ACTIVE network.

ARTISTIC OFFERINGS IMPROVE WITH **ONLINE REGISTRATION**

> " The support team is always available and never makes you feel rushed or inconsequential. "
>
> *- Debbie Winslow, Education Operations Director*

The Sedona Arts Center draws about 700 students every year, ranging from beginners to professional artists. Nestled in the red rock beauty of Sedona, AZ, the center hosts classes, workshops, and field trips exploring artistic media of many kinds.

In the early 2000s, the Arts Center experienced a surge in nationwide attendance and new programming. Before long, online class registration became essential to continuing growth. They knew they needed an upgraded database to better manage class schedules, registration, fund-raising, and reporting.

NEW FUNCTIONS, DESIRED RESULTS

Since implementing ACTIVE **Educate** software, Sedona Arts Center's online registration has become the primary choice for students. For workshop and out-of-town registrations, 70-80 percent sign up online. Sixty-five percent of local students also opt for the online route. Class registration fees are automatically processed, so the staff no longer has to manually run credit cards.

ACTIVE's online registration system has been integrated with the arts center's website, enhancing its previous investment in a quality website. A reverse link was made available from registration to travel and lodging information, a very popular page on the website.

THE MAGIC OF EMAIL

The Arts Center eliminated $2,500-3,000 per year in mailing costs and saved valuable staff time by using automatic confirmation emails to verify registration and payment details.

The staff finds that they can easily segment registrants and quickly contact specific groups of students to confirm that information is received and acknowledged.

ENDLESS REPORTING OPTIONS

The arts center staff has noticed dramatic improvements in administrative efficiency with flexible reporting capabilities:

+ Financial reports provide registration and real-time revenue status.

+ Activity reports summarize student activities and class attendance rates.

+ Any combination of information needed by staff members is available, offering endless reporting options.

" $2500+

saved by automatic confirmation emails

LEARN HOW

ACTIVE **Educate** can help you raise revenue while reducing staff hours and headaches.

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