



Case Study

Beyond Event Management;

Effective Management of Programs, Classes, Courses, Sessions, Seminars, Conferences, Human Resources And Facility Logistics

Case Study Prepared by:

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1 When Simple Event Management isn't Enough

Overview

Organizations managing large numbers of Programs, Seminars, Classes, and Conferences are often challenged by the absence of integrated software to assist Program Coordinators with managing and marketing a large amount of dynamically changing program information. The typical AMS software platforms do not address these sophisticated needs. And systems designed for large campus wide course management applications are not the right fit. Many education based organizations are forced to turn to custom or fragmented systems to address all of the back office scheduling conflicts while at the same time keeping website and catalog content fresh and relevant.

(C) Systems has focused for many years on this market segment and has worked with a number of industry leaders. Those customers include:

- The largest executive training organization in the world
- A number of large community centers with intensive Program activity
- Cultural and Faith based organizations that offer schools, daycare, camps, and other specialized training activities
- Continuing Education organizations

Disconnected, Fragmented Systems

The application is sometimes described as “an events management application on steroids” according to Lee Hornstein, Managing Director of (C) Systems. It’s not uncommon to find multiple systems and multiple databases; all disconnected addressing different component parts of the Program Management and Program Marketing process. These components include:

- Program Management, Session Management, Recurrence Management and Scheduling
- Content Management, Category Management, Website, Catalog and Graphics Management
- Instructor and Faculty Management and Scheduling
- Pricing, Deals, and Discounts, Customer Service
- Advanced Enrollment and Registration Capabilities
- Room and Resource Management, Facility Management
- Catering Applications
- Security and Notifications Management
- Advanced Calendaring for Internal and Public Website Use

Program Manager – It's Origins at a Large Program Oriented Community Center

“What was missing for us and what we found our membership software did not address, was a tool designed specifically for Program Coordinators. The event oriented software wasn't a fit for our 25 Program Coordinators who were responsible to create, develop content, manage the scheduling, and effectively market over 4,000 programs per year”, says Mitch Glenn, Director of Technology at the JCC in Manhattan, a large community and cultural center located on the Upper West Side of Manhattan. The center offers approximately 1,300 programs per term many of which are repeated sessions of the same program for their popular early childhood programming.

Many years ago the JCC made a decision to develop their own Program Management and Program Marketing tools to manage this activity. When (C) Systems contracted with the JCC to install **iMIS** for membership and fundraising purposes the project also included the integration of their custom Program Management application. And soon after that project began, (C) Systems recognizing that no off the shelf application existed to address these requirements acquired the rights to that early custom version of Program Admin (later renamed Program Manager) and took over development responsibility and the rewrite of the application to ensure that it became a commercially viable product.

Project Evolution | Vision

With a goal of integrating these applications (C) Systems took ownership of the legacy ASP version of the software and set out to rewrite and rebuild the system from scratch in a modern .NET development environment. At the same time the company needed to maintain the legacy product until such time that the new system was ready for release. During the rewrite the software specifications expanded to include significant new functionality, transforming the system to a product that could be deployed in almost any setting. Complicating the initial phases of work was the decision to introduce a new and fully integrated Room and Resource Scheduler, rather than integrating an existing off-the-shelf program.

“Our vision was to create a single database solution addressing sophisticated Program and Class Management, and Facility Management requirements. Building out robust solutions for this marketplace has been time consuming but the results are impressive”. Hornstein adds, “outside of huge University oriented course management applications no other platform offers enterprise class solutions for Program and Class Management, eCommerce, and website management that combines a sophisticated Room and Resource scheduling application from one integrated environment”.

2 Solution Set – Phase I and Phase II

Development of Program Management Suite

Phase I of the Software Requirements Specification (SRS) defined the following modules:

- Program Maintenance
- Recurrence Scheduler
- Session Generator
- Public Website Controls, Content Management, eCommerce, Highlighted Programs, Category Navigation, Program and Category Cross Listings, Referred Programs, Search, Keyword Search, Priority Registration
- Calendaring Controls (for both internal and public use)
- Security Manager
- Notification Manager
- Program Manager | **iMIS** Integration

Phase II of the SRS included the following:

- Instructor Scheduler
- Customer Service Messaging
- Discount Manager
- Prerequisite Manager
- Priority Registration | Enrollment Management (including multiple term registration)
- Room and Resource Manager (to run as part of Suite or Standalone)
- Room and Resource Manager - **iMIS** Integration
- Improvements to eCommerce Control for Series Sales
- Outlook Integration
- SEO Optimization

3 Success in Additional Vertical Markets

Vertical Market Penetration

Since the initial creation of the Program Manager suite (C) Systems has successfully implemented the software and stand alone versions of both Program Manager and Room and Resource Manager at a number of different organizations.

These organizations include:

- JCC in Manhattan
- JCC on the Palisades
- JCC in San Francisco
- JCC in Metropolitan Detroit
- Asphalt Green (NYC)
- Royal Statistical Society (London)
- New York Academy of Medicine
- Temple Israel of Hollywood

Additional Vertical Markets Serviced by these Applications:

- Community Centers
- Fitness Centers
- Cultural Organizations
- Associations with Room, Resource Scheduling and Catering Requirements
- Executive Training Organizations
- Specialty Training Organizations
- Proprietary Training Organizations
- Faith Based Organizations
- Congregations with Resource Scheduling Requirements
- Meeting Planners and Conference Managers

For more information on Program Manager,
Room and Resource Manager or **iMIS**:

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