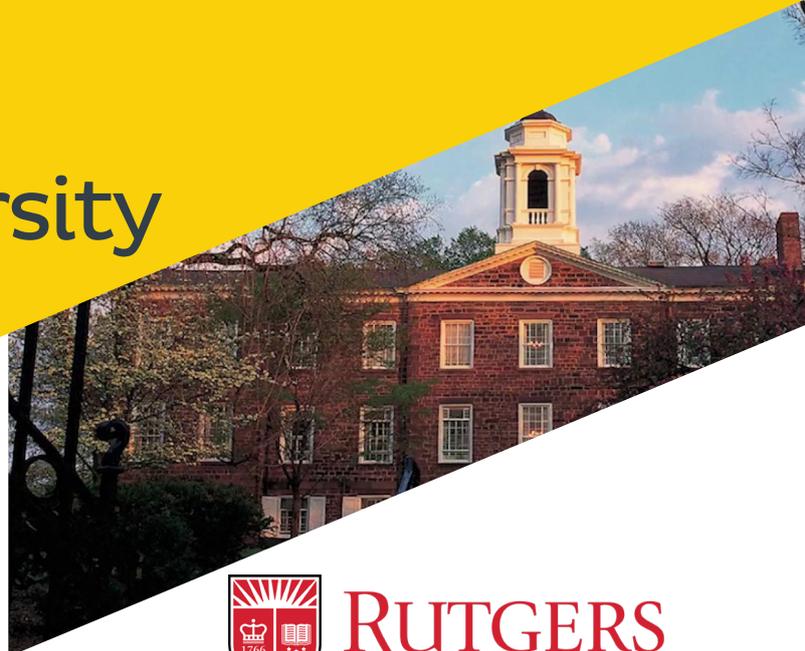


Rutgers University

Case Study



RUTGERS

Teaching and Learning
with Technology

Rutgers, the State University of New Jersey, is currently ranked 33rd amongst the world's top 1000 universities. Rutgers serves over 69,000 students with 22,500 staff in New Jersey and across the globe. The university runs its operation on an annual budget of \$4.4 billion.

Increasing numbers of education providers, both physical and online, mean increasing your competitive advantage is important. For Rutgers' Teaching and Learning with Technology faculty (TLT), giving registrants a premium learning experience is paramount to remaining in the top echelon of higher education providers.

Rutgers TLT found it challenging to achieve this due to immense amounts of administrative work and an increase in faculty training offerings. "Our confirmation and reminder emails had to be constantly updated by hand, and one step back from that, had to be entered into a Google spreadsheet each term" said Emily Ravenwood, Senior Instructional Designer. Furthermore, any changes to workshops required manual updates on Rutgers TLT website. The website itself, was not providing registrants the most seamless experience and needed a refresh. These challenges prompted the university to invest in a training management

The Arlo Solution

Arlo's user interface and ease of use stood out to the Rutgers TLT team, leading them to implement the solution in 2017.

The software helped Rutgers TLT reduce their manual administration, giving back administrators valuable time to work on growth activities. "The ability to schedule and customize confirmations, reminders, and event instructions has vastly reduced both the work-load and human error. Arlo saves us so much time on communication with registrants" said Ravenwood. All communication is now automatically sent upon registration. The solution was quickly adopted, and proved instrumental in increasing the efficiency with which Rutgers TLT managed their many recurring workshops.

Arlo's website integration has meant the Rutgers TLT administration team no longer manually updates workshop information. All changed details were automatically reflected on the university's refreshed workshop pages. The site now allows registrants to find the education they seek, with filters, upcoming pages and widgets.

"Given how successful it's been, we plan to phase Arlo in as the registration tool for our annual conference, also."

- Emily Ravenwood, Senior Instructional Designer



Promote, sell & deliver your training and events

The Results



Increased number of workshops and registrations

Since adopting Arlo, Rutgers TLT has been able to significantly increase the number of workshops they offer. “Arlo has let me effectively manage a doubled workshop volume”, said Ravenwood, while spending less time on administration. Arlo’s numerous tools to help Rutgers TLT promote, sell and deliver their workshops have meant registration numbers have doubled, and are set to increase further.



Less manual administration

Administrator’s workloads were reduced through workshop templates and easy scheduling options as Rutgers TLT run a number of recurring workshops. Overall, administration time has been reduced by at least 80 hours per quarter.



Better registrant experience

Arlo’s automated communication also provides important information to registrants as well as alerts for any changes. “We’ve gotten repeated thanks for our customized reminder and follow-up emails, and the detailed directions we can give to join webinars or find workshop venues” said Ravenwood. Arlo automatically updates the Rutgers TLT website with any changes and gives registrants a seamless experience.



Improved understanding of registrants

Arlo’s automated communication allows Rutgers TLT to automatically send satisfaction surveys after the completion of a workshop. “Those surveys are especially helpful when demonstrating the effectiveness of our department” said Ravenwood. The surveys provide valuable feedback, highlighting both strengths and weaknesses, assisting Rutgers TLT in improving their offering.

“Arlo has let me effectively manage a doubled workshop volume... and our registration numbers have doubled in the past quarter”

- Emily Ravenwood, Senior Instructional Designer



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