



Children's Discovery Museum of the Golden Crescent Simplifies Summer Camp Signups

Online registration a success for families and staff

About the Children's Discovery Museum of the Golden Crescent

Since its founding in 2002, the Children's Discovery Museum of the Golden Crescent (CDMGC) has worked hard to carry out their mission to foster lifelong learning through the joy of play. Located in Victoria, Texas, the museum serves the 11 counties that make up the state's Golden Crescent region. CDMGC serves as a community resource providing interactive educational opportunities and engaging family experiences for residents and visitors.

The Challenge

During the renovation of their new facility, CDMGC focused on a "museum without walls" model to deliver their programs at different locations around the city. The museum had never used an online registration system before; instead, families mailed in their registrations or came directly to the museum to sign up for summer camp.

"Paper was always a hassle, and not the most efficient system," says Melissa Dixon, Executive Director. "And, with only an administrative office open during the transition, we needed a better way for families to sign up for camps."

The Solution

CDMGC sought an online solution that would accommodate their full slate of summer camp programs and make it easier than ever for families to learn about and register for camps. After reviewing Doubleknot's integrated solutions, the museum decided to implement Doubleknot's online camp registration for the summer of 2015.

Implementation

According to Dixon, implementation was smooth. "We worked with Dan, who was phenomenal. He was easy to work with and got things done very quickly." The online registration system went live in April, 2015 with early registration discounts, late registration fees and custom camper information forms for fifteen sessions spread across ten weeks.

Benefits

CDMGC's new online camp registration delivers a range of benefits to families and staff:

- *Ease of use for customers.* Families can check availability for camp sessions, register online at their own convenience and be assured that their children are in the sessions that they chose. "We wanted to make it easy for parents to sign up their kids at 11 o'clock on a Saturday night if that's when they're thinking about it," says Dixon.
- *Automatic capacity management.* "When we were using paper registration forms, sometimes we'd get into a tricky situation where families would sign up for a camp that was already full," says Dixon. Doubleknot eliminates the problem by displaying real-time availability for each session. (Doubleknot also supports waitlists with automatic clearing.)
- *Improved communications.* Families receive immediate confirmation of their registrations, and CDMGC staff can easily generate up-to-the-minute rosters for every camp session.

"During rebranding, we asked ourselves how we want people to think about us," says Dixon. "The registration on our web site needed to be forward-thinking and easy for parents to use. We have that with Doubleknot."

Learn More

To learn more about Doubleknot's integrated solutions, including ticketing and admissions, event and program registration, birthday party and field trip reservations, membership management, donations and merchandise sales and admissions, contact us at (408) 971-9120 or sales@doubleknot.com.