



Let us help you with **Revenue Growth Strategies**

Comprehensive Capability

The heart of the Growth Group is an efficient network of leaders and specialists in every conceivable area of higher education. This means we can approach your revenue growth needs or issues up from as many different perspectives as necessary to create a comprehensive and creative strategy with a greater expectancy of success.

Flexible Approach

We are qualified to begin with a simple revenue review which will establish a baseline from which to move forward. Once involved, however, we would be available to help you develop a proactive strategic growth plan, and beyond that ... we are prepared to offer plan implementation support. In other words, we finish what we start.

Typical areas of opportunity for Revenue Growth

Here is a partial list of over 40 different areas of revenue flow that we have identified. You may have other unique opportunities of your own.

Admissions & Enrollment

Graduate and Under-Graduate,
both full and part time

Non Credit
Contract
Off Campus
Distance Education
International
Military
Course Fees
Non-tuition fees

Development

Planned, Annual & Alumni Giving
Capital Campaigns
Special Gifts & Scholarships
Intellectual Property Licensing
Foundation Relations

Service Expansion

Food Service & Housing
Computer Services & Sales
Conference Operations & Facility Rental
Banking & Laundry Services
Transit Service & Parking Fees

Bookstore & Textbook Management
Printing & Office Supplies

Endowments

Return
Cash Management
Portfolio Management
Loss Level
Annual Spending Rate

Contracts

Leasing Excess Capacity
Community Development
Outreach Services
Pre-School Daycare
Uniform Services Training
OSHA Training

Government Appropriations

Economic Development
Block Appropriations

Outsourcing Possibilities

We assume you are already active in some of these areas. Our role would be to help you maximize these, while identifying others. Our review team will work with you to develop a comprehensive growth strategy for any or all of these opportunity categories, as well as any others you may identify.

Our relationship will be customized, results-oriented, and 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:

A. Goal Identification and Customization

You may have identified specific needs, already. You may have other areas yet to be explored. Our preliminary discussions, may even uncover creative options to be considered. Whether these discussions involve face-to-face meetings or electronic communication, or a combination of both, will better be determined once you make first contact with us for further discussion.

B. Pre-visit Preparation & Data Analysis

Once your areas of focus have been identified, we will request at least a two year history of historic 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 revenue streams, 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

C. Campus Visit

We will assemble a primary consulting team with your input and approval. 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.

D. 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 revenue goals... immediate opportunities for revenue growth and cost savings... along with specific strategies for long-term revenue growth.

E. 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 four 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 higher education. We can provide a realistic and workable alternative to these highly structured and expensive service companies.

3. Our virtual corporate structure eliminates unnecessary overhead. And, 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.

4. Our "**mutual commitment guarantee**" designed to underscore our confidence in our ability to help you develop a workable strategy for reaching your revenue growth goals.

**Your next step ...Contact us... The Growth Group 1-800-867-1958
info@growthgrp.com**