LERN Dashboard Information Sheet

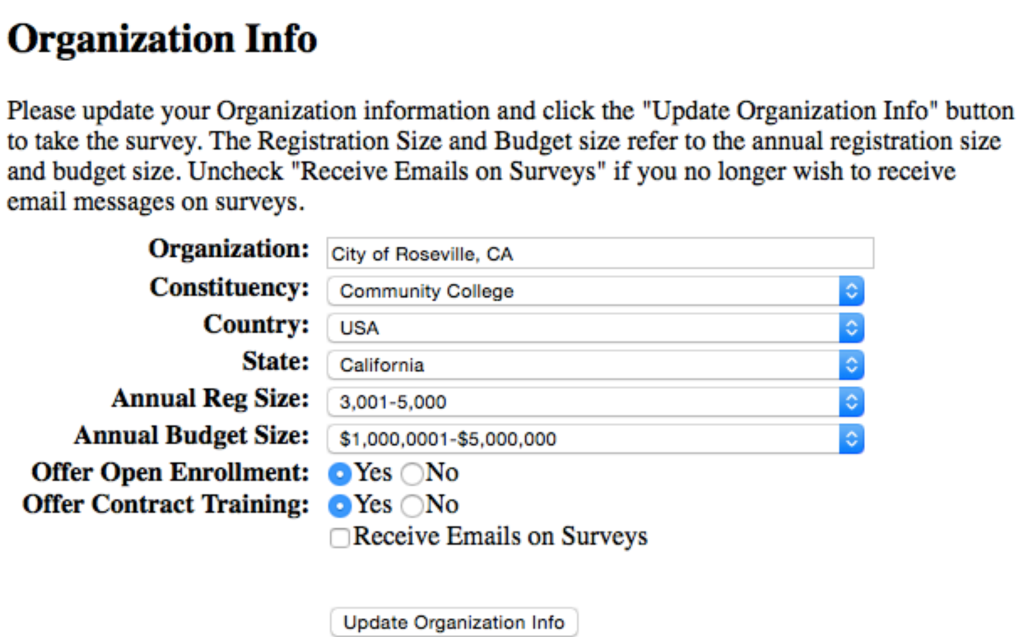
"Information That Works!"

Purpose of LERN Dashboard:

- The LERN Dashboard is a powerful tool for members that will allow you to see how your program compares to other similar programs around North America. The data is generated by surveying all LERN members about how their organization has performed over a set period of time. You will be asked to answer basic demographic questions that will be used to allow members to drill down further into the data and create the most relevant analysis for their programs (for example, technical schools in Kansas that have between 5,001 and 10,000 yearly registrations and a budget of $250,001 and $500,000). You will also be asked if you offer Open Enrollment and/or Contract Training. Then, you will be asked specific questions about the performance of your Open Enrollment and/or Contract Training programs. These questions allow for meaningful data that can be custom tailored to create a realistic comparison between members' programs. This tool will be available to you and other members through the LERN Club, allowing you to do your own analysis on your time!

Filling out Surveys:

- You will receive an email asking you to participate in the survey. You will be asked to follow a link included in the email to take the survey.
- Once you open the survey, the first page you will see will ask you to update your organization's info. The info to update includes "Organization", "Constituency", "Country", "State/Provence" (depending on country choice), "Annual Registration Size", and "Annual Budget Size". You will also be asked if your organization offers Open Enrollment and/or Contract Training. When this is filled out, click "Update Organization Info".



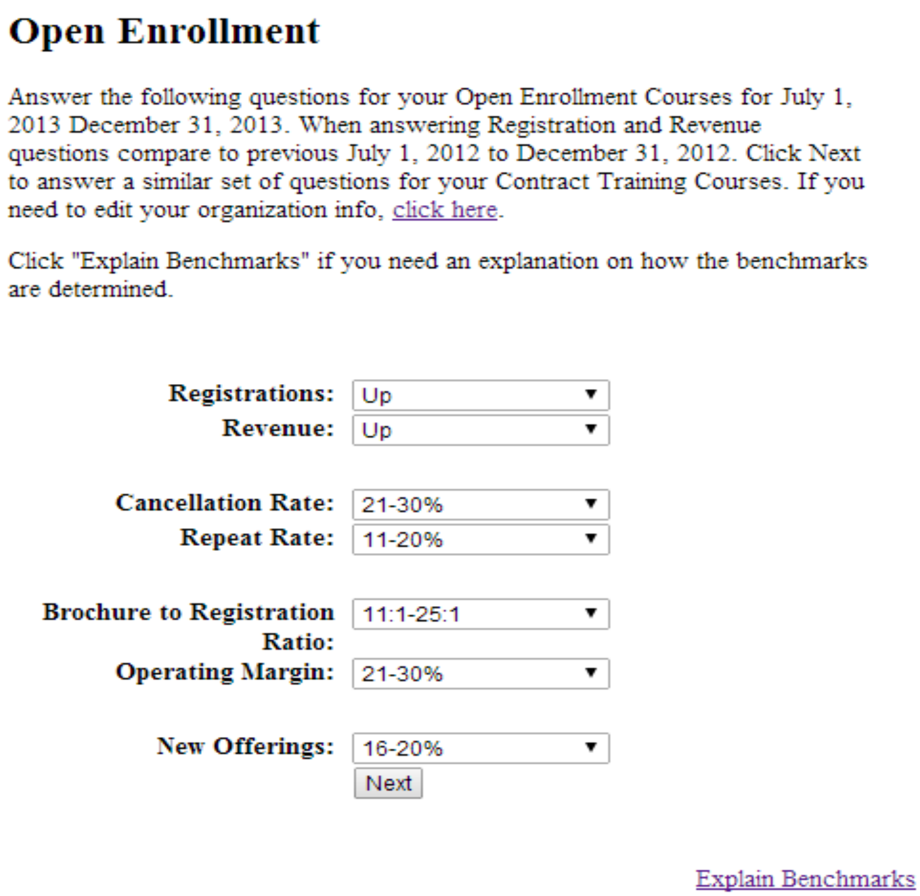
Organization Info

Please update your Organization information and click the "Update Organization Info" button to take the survey. The Registration Size and Budget size refer to the annual registration size and budget size. Uncheck "Receive Emails on Surveys" if you no longer wish to receive email messages on surveys.

Organization:	City of Roseville, CA
Constituency:	Community College
Country:	USA
State:	California
Annual Reg Size:	3,001-5,000
Annual Budget Size:	$1,000,0001-$5,000,000
Offer Open Enrollment:	Yes No
Offer Contract Training:	Yes No
	Receive Emails on Surveys

Update Organization Info

- Next, you will be brought to the “Open Enrollment” survey questions (assuming they answered “yes” to offering Open Enrollment). You will be asked to answer 7 questions about your organizations’ Open Enrollment courses. The questions have dropdown menus associated with them. The Open Enrollment questions are “Registrations” (up or down), “Revenue” (up or down), “Cancellation Rate”, “Repeat Rate”, “Brochure to Registration Ratio”, “Operation Margin”, and “New Offerings.” At this point, when you submit your answers, you are either done with the survey or you will move on to questions about “Contract Training” if it is applicable. (Clicking “Explain Benchmarks” will explain how to gather the required data. If you do not have some of the data, you can leave the field as “None”.)



Open Enrollment

Answer the following questions for your Open Enrollment Courses for July 1, 2013 December 31, 2013. When answering Registration and Revenue questions compare to previous July 1, 2012 to December 31, 2012. Click Next to answer a similar set of questions for your Contract Training Courses. If you need to edit your organization info, click here.

Click "Explain Benchmarks" if you need an explanation on how the benchmarks are determined.

Registrations:	Up
Revenue:	Up
Cancellation Rate:	21-30%
Repeat Rate:	11-20%
Brochure to Registration Ratio:	11:1-25:1
Operating Margin:	21-30%
New Offerings:	16-20%
	Next

Explain Benchmarks

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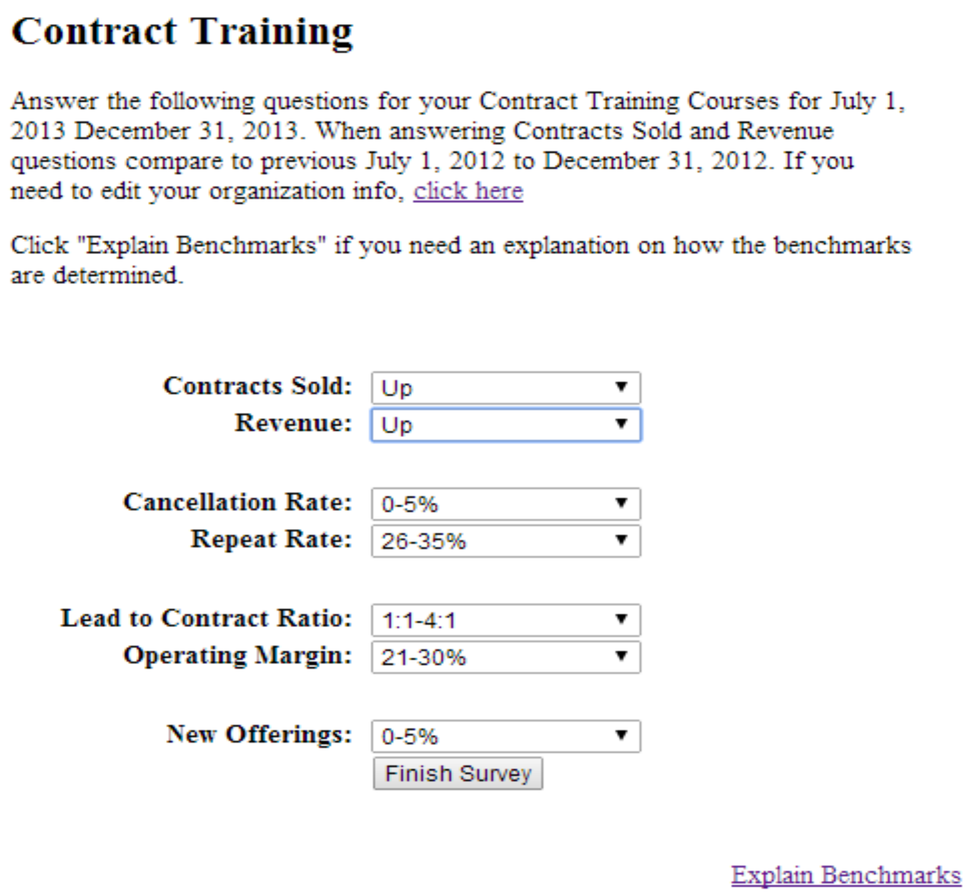
The “Contract Training” survey screen is similar to the “Open Enrollment” screen. You will be asked to answer 7 questions related to your organizations’ Contract Training courses. The questions have dropdown menus associated with them. The Contract Training questions are “Contracts Sold” (up or down), “Revenue” (up or down), “Cancellation Rate”, “Repeat Rate”, “Lead to Contract Ratio”, “Operating Margin”, and “New Offerings”. When you are done, click “Finish Survey” to submit your data. (Clicking “Explain Benchmarks” will explain how to gather the required data. If you do not have some of the data, you can leave the field as “None”.)



Contract Training

Answer the following questions for your Contract Training Courses for July 1, 2013 December 31, 2013. When answering Contracts Sold and Revenue questions compare to previous July 1, 2012 to December 31, 2012. If you need to edit your organization info, click here

Click "Explain Benchmarks" if you need an explanation on how the benchmarks are determined.

Contracts Sold: Up
Revenue: Up

Cancellation Rate: 0-5%
Repeat Rate: 26-35%

Lead to Contract Ratio: 1:1-4:1
Operating Margin: 21-30%

New Offerings: 0-5%

Finish Survey

Explain Benchmarks

Analyzing Data:

- To analyze the data from a survey, log into the LERN Club and select “Dashboard” from the menu on the left.
- On the left are the tools for analyzing the survey data. First, select the survey you want to analyze from the first dropdown menu.
- Once you have selected the survey you want to analyze, you can either view the data as a whole or drill down further. To view the data, you need to choose “Open Enrollment”, “Contract Training”, or “Both”. For instance, if you choose “Open Enrollment”, you will see data from all surveys that contained Open Enrollment data. Organizations that only have Contract Training will be excluded from this analysis. If you choose “Both”, you will see all data from the survey divided into separate sections for Open Enrollment and Contract Training.
- If you want to drill down further into the data, you can narrow the scope of your analysis by selecting parameters from the other dropdown menus. These parameters/menus include “Constituency”, “Country”, “Registration Size”, and “Budget Size”. You can use them all or leave some blank; whatever creates the most meaningful data for your organization.

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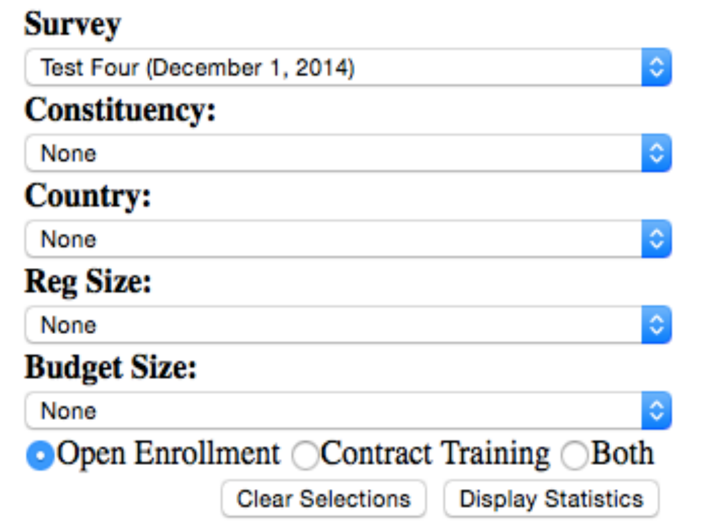
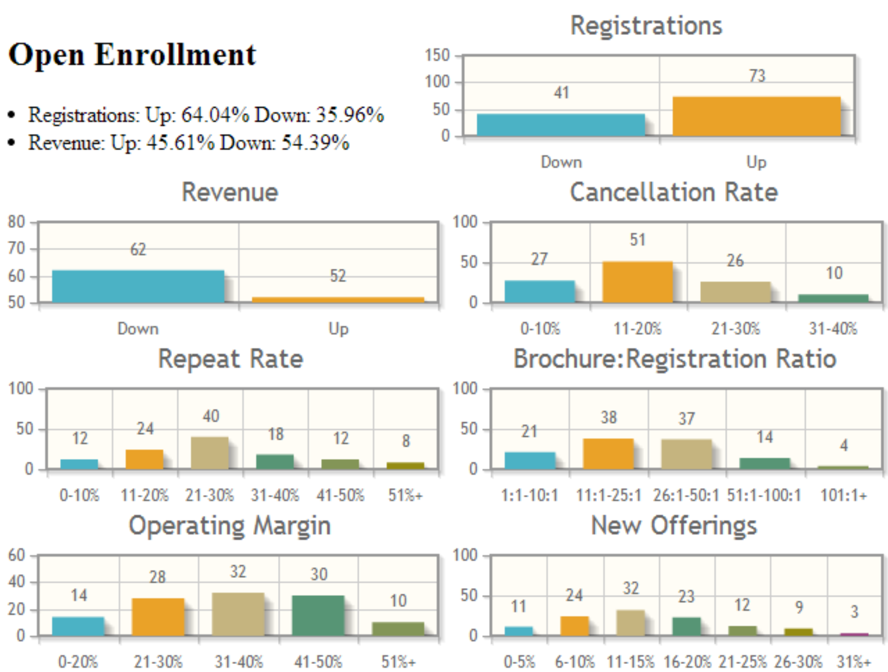


- Once you click “Display Statistics”, your data will be displayed in bar graph format on the right. For Open Enrollment, you will see the percentage of Organizations that are up or down for both registrations and revenue. You will also see bar graphs for “Registrations”, “Revenue”, “Cancellation Rate”, “Repeat Rate”, “Brochure: Registration Ratio”, “Operation Margin”, and “New Offerings”. Below is an example of what will be displayed:



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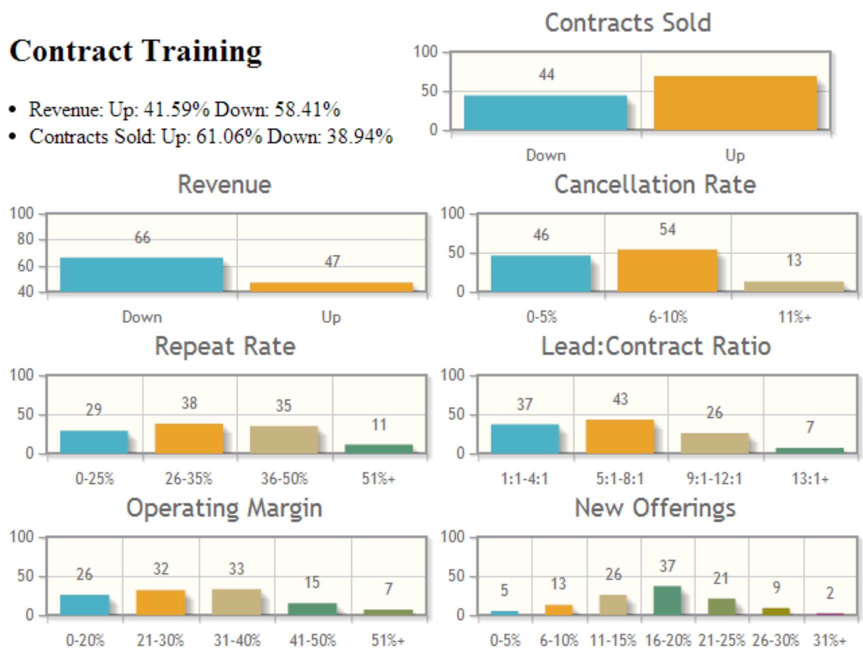
- For Contract Training, you will see the percentage of Organizations that are up or down for both Revenue and Contracts Sold. You will also see bar graphs for “Contracts Sold”, “Revenue”, “Cancellation Rate”, “Repeat Rate”, “Lead: Contact Ratio”, “Operation Margin”, and “New Offerings”. Below is an example of what will be displayed:



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