

An outstanding college for land-based courses, sport and equine studies



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Hartpury College

Our Journey to
Online Payments



College Background

- College based in rural Gloucestershire offering both FE and HE programmes in Agriculture and Land Based, Animal Care, Veterinary Nursing, Equine Studies, Sport, Outdoor Adventure, Uniformed Public Services and A Level's.
- Range of similarly related short courses also available.



College Growth

- College has seen rapid student growth since 1990.
- For academic year 2000/01 full time FE enrolments were just over 600. This increased to just over 1,500 by 2010/11.
- Similarly HE full time enrolments were just over 800 in 2000/01 increasing to just over 1,300 for 2010/11.



HARTPURY
COLLEGE

College Growth (cont)

- Approximately 37% of full time students are residential.
- College operates in excess of 1,100 bed spaces, with nearly half of these coming into use in the last 10 years.
- College income increased over 300% since 1999/00.

Problems Encountered

Large numbers of cash and cheques processed.

Large number of telephone calls with credit card details being taken. In addition, only being available during office hours.

Queues at both enrolment and during the academic year.

Staff dealing with this as well as trying to carry out day jobs.

Solution

Find an alternative way of taking payments that was both fast, convenient, secure and customer friendly.

WPM identified via our links with UWE.

At first used Card Payment Gateway to collect payments for invoices, meal card topups and purchase of print credits.

Ran with CPG for 1 year and were happy with results achieved.

Solution (cont).

- In 2008 made monumental decision to launch online shop and move the majority of payment options.
- Started with 5 products.

Success

- We now have 177 separate products of which 133 are live.
- 38 new products this academic year to date with many more in the pipeline.
- Collected during two week enrolment period
 - 2009/10 724 transactions £260k
 - 2010/11 631 transactions £294k
 - 2011/12 1,111 transactions £389k
 - Approx 65% of transactions online
- How has this been achieved.

Keeping it Simple!

- Advertise, promote, push and then advertise some more.
 - Details of online payment included within joining instructions
 - Details included on invoices relating to online payment and advantages of using this method.
 - Get internal buy in. Explain to staff the flexibilities, ease of use and the advantages that they will get from using the online option.
 - Actively seek new opportunities.

Benefits

- Less time spent by Finance staff serving students at face to face.
- More time spent by Finance staff in doing their “day jobs”.
- Less time reconciling and preparing banking.
- Have been able to review staffing structure.
- Refunds a lot simpler (if within time limit).

Best Sellers

- Car Passes for students.
 - 95% of monies collected were online.
 - Also gives us the opportunity to collect required information via tailored questionnaires.
- Gym membership.
 - 67% of monies collected were online.
- Student visits are now starting to pick up.

The Future

- More products
 - Sports/Equestrian competition entry fees.
 - Short courses.
 - Recreational activities
- Look at interfaces with other Finance/College systems.
- Even better publicity and take up.

The End

Any
Questions?

