

# ART STUDIO DISCOVERS HOW BETTER TECHNOLOGY CONTRIBUTES TO GROWTH

“ Our new software brought about a complete mindset shift. Everyone wanted our entire operation to match the level of professionalism Camp & Class Manager brought to our registration process. ”

Katelyn Nomura-Weingrow  
Director of Marketing and Art Programs  
University of California at Berkeley

Berkeley Art Studio has been a student-owned, university-run studio on the UC Berkeley campus for 40 years. The studio specializes in classes for drawing, ceramics, painting, graphic design, and digital and darkroom photography.

## CHALLENGE

In 2011, Katelyn Nomura-Weingrow began working for the University. The art studio's long range plans, marketing, and finance fell into her sphere of responsibility. The studio had started using Thruva 3 years prior, when there was one annual registration day and all information was on index cards, filed by class.

While Katelyn liked the report options in Thruva and the use of online registration, over time, she was bothered by slow speeds, crashes, and glitches, difficulty of training on the software, and incompatibility with Google Chrome. Katelyn began looking for a solution that would meet the growing demands of the studio and lighten the administrative work load.

## SOLUTION

In 2013, Katelyn authorized the transition from Thruva to ACTIVE's new Camp & Class Manager.

She says managing the studio's operations with Camp & Class Manager is like night and day. They love the platform, the improved user experience, and how easy it is to train student assistants. She finds that the reports are easy to pull, the financials are easy to view, and the entire system is extremely fast.

The transition was seamless and completed in 2-3 weeks. Camp & Class Manager was so easy to learn that getting staff buy-in on the new software wasn't an issue. Katelyn loved having one point of contact at ACTIVE, and her Account Manager was very responsive whenever she had questions.



WHAT'S YOUR ACTIVE?

## RESULTS

Although their use of Thruva started transitioning the studio to a more professional organization, updating to Camp & Class Manager skyrocketed them to the next level. Since implementing Camp & Class Manager, membership has soared to an all-time high, increasing by 30% and resulting in staff growth of 50%. They've renovated their space to include staff offices in addition to classrooms and implemented a full rebrand, including a professionally designed logo.

With Camp & Class Manager:

- + Registration processing time was more than cut in half, from 5 minutes per registration to 2 minutes
- + Their own brand (not ACTIVE's) shows on participants' credit card statements
- + 95% of their participants now register online

## SUMMARY

Katelyn shared a story that showed her how registration software contributes to growth. Another department encouraged her to try a free registration and management solution. She decided to try it out during studio renovations in the summer of 2014, when only half their classes were being held.

Looking back, she says it was a disaster and a huge mistake. The registration process was so cumbersome that they actually lost members. Customer service took 3-4 weeks to deliver refunds, compared to 3 days with ACTIVE. There were no reports and no phone registration capability.

She concluded that you do, indeed, get what you pay for, and was more sold than ever on Camp & Class Manager!



# GET STARTED



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Camps@ACTIVEnetwork.com



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