

The ACEware Top Ten List!

Best Practices for Continuing Educators

1. Work Your Own Ground First

Focus on your existing customers. Your database contains your best customers! Student Manager allows you to capture marketing and demographic details

2. Put All Your Eggs (mailing lists) in One Basket

All marketing mail lists should be in Student Manager (SM.) This reduces duplicates, facilitates address corrections and supports marketing analysis.

3. Sharpen Your Saw

Practice what you preach about continuing education. You must invest time in learning, practicing and keeping up with updates for Student Manager. Install a demo copy of SM on a computer in the office and practice on it! Remember to label that database as a practice copy so you don't confuse it with your live copy!

4. Walk the Code, Talk the Code

The codes in SM (source, occupation, organization, interest) are there for a reason. They help you a) know who, what, and where your current customers are (see #1), and b) help you market to those people!

5. Let Student Manager be Your Guide

Design procedures, forms, policies that take advantage of your system. For example, design your registration form to match the Names screen layout to support those who do date entry. ACEware has a Standard Operating Procedures (SOP) template to help you with this process.

6. A Stitch in Time, Saves Nine

Have a backup procedure! SM comes with one. Even if your network expert claims to be "taking care of it", make your own backups at least once a month/quarter. Store a copy of the backup off-site in a safe place.

7. Ask and You Shall Receive (or at least you have a fighting chance)

If you want SM to do something and it can't (or you don't know how) call us! ACEware technicians are geniuses and they can make SM do almost anything.

8. Don't Pound the Same Nail Twice

Evaluate your procedures -all the stuff you have to do to get your job done! Be on the look-out for repetitive, duplicate, time consuming procedures. If any of those steps involve data coming out of SM, we may be able to help you automatically transfer the data. (See #7 above)

9. Where There's a Will, There's (probably) a Way

You don't have to be satisfied with the many base reports. You can modify each of them. Apply rule #7 to reports! The report system is so flexible and powerful, that together we can make it do most anything you want!

10. Reap What You Sow

If you make the effort to put data into SM, plan to harvest it! SM comes with almost 300 reports. Explore and exploit them. Run the User Defined Report in the Deadbeat area (All Reports w/Memo) to get an inventory printout of reports in your SM system. Download the Top Reports Guide from aceware.com to see the most frequently used reports with thumbnail views of each report.

