



# Center for Research & Strategy



## CLIENT SPOTLIGHT

### **What challenge or opportunity was the University of Wisconsin Extended Campus facing that required consulting expertise?**

The effective investment of limited resources toward the development of new, high-need, data-informed programs represents one of the most critical functions within our organization. It supports the need we have to establish and continually enhance a viable portfolio of programs. We depend greatly on the unbiased and exceptionally competent support of the UPCEA Research Center to assist us in this effort.

### **Why did you choose UPCEA for your research & consulting needs?**

We have utilized other external research firms with limited success or benefit. After hearing Jim Fong present at an annual conference on the work of the Center several years ago, we contacted him and, shortly after, established a partnership with the Center through a formal annual membership which affords us several research projects each year to support our new program development activities as well as program review/revision efforts. Jim and his staff are truly gifted at what they do and how they do it - working shoulder-to-shoulder with us in this important work.

### **How have specific deliverables from your project(s) been most impactful to you/your institution?**

We work with Jim and Bruce every other year in a formal Opportunity Research project - an exercise designed to assist us in making data-informed decisions regarding possible new programs to develop and add to our current portfolio of programs. This work has proven invaluable in ensuring year-over-year growth in programs and associated enrollments and revenue. Since we have engaged the support of UPCEA Research Center, we have consistently realized growth in our programs.

### To whom would you recommend UPCEA's research & consulting services and why?

As an enterprise within our System, we have gone through the phases both as an organization and through individual programs. We have benefited greatly from engaging UPCEA in new program development, program revision, and other types of market research such as environmental scanning and organizational strategy planning. So, from my experience and perspective, any CPE operation (no matter where they are in their life cycle or what their program/project involves, can benefit from the exceptional and diverse services and support of UPCEA as we have.

### What else would you like to share about your experience with UPCEA research & consulting?

As with any partnership, it always comes down to the people. Jim and Bruce, along with other UPCEA support staff, are wonderful partners and exceptional at their craft. Their approach is collaborative, engaging, and inclusive....and very efficient and effective. Also, the final work product is always comprehensive, of high quality and immediately applicable.



**George Kroeninger, EdD - Chief Academic Officer  
UW Extended Campus**

George serves as Chief Academic Officer of UW Extended Campus. Through Continuing Education offices on 13 campuses, UW Extended Campus resources reach people throughout the state of Wisconsin. George plays a leadership role in the development, implementation and oversight of education opportunities that meet the needs of both traditional and nontraditional students.