designed to teach Lumens users how to take advantage of the best practices LERN teaches. Lumens has already provided you with streamlined business processes, staff efficiencies and feature-rich capabilities. Now you want to know how to use Lumens and the data collected to deliver superior programming; enhance marketing and program management efforts, and increase sales efforts while operating your program even more effectively.

Who Should Attend

Anyone from an organization using Lumens should attend. You will want to be familiar with how Lumens works, but you do not have to be a user of all Lumens features and functionality.

Outcomes

After attending the Lumens Certification Institute, you will have the information and skills to:

- Segment your database, enhance your website and use eMarketing to communicate with primary market segments

- Extract programming data to determine key benchmarks and profitability of your program's categories, subcategories, courses, and classes

- Build courses and extract data to expedite the process of building your printed promotions

- Enhance your home webpage to increase clicks and retention

- Track the performance of promotions, courses, and instructors so you may determine what to repeat or not repeat

End Result

After attending this Institute, you will be able to guide your organization in increasing the ROI of your Lumens purchase. As a result, you will be positioned to improve all aspects of your organization and help increase efficiency and effectiveness.

Curriculum & Required Technology

Each LCI participant will receive a customized Lumens Certification Manual with information that will serve as an Institute guide and a future reference source. Laptop computers with Internet access will be provided in the classroom.

Lumens Certification Institute Agenda

The Institute will be a mixture of LERN and Augusoft training and hands-on trial tests to ensure you understand both the best practice and how Lumens supports that best practice.

Programming

- How best to organize your data and increase your programming capacity
- What course and class profile attributes you must collect
- Effectively tell web customers more than you can in print
- Manage and get the most from instructors
- Improve your product mix with online learning and certificate programs
- Extract programming data to plan upcoming sessions

Finances

- What data you need to collect and analyze
- Best way to determine go/no-go number
- Using Lumens to help you effectively price your program offerings

Marketing

- Collect the right student profile attributes

- Build a brand with your homepage and supporting pages
- Extract your catalog and reducing catalog production time by up to 50%
- Track the effectiveness of your promotions
- Extract registration data to determine your primary market segments, repeat rate, best customers, and much more

Contract Training

- Using Lumens to grow your contract training business
- Effectively manage prospects, leads, and clients to improve your close rate
- Understand various "Third Party Pay" variables
- Developing webpages that sell your contract training services
- Transition from just selling "training" to selling "solutions"
- Manage your entire client's life cycle from estimate to proposal to invoice.

Operations

- Lumens impact on your staffing structure
- How Lumens becomes your procedures and process manual
- Generate the right reports at the right times and for the right people
- Turn cancellations into credits or transfers
- Provide enhanced Program Management with instant messaging tools

Guarantee!

1. Know how to reduce your catalog production time by up to 50%.
2. Be knowledgeable about what student data to collect and how to extract and analyze the data to determine your primary market segments, principal carrier routes, best customers and clients, and much more.
3. Understand how to use Lumens to determine the profitability of your categories, subcategories, courses, contracts, and classes.
4. Be proficient in generating reports to guide programming, marketing, and sales decisions.
5. Have the skills needed to ensure your website follows the AIDA Principle and is consistent with all your other marketing efforts.
6. Leave with a minimum of ten proven ways to increase online registrations and overall registration numbers.
7. Be able to develop targeted direct mail and eMarketing lists.
8. Know how to build certificate programs and your own online courses.
9. Possess the knowledge and skills to use Lumens to increase the efficiency of your organization by 25% or more!

Optional: Lumens Certification Exam

You can take the exam on Friday morning following the Institute.

Minneapolis

The name Minneapolis means water city and probably got its name because it sits along side the Mississippi River. While its economy was originally based upon lumber and grain, today it is known more as the home to the Mall of America and for its impact on the music industry by such artists as Prince, the Replacements, and Soul Asylum.

Daytime temperatures average 57° F (14 Celsius) with the average overnight low of 36° F (2 Celsius). There is a 31 percent chance of precipitation.

Transportation

LERN has designated SuperShuttle to provide airport transportation. The roundtrip is $32. Visit the LERN website to receive a coupon for a slight discount. Reservations are only required for the return trip to the airport and should be made 24 hours prior to your flight. Make a reservation by calling 800-258-3826 or online at www.supershuttle.com.

One-way taxi service to or from the airport is approximately $40. Light rail from the airport to the stop about two blocks from the hotel is $2.25.

About the Hotel

The Summer Institute will take place in downtown Minneapolis at:

Crowne Plaza Northstar
618 Second Avenue South
Minneapolis, MN 55402

612-338-2288

The room rate is $155 single or double, plus applicable taxes. Make your room reservations by calling toll free at 800-556-7827 or 612-338-2288. To make reservations online please visit www.lern.org. To qualify for the group rate, make your reservation by Saturday, March 11, and specify that you are attending the Learning Resources Network meeting. ***Please note:*** *A portion of the room rate is used to offset Institute expenses. The hotel does not accept purchase orders for payment.*

Why You Should Attend this Year

The old world of the Industrial Age is rapidly giving way to the Information Age of the 21st century. The old rules for success don't work anymore. Only the LERN Institutes can give you and your staff the professional development to stay competitive and successful in this new environment. Here's why you should attend:

- Learn the new rules for success. Find out how to segment and target your audiences. Learn how to improve profit margins by using the LERN financial format, the industry standard for lifelong learning.

- Discover new processes and systems. There are answers for every one of your challenges, not just the easy ones. At the LERN Institutes, you'll discover the ways to find the best answers for your program.

- Stay ahead of the competition. The programs that will be successful in the future will be those with the best trained professional staff members. Get the most comprehensive, intensive and sophisticated professional development available.

Second Person Discount!

Bring a second person from your program at a reduced rate. Use the Lumens Certification Institute to brainstorm with each other at the end of the day. Compare notes and bring back ideas to improve your use of Lumens and your overall operation.

About LERN

The Learning Resources Network (LERN) is the leading association in lifelong learning programming, offering information and consulting expertise to providers of lifelong learning programs.

Begun in 1974, LERN serves more than 6,000 professionals every year by providing practical, how-to information on marketing, finances, management, and product development. It is information not available anywhere else. Our slogan is *"Information That Works!"*®

The Lumens Certification Institute helped my whole staff improve our Lumens abilities and productivity and better understand what it takes to be a winning LERN unit!

Tina Sieker, *Associate Dean*
Continuing Education
St. Charles Community College

Crowne Plaza Northstar lobby

Benefits

Learn from the foremost authorities in the field of lifelong learning technology and best practices.

Take home valuable strategies and techniques for making Lumens more valuable to you, your organization and your customers and clients.

Network with Lumens users from all over North America.

The best training you can attend, because you'll learn tips, ideas, and techniques you can use on Monday morning.

Use the week to refresh your mind, re-energize your spirits, and gear up for a successful year.

Take back the knowledge that you have received the most comprehensive, intensive, and advanced information available.

Have your knowledge and skill level validated, and find out how Lumens technology and LERN best practices can lead your organization in the 21st century.
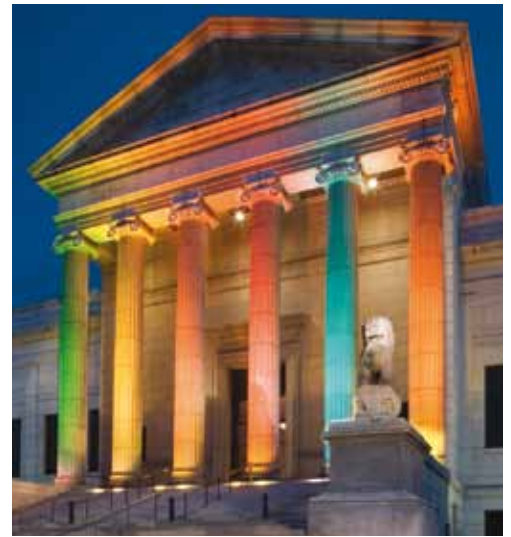
Fast Training. Faster Results.

Only LERN has the most practical, how-to and advanced knowledge for your program. Only the Lumens Certification Institute provides the most in-depth, hands-on education and training for you and your staff.

APRIL 11-15, 2011 — MINNEAPOLIS, MN

LERN®

PO Box 9
River Falls, WI
54022 USA

REGISTRATION — LUMENS CERTIFICATION INSTITUTE 2011

April 11-15, 2011 • Minneapolis, MN

Simply fill in the information below and fax to 888-234-8633 with your credit card information or purchase order, or mail along with your check. If you have questions, call us at 800-678-5376. Feel free to copy this form for additional registrations.

Member/Customer ID #

Name

Department

Address

ZIP/Postal Code

E-mail

SC # (from address label)

Position

Institution

City, State/Province

Country

Phone

Position:
○ **Administration**
○ **Cont. Training**
○ **Marketing**
○ **Program Staff**
○ **Teacher (K-12)**
○ **Faculty (CC/U)**

Title:
○ **Dean**
○ **Director**
○ **Support**
○ **Other**

How to Apply

E-mail. Send your application information to us at info@lern.org.

Fax. Complete and fax the attached application form, along with a purchase order or credit card information, to 888-234-8633.

Phone. You can reserve your place with a credit card by calling Tammy or Debbie at 800-678-LERN (5376).

Mail. Complete and send the attached application form, along with a purchase order, check or credit card information, to LERN, PO Box 9, River Falls, WI 54022.

Registration Fees
○ **$995 US Regular rate**   ○ **$695 US 2nd Person**

Payment Method
○ Payment enclosed. Check # _____
○ Bill my institution. PO # _____
   See credit terms.
○ Charge to my credit card. VISA MasterCard AMERICAN EXPRESS DISCOVER NETWORK

All fees are in US dollars.

Account #

Exp. Date

Cardholder's Name (please print)

Cardholder's Signature