



**Industry:**

JCC

**Contact:**

JCC Metrowest  
<http://www.jccmetrowest.org/>

Karen Edelstein  
 Marketing Director  
[kedelstein@jccmetrowest.org](mailto:kedelstein@jccmetrowest.org)  
 973.530.3472\_

Steve Lancman  
 Promise Technology Partners  
[slancman@promisetechnet.net](mailto:slancman@promisetechnet.net)  
 973.324.1636

# Spectrum Online Case Study

## “It Doesn’t Happen By Itself”

**Background:**

The JCC Metrowest serves the 10<sup>th</sup> largest Jewish community in North America. Two centers, one in West Orange, NJ, and one in Whippany, NJ, serve an area of 400 square miles – from New York City to Morris County. Through classes, theater events, summer camps and community-wide festivals, the JCC Metrowest touches over 50,000 people each year.

**Challenge:**

The JCC Metrowest needed a robust, real-time system to increase their online program and class registration.

**Solution:**

JCC MetroWest went live with Spectrum program registration and online registration in December 2005. All programs other than Camp, Early Childhood Education (not including after-school enrichment programming) and Maccabbi, have since been available for registration using Spectrum Online.

As shown in Table 1 below, MetroWest’s online registration has grown from 8-10% in the completed Winter and Summer 2006 sessions, to 24% in the Fall 2006 session currently underway. In most Fall program categories over 40% of registrations are online.

**Table 1: MetroWest Online Registration percentage by Category**

Category	Winter 06 (Jan-May)			Summer 06 (Jun-Aug)			Fall 06 (Sept-Dec)			
	Total Reg	Online Reg	% Online	Total Reg	Online Reg	% Online	Total Reg	Online Reg	% Online	Avg Age
Adults & Jewish Education	1,717	10	1%	629	4	1%	1,248	31	2%	12
Aquatics	1,512	95	6%	226	18	8%	972	203	21%	15
Arts	450	85	19%	36	4	11%	234	109	47%	13
Babysitting				536	89	17%	108	56	52%	3
EC Enrichment / Youth	1,811	345	19%	53	3	6%	666	300	45%	9
Special Needs	54	4	7%	30	1	3%	89	21	24%	16
Sports & Recreation	677	111	16%	203	13	6%	367	150	41%	12
<b>Total</b>	<b>6,221</b>	<b>650</b>	<b>10%</b>	<b>1,713</b>	<b>132</b>	<b>8%</b>	<b>3,684</b>	<b>870</b>	<b>24%</b>	

The MetroWest Marketing department is growing online registration by promoting awareness of the availability of online registration; teaching members how to login online and find programs they want; and encouraging online registration. Specific actions have included:

1. Setup of an 'intermediate' web page between the MetroWest website and Spectrum online website, with detailed login instructions – see Table 2 below
2. Putting course links on the MetroWest website, that take members directly to the desired category in Spectrum online – see Table 3 below
3. 3-page 'how to login' spread in Fall Program Guide
4. Training staff in use of Spectrum online, to better support members
5. Automatic 5% discount off online registrations for Fall 06 session, using the feature circled in Table 4 next page, in the Spectrum Course Setup screen
6. Setup self-service online registration kiosks in the lobby of each branch – see Table 5 next page
7. Opening online registration earlier than in-person/phone registration.

Table 2: MetroWest - Spectrum Online instructions



Table 3: MetroWest JCC - Links directly to Spectrum Online program categories



**Table 4: Spectrum Course Setup – Online registration discount**

Course	Code
A Night of Better Mah Jongg	CJAE000015
<b>Beginners Mah Jongg</b>	<b>CJAE000013</b>
Beginners Mah Jongg Ses 2	CJAE000014

Site: 1 - C3-West Orange  
 Category: Adult Enrichment  
 Course: Beginners Mah Jongg Code: CJAE000013 Active: Yes  
 Minimum Age: 18 Year(s) 00 Month(s)  
 Maximum Age: 99 Year(s) 00 Month(s)  
 Gender Requirement: Either Non Members may enroll: Yes  
 MIn Grade: Max Grade:  
 Enforce Age: No Enforce Prerequisites Online: No  
 Sub Groups Prerequisites Other Requirements  
 Pop up note: Members will need to purchase card and set by 2nd class.  
 Course Detail: Learn how to play this ever popular ancient game that is all time favorite with experienced teacher Sandi Monack.  
 Defer By: Program  
 Payment required for enrollment: No  
 Percent Discount for On-Line Enrollment: 5.00%  
 Instructor Resource Fees Delete Clear Save Exit

**About CSI Software**

CSI Software is the leading provider of membership management software and services designed for health and fitness clubs, campus recreation centers, wellness centers, JCC/ YMCA/YWCA organizations, and parks and recreation departments.

For more information logon to [csisoftwareusa.com](http://csisoftwareusa.com)

**Table 5: MetroWest – self-service Kiosk for Spectrum Online**



**Future steps to further grow online registration include:**

- Targetting the online registration discount, to program categories where online registration is lower
- Mailing login IDs and passwords to members
- Further training for staff in Spectrum program setup and in online registration, so program information is entered in a user-friendly manner