

Accelerate Your Online and Professional Growth with **UPCEA's Expert Consulting**



Our team of industry experts, with an average of 30 years experience, has a proven track record of helping institutions like yours achieve significant results. We offer a comprehensive suite of consulting services designed to **transform your online and professional education programs** and propel your growth.

Here's how we can help:

- Transform your Online and Professional Education organization:
 - Conduct a detailed assessment, develop a strategic roadmap, and optimize your organizational structure for success
- Building your internal infrastructure:
 - Identify the right mix of internal and outsourced resources to maximize efficiency and scalability
- Craft a winning business plan:
 - Develop a data-driven plan to achieve your enrollment growth goals and ensure financial sustainability.
- Partner for Growth:
 - Leverage our expertise to evaluate, plan and implement strategies to attract and retain more students.
- Leadership Coaching and Onboarding:
 - Support for strategic planning, change management, and onboarding new leadership and team members

Ready to take your online and professional education programs to the next level? Contact UPCEA Research and Consulting today for a free consultation and to discuss how we can help you achieve your unique goals. Email us at consulting@upcea.edu or call us at 202-659-3130.

UPCEA Research and Consulting is here to assist our members and partners in achieving their desired outcomes.

Your success is our goal!

UPCEA Research & Consulting Success Stories:

Private Southern Research University: UPCEA assigned a team of industry leaders to examine opportunities for this institution to recommend strategic and organizational directions that would assist in the design and development of a larger-scale professional, continuing, and online education effort. This would include, but not be limited to, the selection of new degree-completion, graduate degree, professional certificates and summer school programs as well as collaborative U-to-B partnerships. The study also provided advice on the infrastructure and organization of support functions such as marketing, student services, and instructional design to optimize efficiency and effectiveness in program development, marketing and communication, student and faculty recruitment and retention, learning assessment and program delivery.

Large Public West Coast University: Having undergone significant staffing changes including those in top administrative roles, the department commissioned UPCEA to study its marketing department for efficiencies. The overall goal was to assess whether the current model has the potential to work well by addressing needed changes or fixes to processes or serviced areas or whether alternative models could be considered to enable marketing to operate more effectively. The UPCEA Research & Consulting team interviewed many marketing staff members and stakeholders, including program leaders and technology, finance and support staff. In addition to the interviews, a review of marketing materials, reports, collateral, finances, job descriptions and organization charts was conducted. The UPCEA Research & Consulting team also incorporated benchmark and best practice data on other continuing education marketing departments.

A Top Midwest Public Institution: This institution partnered with UPCEA to reimagine its online unit with the goal of achieving significant growth in the number of fully online students. They had been facing declining enrollments overall and, despite an existing online enterprise, had been unable to attract online students beyond their region. The UPCEA Research & Consulting team was able to help the university develop a plan to create and support online growth. In just a year since this engagement, this enterprise was able to win over senior leadership, centralize and rebrand a more comprehensive online unit with additional staff, launch a new website and marketing plan, and grow new enrollments in fully online programs by 492 students, more than 104% over projections for this first year.

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