



Let us help you with Effective Growth Strategies for Continuing and Distance Learning

Comprehensive Capability

Our nationwide pool of consultants includes a wide range of leaders from higher education, offering hands-on experience with both Continuing and Distance Learning.

The team we assemble for you is capable of creating effective strategies with a greater expectancy of success and financial return.

Flexible Approach

We begin with a comprehensive and objective overview of the potential for using Distance and Continuing Learning as part of a major growth strategy. This provides an unbiased and informed foundation from which to move forward. Our approach could also include a comprehensive review of programs from other

institutions, to help determine your viability in this high-potential marketplace. We can help you develop pro-active growth strategies. We can also work with you on implementation. In other words, we can help you finish what we start.

Typical Areas of Opportunity and Challenges

Here is a partial list of areas that match the opportunities and challenges of Continuing and Distance Learning with our unique and focused expertise in higher education.

Distance Learning

Developing strategies and action plans for on-line degrees and post-baccalaureate certification programs.

Strategic positioning to better understand your competition and define your niche.

Restructuring institutional policies for faculty compensation and intellectual property rights.
Costing and pricing Distance Learning.

Defining specifications and installation requirements for the technical infrastructure.

Designing and executing successful Distance Learning consulting strategies.

Implementing evaluations and assessing student success and satisfaction.

Implementing cost control strategies.

Managing high growth, high revenue and surplus-generating Distance Learning programs.
Evaluating corporate & educational partnership options.
Implementing faculty development programs.

Assisting in developing Distance Learning grants.
Knowing where to access on-going professional development for your staff.

Continuing Learning

Designing & conducting a variety of needs assessments.
Redesigning programs to significantly improve ROI.
Assisting in implementation of programs for recruitment and retention of non-traditional students.

Designing and implementing strategies for workforce development initiatives, including Conference Center Mgt.
Training staff in effective approaches to the development of contact training for business and industry.

Reviewing extended degrees, off-campus programs and certificate programs to focus on current status relative to recommending changes and identifying opportunities
Reviewing finances, operations and markets.

Developing action plans for increasing the enrollment and revenue generating capacity from continuing education, graduate and post-baccalaureate programs.

Analyzing enrollment trends, program curriculum, marketing, student and corporate profiles, financial performance and strategic planning.
Comprehensive review of total operations history including: structure, personnel, reporting relationships, planning processes, marketing, finance, AND ... an assessment of changes or commitments needed for you to realistically meet your stated goals.

Distance & Continuing Learning is a changing landscape. Our review team will help you identify & implement the best possible position in that landscape. Our approach will be customized ... result-oriented ... & completely objective.

Our working credo is:

*“timely, no-nonsense,
straightforward advice,
fairly priced “*

It reflects the efficiency and flexibility of our unique, virtual organizational structure.

Here's how we would work with you:

Goal Identification and Customization

You may have identified specific needs already. There may be other areas yet to be explored. After our preliminary discussions, we may even uncover additional creative options that need exploration. Whether these discussions involve face-to-face meetings or electronic communication, or a combination of both, we will better be able to determine final goals for your institution after we have had a chance to discuss your needs.

Pre-visit Preparation & Data Analysis

Once your areas of focus have been identified, we will request at least a two year history of applicable data, including explanations of your operating policies and practices. We need to know what efforts you have already made, and the results to date. In other words, we need the sort of data and documentation that will help us understand your current position, as well as your campus climate, organizational structure, leadership, academic programs, infrastructure issues and marketing efforts. We don't need to reinvent any wheels you already have in motion if they are moving you forward.

Campus Visit

With your input and approval, we will assemble a primary consulting team. This team will visit your campus for a predetermined number of days. As part of their on-site investigation, they may conduct focus groups, as well as individual interviews to further enrich our understanding of your needs and challenges.

Exit Briefing & Report

Our initial briefing will be a draft with an appendix of supporting materials for your review and comment before the final report is published. This draft will include the establishment of realistic goals... immediate opportunities for both Continuing and Distance Learning program growth and cost savings... along with specific strategies for long-term success.

Follow-up & Help with Implementation, if needed or desired

At this point our team will be available for follow-up questions and discussions as necessary to clarify any parts of our report. If conditions warrant, we may also discuss specific areas where we could be helpful with implementation or progress evaluation.

Why the Growth Group?

We are unique in three important ways:

1. Our Founders, our Managing Directors, and our Consultant Team Members, all share distinguished positions or backgrounds in the upper echelons of higher education. We are practitioners rather than theorists.
2. Most of us have suffered through the pretensions of large consulting firms that don't understand Continuing or Distance education. We can provide a realistic and workable alternative to these highly structured service companies.
3. Our virtual corporate structure eliminates unnecessary overhead. We are ready to act immediately. We can be on your campus in a matter of days to help you relieve budget pressures when that help is needed most.

Your next step ...Contact

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Check out our website at
www.thegrowthgroupinc.com