



Kutztown University Expanding Registration Services and Increasing Revenue by Leveraging New Software

Background:

A 289-acre campus nestled in a quaint Pennsylvania town; Kutztown University boasts a beautiful campus hosting over 7,000 students in 130 areas of study. KU is a member of the Pennsylvania State System of Higher Education and



was founded in 1866 as Keystone State Normal School. It became Kutztown State Teachers College in 1928, Kutztown State College in 1960, and achieved university status in 1983. Besides its stellar academic programming, Kutztown is also known for hosting conferences, events, and camps.

Challenge:

Kutztown University provides housing, dining, and event services to over 21,000 guests and more than 55 educational camps, conferences, and programs each summer. Programs range from athletic, arts, leadership youth camps; to professional, industry-based, and academic conferences. One type of event where KU excels is youth sports camps. The campus hosts many different types of sports camps from wrestling and lacrosse to baseball and basketball. Youth from all over the state and surrounding states descend on this campus to participate in camps that will improve their skill level and help them excel when they return to their home teams. Annually KU hosts over 6,000 young athletes generating



nearly \$750K in revenue which requires a huge amount of oversight and organization by the CES staff.

Solution:

Since 2022, KU has offered online registration as a service to streamline the registration process for attendees. That same year KU switched to Registration Guru Software as the preferred registration application. Since the switch they have seen registrations steadily increase. When asked to describe their operation, Director of Campus Events and Programming, Jason Garcia, said “We offer it to internal camps only (University Sponsored). It is a convenient and efficient method of gathering necessary information required such as waivers of liability and health forms. It also casts a wide range of abilities to advertise and sign up for camps.”

Business Forecast:

Their upcoming summer is booked solid and anticipate continued growth each year. In fact, Jason is projecting a 5% increase in business this year compared to last year. When asked what advice Jason would give a school interested in getting into registration services he said to “designate someone in your office to handle the back end of the program and train staff to work the front end that way you don't place all of the responsibility on one person and get Registration Guru Software as your campus solution for managing registrations and ticketing.”

Client experiences like Kutztown drive our commitment to provide the highest level of customer service while delivering value with every service we offer.

Contact the Event Guru Software Team For More Information
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