January 20, 2015

TO: Continuing Education Senior Administrators

FROM: Margaret Roberton, Director, Workforce Continuing Education – Training and Standards

RE: ed2go | Cengage – Online Payment Options

Recently ed2go | Cengage Learning presented their new preferred payment plan, “Online Payment Service”, to their partner institutions. The corporate driver behind the new payment plan is to increase the volume of individuals who complete the sales cycle from prospective student to enrolled (paid) student. The anticipated end result would be beneficial to both the vendor and the provider agency due to the increase in student conversions.

The “Online Payment Service” plan allows ed2go | Cengage Learning to collect student registration fees on behalf of the institution thus eliminating the ‘offline’ payment process currently utilized. The ‘offline’ model requires the student to leave the ed2go environment and enter the institutional process for registration and payment. Under the new plan, Cengage will submit the registration money collected to the college and invoice the college the wholesale price of the course plus a $2.25 bank transaction fee per enrollment at the end of each billing cycle.

While colleges may contract with vendors to provide access to instruction and colleges may set a variety of fees through their local board of trustees, colleges may not charge students ‘processing fees’ to register for courses supported through state budget funds. As such colleges would not be able to pass on the $2.25 bank transaction fee to students as a part of the registration costs for an occupational extension course.

Should a college choose to adopt this payment plan option with ed2go | Cengage Learning, the bank transaction fees charged to the college per enrollment must be paid from local institutional funds not associated with a course generating budget FTE. Colleges could choose to run ed2go courses as self-supporting and charge appropriately to cover all associated costs.

At the moment, ed2go | Cengage Learning is also maintaining alternative payment options which do not establish the vendor as the payment agent for registration. These options range in available features and individual colleges should determine which option best fits their current structure.

Please contact Margaret Roberton, 919-807-7159 or robertonm@nccommunitycolleges.edu, if you require additional information.

Attachment: ed2go | Cengage Learning Online Payment Service Update (November 2014)

CC: CE Registrars
    Dr. Lisa Chapman
    Ms. Barbara Boyce
    Mr. Matt Williams
As you’ve been hearing, we’re encouraging all partners to utilize our Online Payment Service to improve student conversion rates, student outcomes and minimize partner administrative responsibilities. We have collected data that shows only 58% of students who choose an offline payment option, convert to a paid student. We are losing students by not giving them the opportunity to make payment at the time of interest. Furthermore, only 30% of students who choose an offline payment option complete their course. By adding our Online Payment Service, we believe partner enrollments will increase as a result of a more convenient method of payment. Furthermore, we believe partners will appreciate the convenience of this service since it alleviates the need to track down payment and verify enrollment. Using our Online Payment Service, ed2go will collect student payment on your behalf. At the end of the billing cycle, we return the money we collected and invoice you the wholesale price plus a $2.25 bank transaction fee per enrollment.

For partners who are unable to use our online payment service and need to continue collecting payment offline, we have a couple options available. These include the following: a new partner enrollment tool, a change to the existing button label for offline payment, or retain your existing enrollment settings. Depending on your preferred method of enrollment and the types of students you work with, you may decide to use a combination of these enrollment methods.

1. **New Partner Enrollment Tool** - Our new partner enrollment tool, which will be enabled on all partner administrative sites, allows partners to individually enroll students using the student’s name and email address once payment has already been received. Using the partner enrollment tool, students are automatically verified and added to the roster. The partner enrollment tool might be an option for partners who direct students to their internal registration system for enrollment and payment. The new partner enrollment tool could eliminate the need for students to have a dual enrollment process through ed2go. Another use for our partner enrollment tool is for partners who work with companies and 3rd party payment providers. Using the partner enrollment tool, these partners can collect the payment from a company or 3rd party payment provider and register the students using this tool. There are some limitations with this tool in its 1st iteration. Partners using this tool will need to individually enroll each student. A student upload feature is currently not available. So, for high enrolling partners this tool might not be an ideal solution.

2. **Existing offline payment button labels change to a “Continue” button** - Students enrolling at partner sites that don’t offer online payment, will still be able to proceed through the enrollment process. The only change will be to the button label that displays for payment. We’ll remove the existing offline payment button labels and a new “Continue” button will be used. The “Continue” button will function just like the existing offline payment buttons. Students who proceed through the enrollment process and select the “Continue” button will be added to your roster as an un-verified student, partners will receive an email roster change notification, and students will receive a registration confirmation that will display your current preferred methods of payment. The decision was made to remove the “Pay Later” and “Already Paid” button labels because they caused errors in enrollment.

3. **Retain the existing enrollment settings** - For partners that don’t want to display a “Continue” button label to students during the registration process, we can retain your existing enrollment settings. Please notify your Account Manager if this is your preference.

Online Payment is THE preferred enrollment method for your students and is simple to add. The online application and W9 can be completed and uploaded by clicking the following link: http://ed2golive.com/partner/blog/add-secure-online-payment. When prompted, enter password partner2015 to get started TODAY!

Kelly Ajmal
Senior Account Manager
ed2go | Cengage Learning
PO Box 760, Temecula, CA 92593
(p) 951 972 3607 (f) 951 972 3601
kelly.ajmal@cengage.com | www.ed2go.com