SPORTSMAN SOFTWARE
Parks & Recreation

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Patron Document Upload Review

Communication Via Text

ActivityReg Development Update

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NRPA Annual Conference: Booth #1746

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Goodbye Summer. Bring on Fall!

As the weather starts cooling down, we're keeping up the heat here at Peak Software. Several things have been keeping us busy. One of which is a change in how we can use texting to communicate with patrons. While we all like the ability to text patrons notices of upcoming changes, registrations deadlines, etc., new regulations have prompted changes that we honestly feel will be for the good. Ultimately, the goal of mobile carriers is to keep your cell phones clear of unwanted texts. We've made adjustments to keep our communications compliant; of course, the devil is always in the details.

We hope to see lots of you in Dallas for the NRPA's Annual Conference next month. If you're there, stop by and see us at booth #1746. You may have noticed fewer general enhancements to Sportsman Web recently. Well, that's because we're working hard on the next evolution of ActivityReg! We'll be giving a preview of that at NRPA and will be looking for feedback. Given that the vast majority of registrations occur on the web, nothing could be more important. Our goal, of course, is to bring forward the best of what has worked well in the past, updated with a more modern look and to add some new enhanced features to improve your patron's experience.

Typically, summer is a slow season for us as most of our customers are consumed with summer programs. This year was different. We set new records for onboarding new customers, many of whom came as referrals from existing happy customers. So, thank you for spreading the word and bringing more friends into the Sportsman family!

See you in October.

- Charlie Warrell, Director of Development & CEO

Patron Uploaded Document Review

Gathering documents from your patrons is easy using the document upload tool on ActivityReg. Documents may be uploaded for any number of purposes, including verification of residency. There are multiple ways for a patron to be granted resident status within Sportsman, and those of you who utilize the *assigned* method will be excited to hear about the enhancement we've recently added for tracking and managing patron document uploads. Now, when a patron uploads a document via your ActivityReg site, it will be added to an easily manageable queue of unreviewed documents for approval, and a watchlist notification will appear on your dashboard to notify you that there are new documents to be reviewed.

Items uploaded under a document type configured to update residency will show options during the review process to either *Approve* and mark the patron as a resident, or *Reject* and mark the patron as a non-resident.

Upon approval or rejection, you will be prompted to email the patron to inform them of the status of their document. Once review of the current document is complete, the system will automatically pull up the next unreviewed document in the queue, making it easy to work through a long list of documents with minimal clicks and maximum speed. For instructions on how to use the document review process for resident verification, check out our guide:

Document Review/Resident Verification

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Sportsman Text Communication

We know many of you depend on SMS texting through Sportsman to communicate with your patrons. Unfortunately, new regulations being enforced by mobile carriers have limited our ability to utilize texting for business communication. All things considered, these new regulations will have a positive impact on consumers, with the primary effect being to keep text messaging private and keep text from suffering the same fate as email has with unwanted SPAM.

We've made some changes to ensure that texts sent through Sportsman comply with all of these additional requirements and have completed and submitted all the required certification steps to comply with these new standards. Texting password resets, dual-factor authorization, and sending QR codes for admittance should not be a problem. We have submitted a plan for this and expect that to be approved. Those text functions are currently active and operational.

Texting a group of patrons is more likely to trigger SPAM filters and result in blocked texts, however, we have made changes to ActivityReg to specifically have the user opt-in for such communication. If they opt out, during the registration process, we will let them know they could miss very important communications and allow them to opt back in. Under the new rules, a customer must give approval before you can text them. Sportsman will only allow texting to patrons for classes that are actively running. Example: I need to notify patrons of a severe weather cancellation for Saturday's soccer. No problem. But, if I run a Patron Report for kids ages 6 through 14, the option to text them will not be allowed. All texts will have "Reply STOP to stop msgs" at the bottom which is required, and will count towards your text character limit.

Marketing via text will no longer be allowed through Sportsman. There are provisions in the A2P 10 DLC texting standard to allow marketing, but here's the problem; each message format is classified as a "campaign" and requires approval. Furthermore, you would need to get specific permission from each customer to send them "Marketing" style text messages. To do that we would need a separate opt-in for texting for "class notifica-tions" vs. "marketing". The drawbacks of text marketing far outweigh any gain, as most patrons will opt out of receiving marketing. Also, the logistics of "campaign" approval are time-consuming and difficult, and there are steep fines for violating these rules.

You will still be able to send marketing information via email to customers so long as they haven't opted out. The rules there have not changed and email remains a viable way to communicate with your patrons on upcoming registration opportunities.

We understand this process is frustrating, and we are doing everything possible to provide the best possible options while complying with the new regulations. These changes are across the board and will affect all software products. We appreciate your understanding and patience as we evolve to meet these new requirements.

Charlie Warrell
Director of Development, CEO

# A Sneak Peek at the New ActivityReg

Although completion of the new ActivityReg editor for Sportsman Web is still a ways away, we can't resist giving you a little sneak peek at what's been going on.

The patron account screen has been given a major face lift. A fresh new layout puts the patron's ID Card front and center, and makes it easy to navigate to financial info, activity registration, and reservation information.

The patron registration experience has been improved with better search function and filtering of the activity tree, and a new layout that makes class schedules easier to see and makes registration options clearer.
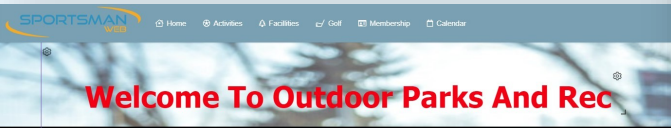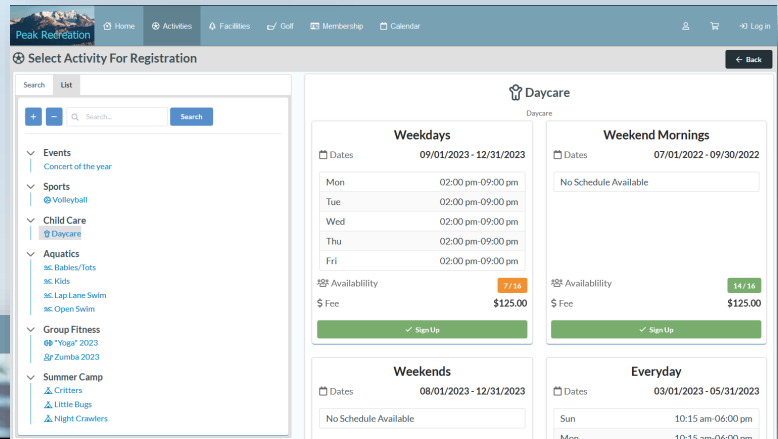
New design tools and widgets like the Social Media Widget will make creating a clear, inviting web page simple and painless.

We'll be giving a preview of these completed pieces live at NRPA in October. Hope to see you there!

Don't miss out on the latest Sportsman SQL enhancements and updates.
Navigate to: File > Administration > Application Updates to download.

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