

HARMONIZING WITH ASAP

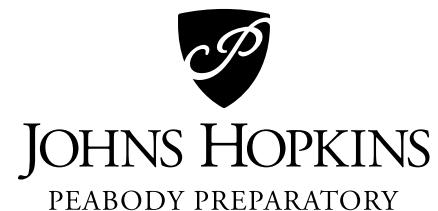
The Peabody Preparatory of Johns Hopkins University uses ASAP to get registration and scheduling working in concert.

ASAP Helps Peabody Preparatory Streamline Registrations and Make Better Business Decisions.

The halls at the main campus of Peabody Preparatory, part of the Peabody Institute of Johns Hopkins University in Baltimore, overflow with students and parents. Young girls in tutus rush excitedly past an octogenarian walking with a guitar. Music from a chamber orchestra wafts into the corridor. The place is bustling with people of all ages looking forward to immersing themselves in music and the performing arts.

But what you won't see is a line of people waiting to register for classes. That used to happen, until Peabody took its registration and class management online with ASAP.

The robust system allows people to register online for both group classes and individual lessons, drastically reducing the need for in-person registrations. On the back end, ASAP supports class schedules and curriculum with different types and levels of classes and instructor experience. And, it accommodates scheduling based on space planning, easing this laborious process.



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Maria Mathieson
Director of Peabody Preparatory

What's more, three staff members who formerly worked mainly with walk-in registrations have been cross-trained to also work with the Peabody conservatory within the institute.

“ASAP has been a win-win for us and for the parents of our students,”
says Maria Mathieson, director of Peabody Preparatory.

“For the first time, we have a firm grasp of our registrations, our faculty costs and other performance data that allows us to better plan for the future. Families can register at home in their jammies. They can be self-sufficient, and that takes the load off our staff.”



Self-serve registrations are “magical.”

Peabody Preparatory is a community music and dance school that shares a campus in downtown Baltimore with the institute's renowned conservatory. The community school also has three other locations in Maryland. In total, the school serves 2,500 students with 120 faculty.

ASAP has received a standing ovation from parents and others who use the registration system, partly because of ease of use, but mostly because they don't have to stand in line. They can self-serve to peruse the catalog, register for single or multiple classes and either pay in full or set up a payment plan – all within ASAP. Peabody also uses ASAP to maintain email communication with program participants.

During a focus group, Maria says one parent called the registration system “**magical**.”

Leaders at Peabody Prep appreciate the fact that ASAP can easily link to the Johns Hopkins IT system to provide reliable reporting and to alleviate what had previously been a pain point – when employees register for classes.

Formerly, in order to receive an employee tuition discount, an employee had to fill out a paper form attesting to employee status that then had to be validated. Because ASAP links to Johns Hopkins' financial systems, however, the validation now occurs by checking a box on the appropriate registration screen.

“Now the rest of the university is looking at this feature,” says Maria, “because they still are using paper forms.”



Specialized functionality for private lessons.

Before moving to Peabody as director, Maria served as head of music at a community music school that used another class registration system in conjunction with six other schools. She described the previous system as “problematic,” noting that it didn’t meet the unique needs of music schools that offer private lessons.

“When I found out that Peabody had adopted ASAP, it was a ‘glory, hallelujah!” moment for me,” Maria says. *“I had met the CTO of ASAP at a national conference several years earlier, and he asked me what it would take to switch. What I told him is that we really need a way to book private lessons, and, obviously, they listened.”*

Because of ASAP’s greater functionality, Peabody uses the system as the single source of truth to track time and benefits, which makes the private lesson registrations Maria sought such a critical success factor. Registration fees for both group classes and private lessons vary by class type, instructor and that instructor’s experience, education, tenure and instrument, so calculations can be tricky without a trusted system.

Department chairs are responsible for submitting class and instructor information for input into ASAP, which Maria says “is gospel for what’s in the catalog and what goes on (instructor) contracts. I’ve been a little hardline about it,” she admits. “If it’s not in ASAP, then it’s not part of their contracts.”

That single source of truth also helps with space and time planning across the four locations and fulfilling the particular space needs of certain programs, such as dance and piano instruction or private lessons versus group classes.

Trusted data brings better decision-making.

"ASAP has been a huge plus for us because it's stable and reliable," Maria says. "The challenge with the old system was that we never trusted the data."

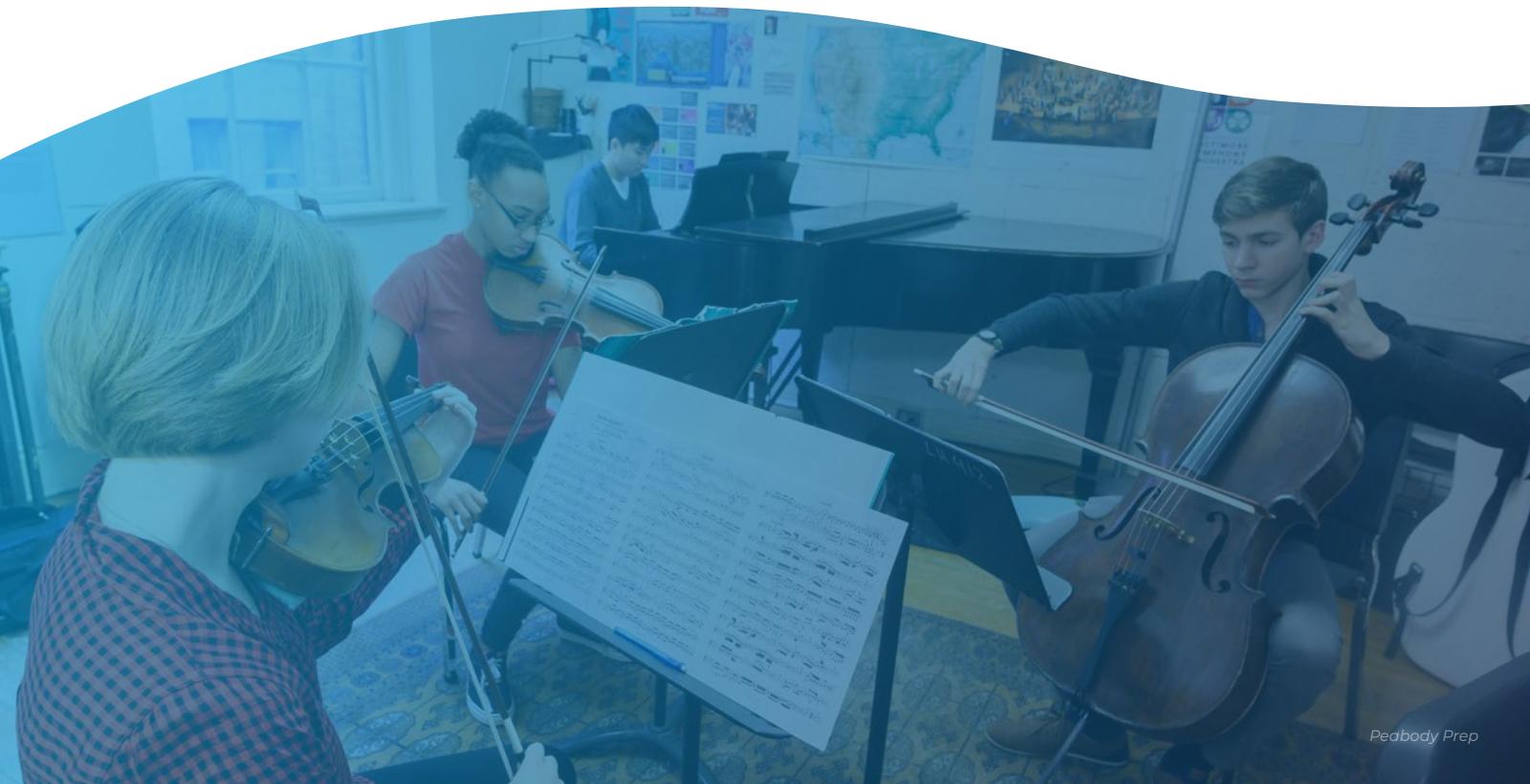
That trusted data has been put to good use in reports the finance team uses to track revenue by class, by department and by teacher hours. Peabody mainly uses its own reporting because ASAP is tied into the university's financial systems.

That integration included rolling the old student information system into ASAP so administrators can track billing and which students owe money. "The rollover functionality has been glorious," Maria says. "In the university, we're taking the lead on that."

She says that the ASAP IT team has been nothing short of phenomenal during the implementation and at solving any issues that have arisen since. Maria describes Peabody as fairly self-sufficient with technology, "so when we report a problem, it's actually a problem. The ASAP team is really on it to step in and resolve the situation anytime when we've had major issues."

When asked to list a few must-haves for registration and class management software, Maria first lists ease of use for families, with shopping cart functionality and a robust communications platform to keep them in the know. She then lists reliable data that can be used to make business decisions with confidence. Finally, she credits ASAP with making her job easier.

"We've moved from all hands-on-deck the first two Saturdays of classes, with lines down the hallway, to a system that works better for families and for administrators," Maria says. ***"In addition to fewer headaches, we've actually freed up staff time so they can perform more value-added functions to enhance our student and family experience beyond just registering students."***





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