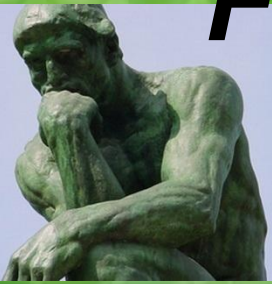


Tools and Strategies.....



For Growing your Enrollments



Maxie Flores
University of Texas –El Paso

Nicki Toizer
Mt. Airy Learning Tree

Chuck Havlicek
ACEware Systems, Inc.



UTEP

Maxie Flores
mflores4@utep.edu



ppp.utep.edu

The Office of Professional and Public Programs (P3) is a unique learning agent within The University of Texas at El Paso. Its mission is to provide high quality continuing education. This includes non-traditional academic and lifelong learning opportunities for professional development, personal enrichment, and academic growth. It fosters and supports the larger University mission to serve as a gateway to an improved quality of life for people of the Paso del Norte Region.

- 8,163 annual enrollments
- 1,285 courses annually
- 5,206 “Noses” (non duplicated head count)
- 47.9 % of registrations on line (ACEweb)
- 11 FTE
- 23 Years as an ACEware Customer

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Maxie to the Max (enrollment tips)

- 1) **Discount Days**
- 2) **Social Media (LinkedIn, FB, Instagram, Twitter)**
- 3) **Mass Emails**
- 4) **Consistent Look and Feel**

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JUST FOR YOU!

ENJOY **10% OFF** ON US

APPRECIATION **DAYS**
JANUARY 2-31

RESTRICTIONS APPLY* ONLINE REGISTRATION ONLY

Enter promo code **18J4U**

*All other Corporate & Business Training, English Language Institute Core Program, Aquatic (for youth and adults) and online courses are excluded. Cannot be applied to any other discounts. Discount only applies toward online registrations done between Tuesday, January 2nd at 9 a.m. and Wednesday, January 31st at 12 midnight MT.

During this time enjoy a 10% off on select courses! Whether you want to take photography, get fit or learn a new language, P3 has something to offer the whole family. Join us online 24/7 at ppp.utep.edu starting Tuesday, January 2nd, 2018 at 9 a.m. thru Wednesday, January 31st, 2018 at 12 midnight MT, for an opportunity to save 10% off. Options include courses from Community Enrichment: Adult and Youth (Aquatic classes excluded), Language and Cultural Studies (ELI - Core Program Excluded), Corporate Business & Training Skilled Professional Seminar Series, and select English Language Institute elective courses. Online Registration Only.

JUST FOR YOU!

ENJOY **10% OFF** ON US

APPRECIATION **DAYS**
JANUARY 2-31

RESTRICTIONS APPLY* ONLINE REGISTRATION ONLY

Enter promo code **18J4U**

*All other Corporate & Business Training, English Language Institute Core Program, Aquatic (for youth and adults) and online courses are excluded. Cannot be applied to any other discounts. Discount only applies toward online registrations done between Tuesday, January 2nd at 9 a.m. and Wednesday, January 31st at 12 midnight MT.

JUST FOR YOU!

APPRECIATION **DAYS**
JANUARY 2-31

ONLINE REGISTRATION ONLY

ENJOY **10% OFF** ON SELECT COURSES!
RESTRICTIONS APPLY*

Enter promo code **18J4U**

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Sneak Peek Spring Appreciation

January 2 – 31, 2018

2018 - \$137,622.01; 737 enrollments; 591 non duplicate

Jan 9 – 25, 2017

2017 - \$93,861.16; 682 enrollments; 509 non duplicate

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FEBRUARY 5-9 *online only*

LET THE FUN BEGIN WITH OUR SPRING CAMPS!

Discounts Available through ONLINE Registrations ONLY!*

\$10 OFF
with PROMO CODE:
MMK18

*Mini Miner
Mania*
SPRING BREAK
Camps

Receive **\$10 off on EACH**

Mini Miner Mania camp you register your child into.

10% OFF
with PROMO CODE:
SBC18

*Super
Saturday*
ONE-DAY
Camps

Enjoy **10% off on EACH**

Super-Saturday camp you register your child into.

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Mini Miner Mania
SPRING BREAK
Camps

\$10 OFF
with PROMO CODE:
MMK18

Receive \$10 off on Each Mini Miner Mania camp you register your child into. Discount applies to week-long half and full-day camps.

MINI MINER MANIA KICKOFF - ONLINE ONLY						
	2/6/2017	2/7/2017	2/8/2017	2/9/2017	2/10/2017	Five Day Event Total
MMK17 \$10 off	\$ 70.00	\$ 272.00	\$ 521.00	\$ 492.00	\$ 540.00	\$ 1,895.00
SPRING17 10% Off	\$ 248.40	\$ -	\$ -	\$ 361.80	\$ -	\$ 610.20
Regular Fee	\$ 735.00	\$ 197.00	\$ 573.00	\$ 143.00	\$ 208.00	\$ 1,856.00
Total Discount Amount	\$ 318.40	\$ 272.00	\$ 521.00	\$ 853.80	\$ 540.00	\$ 2,505.20
Total Amount	\$ 1,053.40	\$ 469.00	\$ 1,094.00	\$ 996.80	\$ 748.00	\$ 4,361.20

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*Super
Saturday*
ONE-DAY
Camps

10% OFF
with PROMO CODE:
SBC18

Enjoy 10% off on Each Super-Saturday camp you register your child into. Discount applies to one-day camps available on Saturdays (a different camp every week during a 15-week period).

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ONLINE SUMMER *Early Bird*

APRIL 10-12 Discounts Available through
ONLINE Registrations ONLY!*

\$10 OFF
with PROMO CODE:
SKD18

On each camp
registration for a
P3 Kidz on Campus
summer camp.

AND/OR

10% OFF
with PROMO CODE:
SEB18

Save on select
adult cours

*Restrictions Apply

The numbers missing here are registrations before the event. We have noticed an increase in registrations at full price before the event in order to make sure they get a seat in the class.

PROGRAM	3 Day Grand Total 2018		2017 v 2018		Difference % change	
	REGISTRATIONS	INCOME	Registrations Increase	\$ Increase	REGISTRATIONS	INCOME
CE Adult		43 \$ 1,789.80		30 \$ 1,297.10	69.8%	72.5%
ELI		6 \$ 1,556.10		-6 \$ (1,699.30)	-100.0%	-109.2%
CE Youth*		555 \$ 39,995.20		-50 \$ 1,098.20	-9.0%	2.7%
Languages		24 \$ 1,913.80		12 \$ 747.00	50.0%	39.0%
AP		6 \$ 2,200.00		6 \$ 2,200.00	100.0%	100.0%
CBT General		8 \$ 1,310.00		5 \$ 1,047.00	62.5%	79.9%
CBT Online				0		
CTB Cost Share				0		
Total		642 \$ 48,764.90		-3 \$ 4,690.00	-0.5%	9.6%

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SUPER SUMMER *Kickoff*

APRIL 30-MAY 4 Discounts Available through
ONLINE Registrations ONLY!*

\$10 OFF

with PROMO CODE:

SKD18

On each camp
registration for a
P3 Kidz on Campus
summer camp.

AND/OR

10%

with PROMO CODE:

SEB18

Save on select
adult courses.

*Restrictions Apply

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Super Summer Kickoff

CE Youth is main program for this discount

	GRAND TOTAL 2017		GRAND TOTAL 2018			2017 v 2018		Difference % Change	
	REGISTRATIONS	INCOME		REGISTRATION S	INCOME	Registration Increase	\$ Increase	Registrations	Income
CE Adult	60	\$ 3,447.70	CE Adult	45	\$ 2,076.45		\$ -15 (1,371.25)	-25%	-40%
ELI	5	\$ 1,006.10	ELI	30	\$ 9,820.30		\$ 25 8,814.20	500%	876%
CE Youth	479	\$ 34,226.50	CE Youth	667	\$ 46,082.50		\$ 188 11,856.00	39%	35%
Exp Lang	14	\$ 1,166.00	Exp Lang	39	\$ 3,537.90		\$ 25 2,371.90	179%	203%
PT&D General	1	\$ 1,550.00	PT&D General	6	\$ 1,675.00		\$ 5 125.00	500%	8%
GRAND TOTAL	559	\$ 41,396.30	GRAND TOTAL	787	\$ 63,192.15		\$ 228 21,795.85	41%	53%

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BACK TO SCHOOL

AUGUST APPRECIATION DAYS
AUGUST 20TH - 31ST

Whether you want to learn photography, dance or a new language, P3 has something to offer the whole family. Join us online 24/7 at ppp.utep.edu starting Monday, August 20th at 9 a.m. thru Friday, August 31st at 9 a.m. MT. for a great opportunity to save 10% on each of your Community Enrichment: Adult & Youth (aquatic classes excluded), Language and Cultural Studies (ELI - Core Program Excluded), Corporate Business & Training Skilled Professional Seminar Series, and select English Language Institute elective courses.

ONLINE REGISTRATION ONLY!

* All other Corporate & Business Training, English Language Institute Core Program, Aquatic (for youth and adults) and online courses are excluded. Cannot be applied to any other discounts. Discount only applies toward online registrations done between Monday, August 20th at 9 a.m. and Friday, August 31st at 9 a.m. MT.

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Back to School Discount Numbers

PROGRAM	12 Day Grand Total 2018		2017 v 2018		Difference % change	
	REGGIES	INCOME	REGGIES INCREASE	\$ Increase	REGGIES	INCOME
CE Adult/Lang	246	\$ 16,966.37	81	\$ 4,818.48	32.9%	28.4%
ELI*	64	\$ 14,110.20	-23	\$ (7,583.80)	-35.9%	-53.7%
CE Youth	119	\$ 7,897.50	48	\$ 3,530.50	40.3%	44.7%
CBT General	15	\$ 30,501.00	7	\$ 25,914.90	46.7%	85.0%
CBT Online	23	\$ 17,907.00	6	\$ 7,715.25	26.1%	43.1%
CBT Cost Share	2	\$ 1,830.00	1	\$ 995.00	50.0%	54.4%
Total	469	\$ 89,212.07	120	\$ 35,390.33	25.6%	39.7%
11 Day Grand Total 2017						
PROGRAM	REGGIES	INCOME				
CE Adult/Lang	165	\$ 12,147.89				
ELI*	87	\$ 21,694.00				
CE Youth	71	\$ 4,367.00				
CBT General	8	\$ 4,586.10				
CBT Online	17	\$ 10,191.75				
CBT Cost Share	1	\$ 835.00				
Total	349	\$ 53,821.74				
			*variable due to program specs			

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Bas



**MIX IT UP!
BRING A
FRIEND!
WE ARE
READY IF
YOU ARE!**

Registration for all courses must be done at the same time to receive the discount. Cannot be combined with any other discounts. Aquatic courses not included.

FIT 4 LIFE COMMITMENT PACKAGES

 **RECEIVE**
PACKAGE 1 **15%**
WHEN YOU REGISTER
FOR TWO




 **RECEIVE**
PACKAGE 2 **20%**
WHEN YOU REGISTER
FOR THREE

 **RECEIVE**
PACKAGE 3 **25%**
WHEN YOU REGISTER
FOR FOUR



THE UNIVERSITY OF TEXAS AT EL PASO
**PROFESSIONAL AND
PUBLIC PROGRAMS**
Extended University

REGISTER TODAY!

 **MEMORIAL GYM, STE. 111**
 **915-747-5142**
 **PPP.UTEP.EDU**

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CYBER MONDAY MADNESS

NOVEMBER 27, 2017

SAVE **10%**
OFF*

ENTER PROMO CODE - 17CMM

P3 welcomes all customers to join us at ppp.utep.edu on November 27, 2017 to explore our Fall 2017 and Spring 2018 courses.

Cyber Monday Madness is a great opportunity to save 10% on each course you register for. Options include courses from Community Enrichment: Adult & Youth (Aquatic classes excluded), Language and Cultural Studies (ELI – Core Program Excluded), Corporate Business & Training Skilled Professional Seminar Series, and select English Language Institute elective courses. P3 has made registering online even easier. Just go to our website at ppp.utep.edu and click on the “Browse Courses” button and get started.

* All other Corporate & Business Training, English Language Institute Core Program, Aquatic (for youth and adults) and online courses are excluded. Cannot be combined with any other discounts. Discount only applies toward online registrations done on Monday, November 27 between 9 a.m. and 12 midnight MT.

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Cyber Monday Statistics

CYBER MONDAY, NOVEMBER 30, 2015				
	Discounted		Non-Discounted/Refunds	Total
CE Adult	52.79 \$		192.00 \$	244.79
CE Youth \$	1,436.40 \$		960.00 \$	2,396.40
Expanded Languages \$	589.50 \$		- \$	589.50
ELI \$	- \$		1,519.00 \$	1,519.00
PT&D \$	- \$		- \$	-
Online \$	- \$		- \$	-
Athletics \$	- \$		- \$	-
Total \$	2,078.69 \$		2,671.00 \$	4,749.69
% Difference from previous year	49%		89%	69%

CYBER MONDAY, NOVEMBER 28, 2016				
	Discounted		Non-Discounted/Refunds	Total
CE Adult	385.2 \$		248.00 \$	633.20
CE Youth \$	719.10 \$		437.00 \$	1,156.10
Expanded Languages \$	2,657.70 \$		310.00 \$	2,967.70
ELI \$	107.10 \$		980.00 \$	1,087.10
PT&D \$	- \$		- \$	-
Online \$	- \$		- \$	-
Total \$	3,869.10 \$		1,975.00 \$	5,844.10
% Difference from previous year	86%		-26%	23%

CYBER MONDAY, NOVEMBER 27, 2017				
	Discounted		Non-Discounted/Refunds	Total
CE Adult	377.1		-16 \$	361.10
CE Youth \$	391.50 \$		940.00 \$	1,331.50
Expanded Languages \$	1,868.40 \$		72.00 \$	1,940.40
ELI \$	- \$		3,332.00 \$	3,332.00
CBT \$	- \$		330.00 \$	330.00
Online \$	- \$		3,995.00 \$	3,995.00
Total \$	2,637.00 \$		8,653.00 \$	11,290.00
% Difference from previous year	-32%		338%	93%

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PP3's 12 Days of Giving*

Daily drawings happening between December 4th - 21st

Every post which you Like, Share, Comment & Retweet will enter you to win one of our daily drawings.

*Offer is only valid for daily Facebook posts and Twitter tweets. Winners will be notified via social media at the end of each workday and will only have 12 hours to reply and claim the giveaway. Prize giveaways will be ready for pick up at our offices at Kelly Hall, Ste. 102.

Get a chance to win some of our daily fabulous prizes!

For more information call 915-747-5142 or visit us online at ppp.utep.edu.



MALT



Mt. Airy Learning Tree

Neighbors Teaching Neighbors

www.mtairylearningtree.org

Mt. Airy Learning Tree is non-profit dedicated to building community by providing shared learning opportunities throughout Mt. Airy and the surrounding area. Founded in 1981, MALT offers over 800 affordable community-based courses, enrichment programs, and special events each year that bring together people from diverse backgrounds to learn, share, have fun, and connect. Over 90% of MALT's operating budget is derived from student registration fees, with the remainder coming from fundraising activities, sponsorships, and occasional small grants.

- 5,300 annual enrollments
- 800 courses annually
- 3,400 “Noses” (non duplicated head count)
- 60 % of registrations come through ACEweb
- 3 Staff .75 FTE (30 Hours/week)
- 26 Years as an ACEware Customer

Nicki Toizer
nicki@mtairylearningtree.org



MALT



Mt. Airy Learning Tree

Neighbors Teaching Neighbors

www.mtairylearningtree.org

Nicki's Nuggets

- 1) **Print Catalog** (69 K printed, 62 K Direct Mail)
- 2) **Email Blasts** (Mail Chimp)
- 3) **Social Media Posts** (FB & Instagram)



Nicki Toizer

nicki@mtairylearningtree.org

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollment)



Chuck's ACEware Top 10

(how ACEware can help you grow your enrollment)

1) Know your Customer

Edit Name Information for: Trenton Hightower ID #: XW0001209

Main	Demographics	Comments/History *	Additional Info (UDFs)	Credential
Salut			<input checked="" type="checkbox"/> Active	Last Activity 03/30/2016
First Trenton	MI		+ Add Interest	
Last Hightower	Suffix		CETI 03/30/16	
	<input type="checkbox"/> Grouping		MARKET 03/30/16	
Title Vice President				
Firm ProTrain, LLC				
Address 13900 North Point Rd	<input type="checkbox"/> Don't Mail			
Address 2				
City Midlothian	State VA	Zip 23112		
County Chesterfield				
Country	Fax ()			
Day (804) 332-1071	Pager ()			
Eve () -	Cell ()			
Email thightower@protrainedu.org				
Source + 13CETI	Gender			
Occupation + ADMIN	Organization + VD-ONL			
Fee Category				
License #- Mem Exp. - / /			High Schl= = NO	
Last Class: 03/30/16			UDF Label 4	

ID # XW0001209

Courses Taken 6

Add Registration

Edit Registration

Courses Taken

Quick Reports

*Special

Sort FirmName

|< < > >|

Add

Save

Undo

Delete

Find

Abandon

OK/Close

- Contact Info
- Demographics
- Interests
- History
- Comments
- Dates
- Amounts

Add Date 11/29/2011	Created By WWWEB	Updated 03/28/2016	Updated By ACE	Update Time 14:43:23
---------------------	------------------	--------------------	----------------	----------------------

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollment)

2) Run the Numbers

Statistical Reports
Demographic Profile.
Age?
Location?
Interests?
Life History

(Webinar Archives: Marketing Staff / Statistical Reports)

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollment)

3) Take time to smell the data



Chuck's ACEware Top 10

(how ACEware can help you grow your enrollment)

4) Take a good look at yourself!



Secret Shopper

Walk through your web pages...

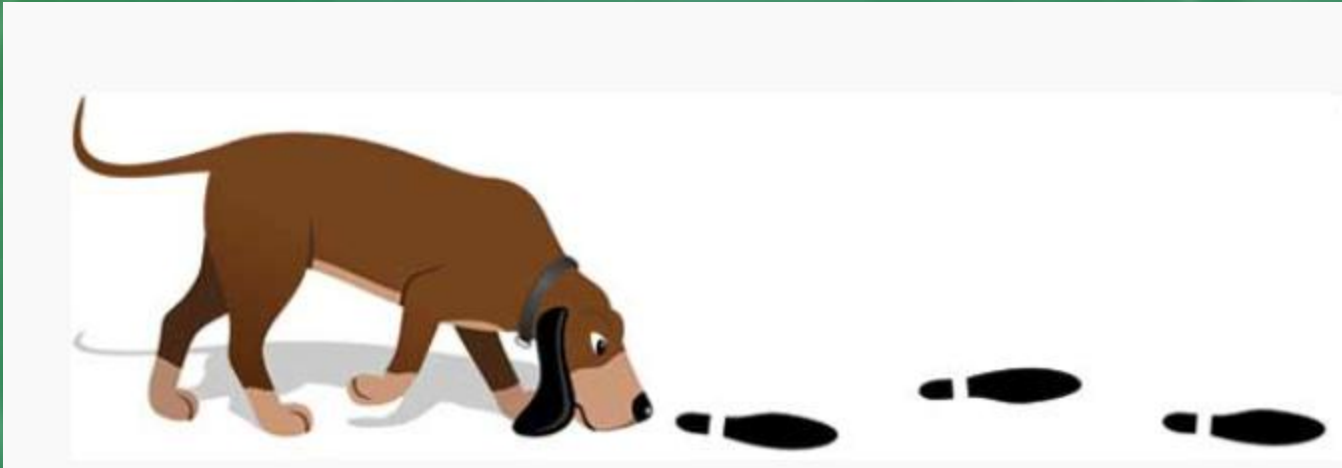
How can you make it easier
for your students?

Makeovers?

ACEweb Tips

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)



5) Know How they got here!!!!.

Source Codes
Tracking Codes
Tracking Reports

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

6) Check your pulse for program Quality!



Teacher Evals
(Store in Course)

Program Enrollment Trends

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

7) Have a Data Whisperer....

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

7) Have a Data Whisperer....

~~The Dog Whisperer.....~~

Everyone needs a Data
Whisperer!!



Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

8) Keep Fishing for new leads



Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

- 8) Keep Fishing for new leads
Use ACE web's "mailing list signup" feature



ACEweb University

A Demonstration of the ACEweb Online Registration Module

[Courses](#) [Students](#) [Instructors](#) [Examples](#) [Administration](#) [ACEweb in Action](#) [ACEweb FAQs](#)

Add Your Name to Our Mailing List

Sign up to receive the monthly ACEweb University newsletter from ACEware Systems, with tips, updates about new features and special offers!

Your Information

Enter your email address then press the **Tab** key.

*Email Address:

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

9) Take advantage of HTML for Course descriptions AND for Faculty Bio's

The image shows a screenshot of the ACEware website interface, tilted at an angle. It features two course listings. The top listing is for Chuck Havlicek, with a large yellow smiley face emoji overlaid on the text. The bottom listing is for Sarah James, with a yellow sad face emoji overlaid on the text. The website layout includes tabs for 'Description', 'Fees', 'Location', 'Instructor', and 'Sessions'. The text for Chuck Havlicek describes his role as President of ACEware Systems and his experience in continuing education. The text for Sarah James mentions her career as a continuing education professional.

Chuck Havlicek
Chuck is the President of ACEware Systems, a coordinator, program administrator and founder of ACEware Systems. The original active continuing education professional seminars and workshops and attending

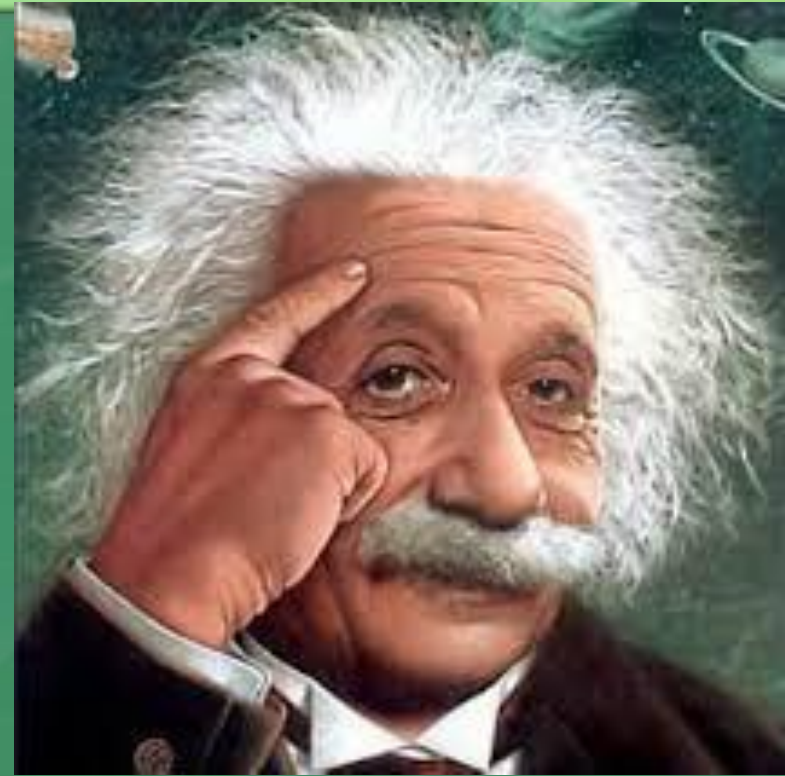
Sarah James

Chuck's ACEware Top 10

(how ACEware can help you grow your enrollments)

10) Break out a Sweat

You don't need to be a genius



It's just Plain Hard Work

Questions?

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Chuck Havlicek

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www.aceware.com

Join us Next Month

November Webinars

Software Update

Wednesday Nov 7th

1:30 pm (central)

ACEweb INI Settings

Thursday, Nov 15th

2:00 pm (central)