



# Increasing Revenue for CE and Workforce Development:

Wake Tech's Integration of Enrole  
with Ellucian Colleague

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Dean, Wake Technical Community College



# Importance of Continuing Education and Workforce Development

1

CE and WFD boosts enrollment

2

Generates revenue for institution

3

Promotes lifelong learning

**“According to the 2024 Gartner CIO and Technology Executive Survey, 41% of higher education respondents plan to invest in a continuing education and workforce development solution in the next one to three years.”**

*Gartner®, Market Guide for Continuing Education and Workforce Development Solutions, By Grace Farrell, Robert Yanckello, 16 September 2024. GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.*

# Agenda

- 1 Wake Tech's Workforce Training Division Impact
- 2 Wake Tech's Goals for Modernizing CE
- 3 Defining the Requirements
- 4 Enrole the Solution
- 5 Outcomes and Benefits



# Wake Technical Community College is Leading the Way

- ✓ Located in Raleigh,  
North Carolina
- ✓ Largest community  
college in the state



# WTCC's Continuing Education by the Numbers



72,000+

Students Annually

37,000+

CE Students in 23-24

12,000+

Fee-Waived CE Students

145

Annual Employees in CE

5

Dedicated Employees to Fee-Waived Student Registration




# WTCC's CE Goals

- Upholding the College's brand
- Preserving competitive edge in 21st century workforce training
- Delivering an Amazon-like experience for students and industry partners
- Leveraging modern technology to meet WFD and CE needs of the community
- Offering tailored course options for industry partners with self-service enrollment for their employees
- Sustaining enrollment growth
- Marketing to community



# Pre-Enrole State of Affairs

- Manual processes for student data entry
  - Could not scale with enrollments
  - Lack of CRM hindered marketing, communication, and scalability.
  - No support for corporate partner sponsorships or management.
  - No tool to prevent duplicate records.
  - Students mistakenly believed they were automatically enrolled.
  - No self-service options to update contact information or reset PINs.
  - No system to notify students about upcoming course offerings.
- 

# Key Requirements



## Real-Time Integration

Colleague is the source of truth with live real-time integration of student records (SSN required).



## Streamlined Workflow

Courses and sections are seamlessly uploaded, simplifying staff processes.



## Fee Waiver Eligibility

System allows for the verification of fee waiver eligibility, differentiates course types, and tracks data elements.



## Student Search

Students can search for classes in various ways and must confirm fee waiver eligibility.

# Key Requirements cont.



## Verification & Holds

Duplicate record checks to prevent errors. Student restrictions and holds (e.g., age restrictions) are adhered to; and employment status and educational level are also captured.



## Student Notifications

Students are notified upon successful enrollment.



## Staff Enrollment

Training coordinators can enroll their staff in specific courses via a PIN or link.



## External Uploads

External entities can upload documents and track student/staff progress.

# Key Requirements cont.



## Self-Enrollment

Individual registrants can self-enroll for fully online courses.



## Support Features

Waitlist management, reporting, and dashboards are included.



## Order Cancellation

Registrations/orders can be canceled.



## Compliance

Meets FERPA, HIPAA, and ADA requirements.

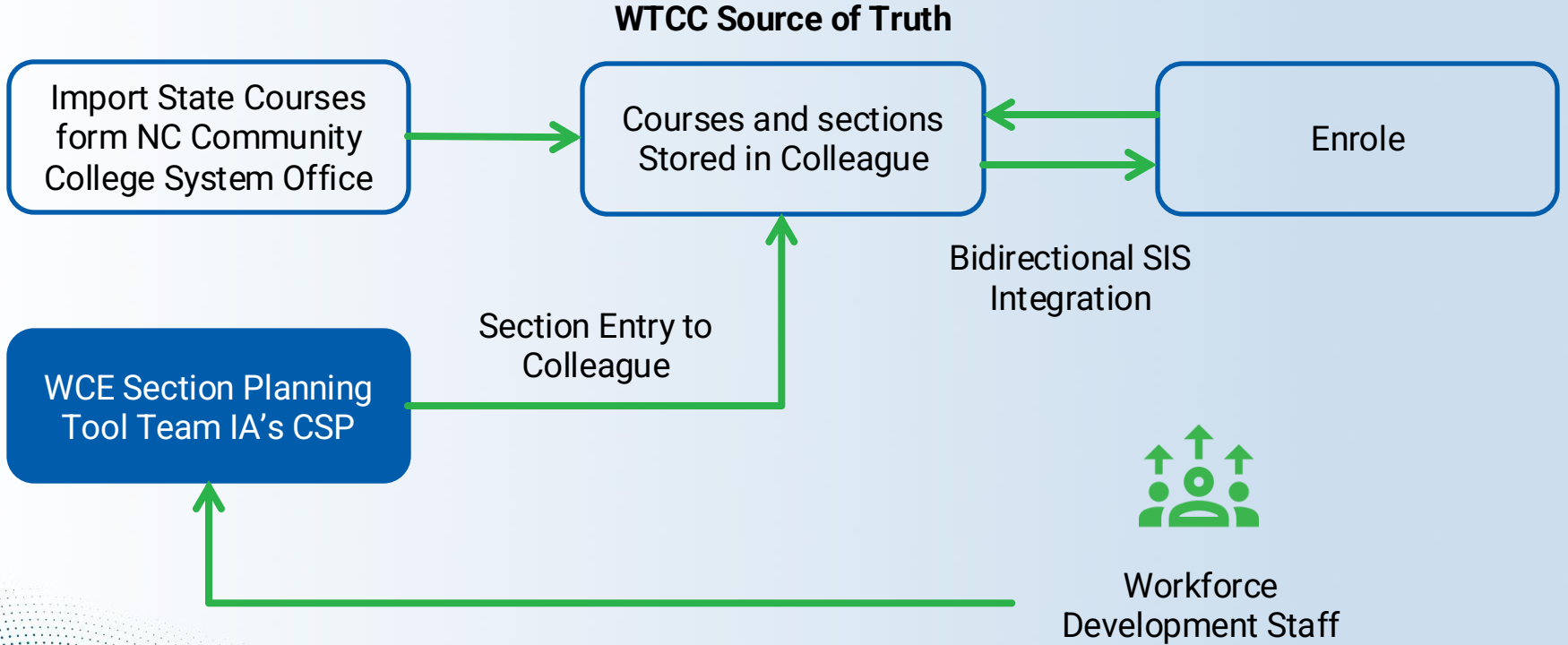
## Why Entrinsik Enrole?

It was an innovative solution for our growing fee-waiver continuing education and workforce training programs.

The implementation options provided, enhanced our ability to efficiency transition from our legacy system with integration to existing student information in Colleague.



# Courses & Sections Pulled from Colleague



# The Collaboration with Entrinsik



- Entrinsik was already a trusted partner with WTCC, with the use of Informer
- The Entrinsik team worked closely with us to understand our unique needs
- They were responsive to our concerns and made needed tailored adjustments to Enrole
- They were always willing to get on a meeting outside of the scheduled meeting times to assist us with working through issues



# Challenges & Resolutions During Requirement Phase



**Challenge:** Inability to see a student's complete SSN  
**Resolution:** Addressed with an Informer report



**Challenge:** No rationale for failed registrations  
**Resolution:** Resolved with Informer report & Colleague connector references



**Challenge:** Duplicate records  
**Resolution:** Enrole delegates person matching to Colleague for consistency



**Challenge:** Schedule conflicts  
**Resolution:** Orders now reference class conflicts

# Challenges & Resolutions During Requirement Phase



**Challenge:** Course listings

**Resolution:** Alphabetical sorting and filtering by start day



**Challenge:** Class Receipt Roster

**Resolution:** Includes attestation



**Challenge:** Course import process

**Resolution:** Automation is in progress



**Challenge:** Discount Codes

**Resolution:** All discount codes were uploaded into Enrole

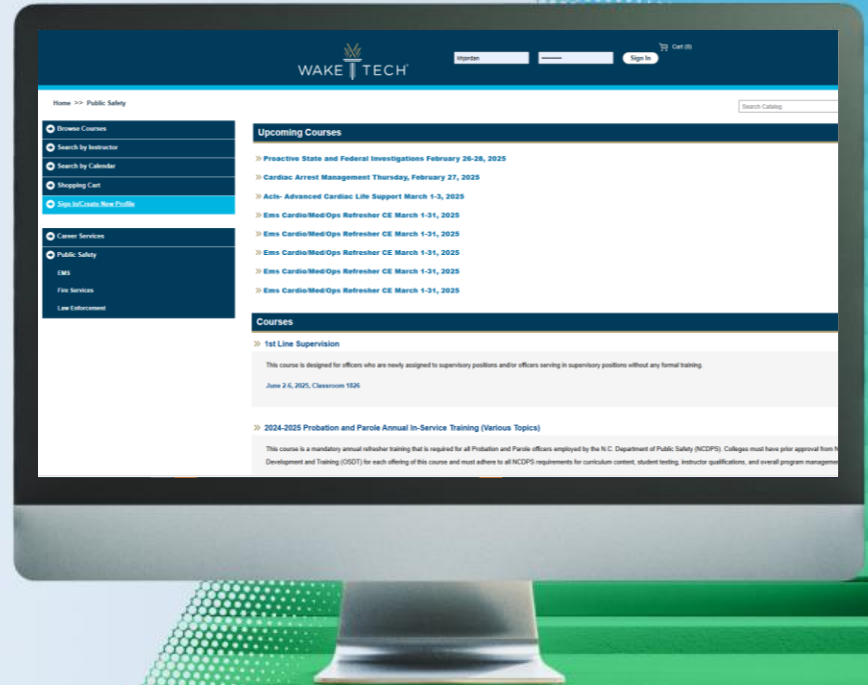


**Challenge:** Fee waiver eligibility statements

**Resolution:** Custom user defined fields were created

# Outcomes & Benefits of Enrole

- User-friendly solution for students with simplified course browsing and registration.
- Provides an Amazon-like customer experience.
- Streamlined workflows improve staff productivity.
- Enhanced state compliance and reporting.



# Class Receipt Roster

Term	Section Name	Student Name	Colleague ID	Waiver Qualified	Waiver Qualified Reason	Attestation Date
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	3. I am working and eligible for the Federal Earned Income Tax Credit	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	3. I am working and eligible for the Federal Earned Income Tax Credit	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025
2025CE1	HDR-30004G3-07608	[REDACTED]	[REDACTED]	Yes	1. I am currently unemployed.	2/8/2025

# Class Receipt Roster

Term	Section Name	Student Name	Colleague ID	Job Class	Agency	Attestation Date	Person Email
2025CE1	FIP-3517A4-01901	██████████	██████████	Fire Marshal/Deputy	Franklin County Fire Marshal's Office	12/6/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Youngsville Fire Department	12/12/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Northern Wake Fire Department	12/6/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Wendell fire.	12/12/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Northern Wake Fire Department	12/6/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Youngsville Fire Department	12/12/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Cary Fire	12/16/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Cary Fire	12/16/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Fuquay-Varina	12/29/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Cary Fire Department	12/16/2024	██████████
2025CE1	FIP-3517A4-01901	██████████	██████████	Firefighter	Mebane Fire Department	1/3/2025	██████████

# Outcomes & Benefits of Enrole

- Seamless integration with the existing Student Information System (SIS).
- Entrinsik team delivers responsive, results-driven customer service.
- Supports growth with business & industry partners through customized training.
- Includes marketing and communication tools (CRM) and on-demand course management.
- Drives increased enrollment & revenue.



# Your Data Story Starts Here

The screenshot displays the Informer Reports interface. At the top, there is a navigation bar with the Informer logo, a search bar, and the user's name 'Karen Holding-Jordan'. Below the navigation bar is a sidebar with navigation options: Home, Reports (selected), Datasets, Datasources, Jobs, and Teams. The main content area is titled 'Reports' and features a search bar, filter buttons for Folder, Tags, and Owner, and icons for star, grid, and refresh. A table lists several reports with their respective details.

Report	Type	Tags	Last Modified	Owner	
Class Receipt Roster	Ad hoc Query		February 19, 2025 at 2:25 PM	Melissa Black	☆ ⓘ ⋮
Class Receipt Roster - HRD	Ad hoc Query		February 6, 2025 at 3:22 PM	Melissa Black	☆ ⓘ ⋮
Colleague Connector: Exception report	Ad hoc Query	<b>Prod Reports</b>	January 23, 2025 at 11:01 AM	Registrar Office Staff	☆ ⓘ ⋮
Pending Registrations	Ad hoc Query	<b>Prod Reports</b>	January 23, 2025 at 2:22 PM	All Users	☆ ⓘ ⋮
Person with SSN	Ad hoc Query		December 17, 2024 at 2:52 PM	Registrar Office Staff	☆ ⓘ ⋮
Registration List by Session	Ad hoc Query	<b>Prod Reports</b>	February 6, 2025 at 10:42 AM	Reporting Team	☆ ⓘ ⋮
Student Emails by Section	Ad hoc Query		November 25, 2024 at 1:04 PM	Melissa Black	☆ ⓘ ⋮

# Operational Control, Simplified

The screenshot displays the Enrole 8.3.1.1 Sales Desk dashboard. The interface includes a top navigation bar with tabs for SALES DESK, EVENTS, SECURITY, SETUP, and UTILITIES, along with a user profile for KJ JORDAN. The main dashboard is divided into several sections:

- Dashboard:** A sidebar menu with options for People, Company, Sessions, Orders, and Tasks.
- Recent People:** A list of individuals with their names, addresses, and a 'View Recent' link.

Name	Address	Action
Daisy Byrd, Daisy Byrd	1236 Fairway Lane Holly Springs, NC 27540 USA	View Recent
Ace D Grogan, Ace Grogan	3010 Puppy Lane Raleigh, NC 27603 USA	View Recent
Freddy Krueger, Freddy Krueger	1000 Elm Street Holly Springs, NC 27562 USA	View Recent
Marley Black, Marley Black	123 Main Street New Hill, NC 27562 USA	View Recent
Piper Black, Apex Police Department	123 Main St Holly Springs, NC 27540 USA	View Recent
Axel Black, Seqirus	123 Main St New Hill, NC 27562 VIR	View Recent
- Upcoming Sessions:** A list of training sessions with dates and a 'View Upcoming' link.

Session Name	Dates	Action
Credible Leadership Module III (online)	Mar 3 - Jun 2, 2025   Online	View Upcoming
Basic Computer Skills for Today's Workforce	May 19 - Jul 9, 2025	View Upcoming
1st Line Supervision	Jun 2 - Jun 6, 2025   Classroom 1826	View Upcoming
- Recent Orders:** A list of orders with order numbers, descriptions, and dates, including a 'View Recent' link.

Order #	Description	Date
#F31F9399	Ace Grogan Basic Computer Skills for Today's Workforce	02/25/2025
#B6C9DE09	Piper Black Conflict Management for Merz Aesthetics	02/24/2025
#5FB68DE9	Piper Bourne Conflict Management for Merz Aesthetics	01/28/2025
#5FAFEAB1	Piper Bourne Conflict Management for Merz Aesthetics	01/28/2025
#20B28909	Piper Bourne Resume Style and Organization	01/27/2025
#38D03EF1	John Coltrain Resume Style and Organization	01/23/2025
#38C53AA1	Theo Monk Resume Style and Organization	01/23/2025
- Upcoming Contract Training Sessions:** A list of training sessions with dates and a search link.

Session Name	Dates
Conflict Management for Merz	04/14/2025   Fujifilm Managers   Virtual Classroom - Zoom
Conflict Management for Merz	04/14/2025   Fujifilm Managers   Virtual Classroom - Zoom
Conflict Management for Merz	04/14/2025   Fujifilm Managers   Virtual Classroom - Zoom
Conflict Management for Merz	04/14/2025   Fujifilm Managers   Virtual Classroom - Zoom
Introduction to Manufacturing	05/13/2025   Fujifilm Managers
Introduction to Manufacturing	05/13/2025   Fujifilm Managers
Introduction to Manufacturing	05/13/2025   Fujifilm Managers   Advanced Auto Parts (HQ)

# Easily Find Student Data

The screenshot displays the Enrole system interface for a student named Freddy Krueger. The top navigation bar includes the Enrole logo (version 8.3.1.1), menu items for SALES DESK, EVENTS, SECURITY, SETUP, and UTILITIES, and a user profile for KHJORDAN. The breadcrumb trail shows the path: Home > Sales Desk > Company 01\*4F47CBF0 > Orders > Order# for Freddy Krueger (4F49BC09) > Person 4F47CBF0. A search bar is located on the right.

The main content area is titled "Person Freddy Krueger (4F47CBF0)". On the left, a sidebar menu lists actions: Person (selected), Orders, Waitlists, Audit History, Certificate Programs, External Integration, Add To Cart, Web Access, Refresh, and Delete. The main content is organized into several sections:

- Person Name:** Name: Freddy Krueger; Gender: Male - M; Birthdate: 01/01/2001; SSN (NNN-NN-NNNN): ERTY.
- Company:** Name: [Freddy Krueger](#); Title: ; Administrator?: No.
- Address:** Home: 1000 Elm Street, Holly Springs North Carolina 27562, United States; County: Wake.
- Contact:** Work: ; Home: ; Fax: ; Mobile: .
- Created and Last Modified:** Created By: WEB, Created On: 10/31/2024; Last Modified By: , Last Modified On: 02/25/2025.
- Statistics:** Orders Placed: 1, Contact Hours: 0, Certificates Awarded: 0; Revenue: \$0.00, CEU Earned: 0, Certificates in Progress: 0; Balance Due: \$0.00.
- Tasks and Comments:** A comment box contains the message: "Freddy Krueger's SSN is not valid. They will need to come in-person for registration purposes." dated 02/25/2025 by Karen Holding-Jordan.

# And Student Registration Information

The screenshot displays the Enrole system interface for an order. The top navigation bar includes the Enrole logo (8.3.1.1), menu items (SALES DESK, EVENTS, SECURITY, SETUP, UTILITIES), and user information (Cart (4), KHJORDAN). The breadcrumb trail shows: Home > Sales Desk > Company 01\*4F47CBF0 > Orders > Order# for Freddy Kreuger (4F49BC09). The main content area is titled "Order# for Freddy Kreuger (4F49BC09)" and contains several sections:

- Order** (left sidebar): Audit History, Cart Orders, Cart Receipt, External Integration, Refresh, Cancel, Transfer, Adjust, Pay Now, Sub Order Add.
- Attendee**:
  - Name: [Kreuger, Freddy](#)
  - Title:
  - Email: [mbblack1@waketech.edu](mailto:mbblack1@waketech.edu)
  - Daytime Phone:
  - Evening Phone:
- Session**:
  - ID: HRD-3003AV2-94802
  - Name: [Resume Style and Organization](#)
  - Dates: 11/21/2024 - 11/21/2024
  - Times: 10:00am - 01:00pm
  - Facility: NC Works Career Center
- Attendance Information**:
  - Contact Hours: 13.00
  - Scheduled Hours: 3.00
  - Hours Attended: 0.00
  - CEU Type:
  - CEU Earned: 0.00
  - Grade:
- Company**:
  - Name: [Freddy Kreuger](#)
- Address**: (partially visible)
- Created and Last Modified**:
  - Created By: WWW, Created On: 10/31/2024
  - Last Modified By: mbblack1, Last Modified On: 01/21/2025
- Statistics**:

Order Type	Registration	Fee	\$0.00
Order Status	Cancelled	Paid	\$0.00
Fee Code	Fee Waived	Balance Due	\$0.00
Order Taker	WWW		
Quantity	1		
- Tasks and Comments**:
  - Comment: Freddy Kreuger did not provide a valid SSN. He will need to come in-person for registration purposes. (02/25/2025 by Karen Holding-Jordan)

“WTCC believed in the magic of innovation; we achieved what we imagined we could be with the help of Enrole!”

“Within eight months we have processed over 5500 registrations!”



**Dr. Karen Holding-Jordan**  
Dean, **Wake Technical  
Community College**

# Enrole – Uniquely Suited for Community Colleges

- Support for contract training and workforce development
- Successfully used by the largest and smallest of institutions
- SIS Integration
- Modern Shopping Cart interface
- Personalized
- Integration Partnership with Ferrilli
- Scalable implementations via proven onboarding plan
- Informer reporting included out-of-the-box
- Raleigh vendor with track record of providing value to NC



# Questions?



