



# THE COUNCIL OF INDEPENDENT COLLEGES

## *2011 Presidents Institute Consultation Resources*

In addition to other presidents and speakers, Presidents Institute sponsors represent an important information resource for presidents on a variety of topics. Given the collegial spirit of the Institute, these individuals are prepared to discuss general issues and offer advice in their areas of expertise. Each sponsoring organization has provided a brief description of its areas of proficiency in the following pages.

The names of sponsors' representatives at the Presidents Institute can be found on the list of participants by institution. Many sponsors have tables in Crystal Ballroom D – F and Foyer. Others can be contacted by leaving a message at the hotel room of one of their representatives.

Sponsors are listed alphabetically below. On the following pages you will find a Topical Index of Sponsors.

### *Sponsors*

Academic Search, Inc.	Miller/Cook & Associates, Inc.
ARAMARK Higher Education	ML Strategies, LLC/Mintz, Levin, Cohn, Ferris, Glovsky & Popeo LLC
Bentz Whaley Flessner	National Management Resources Corporation
Bon Appétit Management Company	New Ventures of Regis University
Burt Hill	Noel-Levitz
Capital Education, LLC	Performa Higher Education
Celli-Flynn Brennan Architects & Planners	PlattForm Higher Education
CES/Registry for College and University Presidents	R. H. Perry & Associates
City Of Surprise	Royall & Company
Cognitive Marketing, Inc.	RPA Inc.
Creative Communication Associates	RuffaloCODY
Datatel, Inc.	SAGE Dining Services
Derck & Edson Associates	Scannell & Kurz, Inc.
Dynamic Campus	SimpsonScarborough
EFL Associates	SJG – The Spelman & Johnson Group
Executive Management Services, Inc.	Sodexo Campus Services
Financial Aid Services	Stamats, Inc.
Frank A Casagrande Consulting, LLC	Stevens <i>Strategy</i>
GDA Integrated Services	SunGard Higher Education
Gonser Gerber Tinker Stuhr, LLP	TCR Group, Inc.
Hardwick–Day	<i>The Chronicle of Higher Education</i>
Hastings & Chivetta Architects, Inc.	The Lawlor Group
Jenzabar, Inc.	The Learning House, Inc.
Johnson, Grossnickle and Associates	The Presidential Practice
Kaludis Consulting	TIAA-CREF
Maguire Associates, Inc.	Van Yahres Associates
Mason Jay Blacher & Associates	Williams & Company
Metz & Associates	Yaffe & Company

## ***Topical Index of Sponsors***

### ***Advancement Services***

*Development/Fundraising/Government  
Relations*

Bentz Whaley Flessner  
City of Surprise  
Gonser Gerber Tinker Stuhr, LLP  
Johnson, Grossnickle and Associates  
Maguire Associates, Inc.  
Mason Jay Blacher & Associates  
RuffaloCODY

### ***Campus Services and Resources***

*Food Service/Facilities Planning and  
Management/Architecture and Design/  
Engineering/Real Estate*

ARAMARK Higher Education  
Burt Hill  
Celli-Flynn Brennan Architects & Planners  
Derck & Edson Associates  
Hastings & Chivetta Architects, Inc.  
Metz & Associates  
National Management Resources Corporation  
SAGE Dining Services  
Sodexo Campus Services  
Van Yahres Associates

### ***Consulting Services—Diversified***

Bon Appétit Management Company  
Capital Education, LLC  
Celli-Flynn Brennan Architects & Planners  
CES/Registry for College and University Presidents  
Dynamic Campus  
Financial Aid Services  
Frank A. Casagrande Consulting, LLC  
Kaludis Consulting  
Maguire Associates, Inc.  
New Ventures of Regis University  
Performa Higher Education  
Scannell & Kurz, Inc.  
Stevens *Strategy*  
TCR Group, Inc.  
The Lawlor Group  
The Presidential Practice  
Yaffe & Company

***Enrollment Management****Admissions/Financial Aid/Retention*

Celli-Flynn Brennan Architects & Planners  
Executive Management Services, Inc.  
GDA Integrated Services  
Hardwick–Day  
Jenzabar, Inc.  
Maguire Associates, Inc.  
Miller/Cook & Associates, Inc.  
Noel-Levitz  
Royall & Company  
RuffaloCODY  
Scannell & Kurz, Inc.  
Stevens *Strategy*  
SunGard Higher Education  
The Lawlor Group  
Williams & Company

***Executive Services****Executive Search/Contracts/Interim**Appointments*

Academic Search, Inc.  
CES/Registry for College and University Presidents  
EFL Associates  
Executive Management Services, Inc.  
ML Strategies, LLC/Mintz, Levin, Cohn, Ferris, Glovsky & Popeo LLC  
R. H. Perry & Associates  
RPA Inc.  
SJG – The Spelman & Johnson Group  
Stevens *Strategy*  
The Lawlor Group  
Williams & Company

***Financial Services****Financial Analysis/Endowment Management/**Investments/Insurance/Retirement Planning*

Stevens *Strategy*  
TIAA-CREF

***Information Resources****Data Management/Computing/ Telecommunications/Software/**Technology Management*

Datatel, Inc.  
Dynamic Campus  
Jenzabar, Inc.  
Stevens *Strategy*  
SunGard Higher Education

***Learning Resources***

*Programs/Media/Assessment*

Stevens *Strategy*  
SunGard Higher Education  
*The Chronicle of Higher Education*  
The Learning House, Inc.

***Planning and Communications***

*Branding/Marketing/Organizational  
Change/Strategic Planning*

Celli-Flynn Brennan Architects & Planners  
Cognitive Marketing, Inc.  
Creative Communication Associates  
GDA Integrated Services  
Kaludis Consulting  
Maguire Associates, Inc.  
PlattForm Higher Education  
Stamats, Inc.  
SimpsonScarborough  
Stevens *Strategy*  
The Lawlor Group

**Academic Search, Inc.**—is an executive search firm serving the search needs of chief executive officers and other senior administrative officers in American higher education for the past three decades. Academic Search is among the oldest and largest firms in the nation devoted to executive search in higher education and has completed nearly 800 searches for presidents, chancellors, and other senior administrators in colleges, universities, and higher education organizations. Academic Search is committed through search services and support of American Academic Leadership Institute's (AALI) programs to strengthening leadership in higher education.

**ARAMARK Higher Education**—provides a wide range of dining, facility, conference center and other support services to over 600 colleges and universities in the U.S. ARAMARK offers higher education institutions a single source for the development of dining and facility management solutions. Dining Services: master planning; culinary development and venue design; catering; and residential, quick-serve, and express dining concepts. Facility Services: facilities maintenance; custodial; grounds; energy management; capital project management; and building commissioning. ARAMARK Higher Education combines a goal-oriented focus with innovation and expertise to deliver superior, measurable results in the areas that matter most to their clients. ARAMARK helps campuses thrive. For more information, visit [www.aramarkhighered.com](http://www.aramarkhighered.com).

**Bentz Whaley Flessner**—helps colleges and universities meet their advancement goals. The firm helps colleges build fundraising capacity, plan and implement campaigns, maintain and use data effectively, develop a prospect pipeline to match fundraising goals, integrate advancement programs and goals, and measure and improve results.

**Bon Appétit Management Company**—aims to be the premier on-site restaurant company known for its culinary expertise and commitment to socially responsible practices. At Bon Appétit there is a culture driven to create food that is alive with flavor and nutrition, prepared from scratch using authentic ingredients. They do this in a socially responsible manner for the well being of guests, communities, and the environment. Please visit their website at [www.bamco.com](http://www.bamco.com) for more information.

**Burt Hill**—has nearly 70 years of experience providing award-winning design solutions for institutional clients. With nearly 500 professionals in seven offices, Burt Hill's integrated design approach is supported by a talented in-house team of professionals in architecture, engineering, interior design, campus master planning, and renewable energy studies. Visit their website at [www.burthill.com](http://www.burthill.com) to learn more about the firm, clients, and services.

**Capital Education, LLC**—partners with forward-thinking colleges and universities to build the next generation of online education.

**Celli-Flynn Brennan Architects & Planners**—is a full-service architecture and master planning firm. Founded in 1949, 70 percent of their work has been for educational institutions, with a particular focus on private, residential liberal arts colleges and universities. What makes Celli-Flynn Brennan different? It is that they go beyond architectural design. Celli-Flynn Brennan gets to know the business of their clients and push for architectural solutions that have an impact on

student recruitment, retention, and the bottom line. Celli-Flynn Brennan also offers one-of-a-kind consulting and planning services, like the “Walkabout.” The Walkabout is a one-to-two day session with expert campus planner, Tom Celli, which provides detailed insight into how to maximize campus assets and a clear understanding of best practices when considering a master plan, facilities improvements, or new construction projects.

**CES/Registry for College and University Presidents**—owns and operates the Registry for College and University Presidents, the nation’s premier provider of interim leadership at the presidential and cabinet levels; CES also provides customized higher education consulting services from a pool of over 300 former presidents and senior administrators.

**City of Surprise**—located 40 minutes northwest of Phoenix Sky Harbor Airport, has been developing a new downtown for its 110,000 residents, 80,000 of whom moved to the city during the past decade. During this period of growth, the high school population has increased by over 50 percent. The Surprise City Council is now focused on working with college presidents to understand better the 21<sup>st</sup> century educational environment and to develop campus-based higher education opportunities in the city.

**Cognitive Marketing, Inc.**—is a full-service brand development firm that consults with the leadership of educational institutions that need to distinguish themselves more meaningfully, strategically, and creatively in the hearts and minds of their publics. Cognitive’s “Market Voicing” brand development process is ideally suited for institutions whose leadership is intent on establishing a stronger and clearer institutional *voice* and who seek a process to achieve this outcome that is both intellectually vigorous and inclusive. Founded in 1993, Cognitive Marketing provides market research services; strategic positioning, brand messaging, and brand standards; graphic identity systems; and comprehensive marketing communications and consulting services.

**Creative Communication Associates**—provides a variety of in-house communication services, all of which focus on helping colleges and universities tell their brand stories in new ways—persuasively, credibly, and intelligently. The firm’s combination of strategic expertise and creative insight ensures that every solution is designed to communicate effectively and across multiple platforms with key audiences.

**Datatel, Inc.**—provides colleges and universities with fully integrated administrative software systems and professional services that form the Strategic Academic Enterprise, addressing the complete business and academic needs of the institution. Serving five million students at more than 760 institutions throughout North America and overseas, Datatel has exclusively focused on higher education for 30 years. Datatel is headquartered in Fairfax, VA. For more information, visit [www.datatel.com](http://www.datatel.com).

**Derck & Edson Associates**—works with colleges to develop innovative, creative, and functional solutions that will make the campus a source of pride now and in the years to come. Derck & Edson Associates has a mission to make the outdoors great through a wide range of planning, design, and implementation services to meet the needs of colleges and universities including: feasibility studies, master planning, athletic facilities design, implementation services, engineering, GIS services, architectural collaboration, site design, circulation solutions,

construction observation, inventory and analysis, identity enhancement, and marketing materials. With over 70 years of experience in land planning, landscape architecture, and civil engineering, Derck & Edson Associates has the skills and experience to work with college presidents to develop attractive and functional campus environments in this increasingly competitive higher education market.

**Dynamic Campus**—is the premier technology outsourcing firm dedicated to serving higher education. Dynamic Campus provides critical technology vision, leadership, and execution across a diverse set of complex universities and colleges and manages essential administrative solutions, academic solutions, reporting solutions, and all underlying infrastructure components for clients located across the country. When infused into the fabric of an institution, Dynamic Campus provides a positive and significant return on technology investments.

**EFL Associates**—was founded in 1978, has offices in Kansas City and Denver, and ranks in the top two percent in total billings of the 2,500 retained executive search firms in America. Over 3,000 search projects have been completed in a wide range of organizations, including the not-for-profit and education sectors. Initiated in 2000, the EFL Associates' Specialty Practice in Higher Education has grown to become one of the largest academic search practices in the country. The firm's consultants apply their decades of higher education leadership experience to design collaborative search processes that suit the dynamics of the particular client project at hand.

**Executive Management Services, Inc.**—is led by Michaelita Quinn, who provides highly tailored assistance in enrollment management including admissions, financial aid, marketing, retention, student services, and student affairs. Services include assessments, interim management, coaching, searches, and consulting. Known for producing quantifiable results within tight timeframes through a hands-on approach, Executive Management Services, Inc. offers special expertise in turnaround situations. Assistance has been given to independent colleges and universities in more than 20 states.

**Financial Aid Services**—established in 1991 and headquartered in Atlanta, Georgia, provides consulting, remote processing, interim staffing, assessments, training, mentoring, and other customized services to assist colleges in improving operational efficiency, student satisfaction, enrollment yield and retention, and regulatory compliance in the financial aid office. FAS employs 52 staff with an average of 24 years' experience in the financial aid profession. The firm has successfully completed over 700 engagements with over 325 clients nationwide. The consultants at FAS bring unparalleled expertise in all aspects of financial aid program management. Visit their website at: [www.FinancialAidServices.org](http://www.FinancialAidServices.org) for more information and a complete list of clients.

**Frank A. Casagrande Consulting, LLC**—works for boards and with leadership of institutions of higher education to ensure that investments in human resources are aligned with mission. This independent, experienced, and focused consultancy is the partner of choice in developing, implementing, and maintaining executive, faculty, and staff compensation and benefits, performance management, and leadership development programs that can both be supported by and withstand the scrutiny of all stakeholders. The mission of Frank A. Casagrande Consulting,

LLC is to help establish simple, effective, and defensible human resource programs that allow institutions to accomplish their mission.

**GDA Integrated Services**—is a division of George Dehne and Associates, Inc. that specializes in market research, developing marketing and recruitment strategies, strategic planning, and communications programming to meet the student recruitment needs of colleges and universities. Consultation training and mentoring are provided in the areas of admissions, public relations, financial aid, and institutional research. Services in direct mail, telerecruiting, and publications and website development are also provided to assist the institution's student recruitment effort. Public relations counseling and guaranteed visibility programs provide services in support of advancement and student recruitment. For more information, visit [www.gdais.com](http://www.gdais.com).

**Gonser Gerber Tinker Stuhr, LLP**—was founded in 1950 and has served more than 260 institutions of higher education. GGTS specializes in guiding higher education leaders in securing the human and financial resources their institutions need to fulfill their institutions' missions, visions, and goals. GGTS offers a full-range of consulting services in the areas of ongoing advancement counsel, advancement audits, capital and endowment campaigns, campaign readiness studies, annual fund, major gifts, planned gifts, integrated marketing and public relations, student recruitment and financial aid, strategic planning, and governing board and volunteer board management. GGTS is dedicated to educating higher education leaders and volunteer leaders on the fundamentals of advancement by distributing a free quarterly newsletter, *The Bulletin on Public Relations and Development*, to presidents and advancement professionals nationally.

**Hardwick–Day** works exclusively with private colleges and universities to realize strategic enrollment goals, increase net revenue, and strengthen market position. Clients work collaboratively with principals of the firm, who have a collective 444 years of hands-on experience in admissions, financial aid, finance, public policy, and marketing communications for campuses and consortia. Hardwick–Day's services encompass the following areas: enrollment management, financial aid optimization, enrollment, finance, and planning models; admissions and financial aid operational audits and interim staffing, research to inform price, brand development, and recruitment; and executive search and development (with their partner, Academic Search, Inc.).

**Hastings & Chivetta Architects, Inc.**—has had the honor to work for over 50 CIC members during the past two decades. Hastings & Chivetta Architects are recognized as a leader in the planning, programming and design of collegiate facilities as campus architects. Their staff works with CIC members to bring exceptional design to campuses that reflect the tradition, context, and pedagogies of each institution. Hastings & Chivetta is comprised of architects, engineers, and planners who possess the unique ability to design spaces that form the living fabric of a campus. They have worked for over 220 colleges and universities across the nation. They have extensive experience in master planning, space utilization, academics, libraries, student centers, science, engineering, student housing, athletics, and recreation/wellness. For additional information, visit [www.hastingschivetta.com](http://www.hastingschivetta.com).

**Jenzabar, Inc.**<sup>®</sup>—is a leading provider of enterprise software and services developed exclusively for higher education. With more than 35 years' experience delivering technology solutions to colleges and universities, Jenzabar is the trusted partner of choice on more than 700 campuses worldwide and is dedicated to driving institutional success in three key areas: enrollment, retention, and advancement (ERA<sup>™</sup>).

**Johnson, Grossnickle and Associates**—has taken an authentic, thoughtful, and strategic approach to all aspects of philanthropic consulting since 1994. Johnson, Grossnickle and Associates focuses on the concepts of mission, strategy, and accountability that underlie the philanthropic relationship and help their clients achieve high standards. Johnson, Grossnickle and Associates' team of experienced senior consultants offer client-focused, highly customized solutions to private colleges, independent schools, and large cultural organizations in the Central United States. For more information, visit [www.jgacounsel.com](http://www.jgacounsel.com).

**Kaludis Consulting**—has been a trusted source of strategic advice for college and university executives and governing bodies for more than 30 years. Its cadre of senior professionals has served more than 600 colleges and universities, including over 70 CIC member institutions, with a broad portfolio emphasizing continuous strategic planning, academic and financial strategies, and effective use of technology. The firm provides the analysis, perspective, and guidance that enable clients to develop focus, set direction, and achieve alignment—to gain Strategic Traction<sup>®</sup> in their thinking, planning, and decision-making—and meet their strategic goals. Visit [www.kaludisconsulting.com](http://www.kaludisconsulting.com) to learn more about Kaludis' people and services.

**Maguire Associates, Inc.**—is a research-based consulting firm that exclusively serves educational institutions. For over 27 years, it has applied innovations in market research, analysis, and predictive modeling to help clients understand the dynamics of past performance, apply insightful knowledge to sound decision-making in the present, and attain future outcomes critical to the health and vitality of their institutions. Its team has helped advance enrollment management, institutional marketing, competitive positioning and branding, and strategic planning in education through a range of services. As researchers, Maguire Associates help clients develop a deeper understanding of the values, priorities, and perceptions of important constituent groups. As consultants, they use predictive modeling and forecasting that informs client decision-making and best practices in administration, management, marketing, and communications. Whether working to tackle a crisis or framing a proactive strategy, they have a strong record of helping clients to achieve positive outcomes. For more information, visit [www.maguireassoc.com](http://www.maguireassoc.com).

**Mason Jay Blacher & Associates**—specializes in major gifts, including endowment and planned gifts, with or without a capital campaign. The firm now includes Kevin Johnson, author of “The Power of Legacy and Planned Gifts.” A unique hands-on practice focuses on case statement development, prospecting, qualifying prospects, asking them for gifts, and turning them into effective fundraising volunteers and leaders, Mentoring, assisting, even occasionally managing development offices on an interim basis are specialties. Planning campaigns for success is the focus, though Mason Jay Blacher & Associates has rescued some campaigns that have been stalled.

**Metz & Associates**—serves excellent food and provides exceptional dining and hospitality experiences for students and the campus community. From the quality of food to the comfort and convenience of the dining setting, Metz will exceed expectations.

**Miller/Cook & Associates, Inc.**—has been helping independent colleges and universities succeed at meeting enrollment goals through their integrated approach to enrollment management for over 20 years. Their synergistic approach to enrollment management is not only data-driven but also considers the human and technological aspects of managing enrollment that are critical to success. They provide institutions the processes and tools required to build and shape undergraduate, graduate, distance learning, and adult student populations within both standard and nonstandard term frameworks. Their action plans provide both immediate as well as mid- and long-range directives that can be integrated into an institution's strategic planning process. Their clients benefit from the extensive experience of their consultants in higher education research, admissions, financial aid, and student services. Miller/Cook & Associates, Inc. has provided services to colleges and universities in over 38 states, the District of Columbia, and four international locations.

**ML Strategies, LLC/Mintz, Levin, Cohn, Ferris, Glovsky & Popeo LLC**—is among the nation's leading advisers to college presidents and boards of trustees. Its services include conducting comparable salary and benefits studies, negotiating, and drafting employment agreements, developing deferred compensation plans, and crafting post-presidency agreements. The firm also conducts intermediate sanctions and Sarbanes-Oxley reviews. ML Strategies bases all the firm's compensation recommendations on current, comparable data as derived from primary sources. Raymond D. Cotton, vice president of ML Strategies LLC, is the leader of the higher education practice and has advised more than 150 presidents and boards of trustees. Ray is a frequent speaker on the programs of higher education associations as well as a regular contributor to *The Chronicle of Higher Education*. He can be reached at (202) 434-7322 or [rcotton@mintz.com](mailto:rcotton@mintz.com).

**National Management Resources Corporation**—provides outsourced custodial, maintenance, landscaping, and events management services to colleges and universities. Its mission is to help improve campus images, helping presidents to recruit and retain quality students and staff while saving time, money, and resources. For more information, visit [www.teamnational.com](http://www.teamnational.com).

**New Ventures of Regis University (NVRU)**—is recognized for its leadership in the application of the art and science of adult learning. NVRU has resident expertise in all aspects of starting, maintaining, and growing accelerated adult education programs. In response to the dramatic growth in online learning, NVRU launched the *Online Consortium of Independent Colleges and Universities* in 2005. Through this consortium, member institutions can gain access to high quality, time-tested, fully developed courseware without the risk and costs associated with offering online programs. NVRU is part of Regis University, which currently serves more than 14,000 adult learners.

**Noel-Levitz**—is a trusted partner for enrollment and student success. A partner to higher education, Noel-Levitz helps campuses reach and exceed their goals for enrollment, marketing, and student success. Since 1973, more than 2,600 public and private institutions have invited Noel-Levitz to collaborate with them. The firm offers services for marketing/recruitment and

retention, including custom research, side-by-side plan development and execution, strategic use of financial aid, communications support, professional development opportunities, assessment tools, and new enrollment technologies. In addition, Noel-Levitz continually produces national research reports, columns, and other resources to help campus leaders analyze current enrollment trends and discover more effective strategies. For more information, visit [www.noellevitz.com](http://www.noellevitz.com) or call 800-876-1117.

**Performa Higher Education**—is a national higher education consulting firm that serves small, private colleges and universities. The company’s expertise in a full range of services including administrative solutions (academic affairs, business and finance, enrollment management, institutional advancement, marketing, and student affairs), campus master planning, and facility design, naturally leads to better understanding of all key aspects of institutions. Performa Higher Education believes as strongly in this holistic and integrated approach as institutions believe in educating the whole student. Although Performa’s client partnerships typically begin within one of these service areas—many of them exclusive to Performa Higher Education—most embrace the integrated approach that generates deeper campus understanding.

**PlattForm Higher Education**—is a full-service advertising agency focused exclusively on enrollment solutions for higher education. More than 20 years of experience, innovation, and exceptional customer service have steered its growth toward becoming a large full-service agency. Today, it provides a full spectrum of in-house advertising, communications, and marketing services to a growing client base of partner institutions.

**R. H. Perry & Associates**—is one of the oldest, most respected, and most successful higher education executive search firms in the country. The firm was established in Washington, DC, in 1974 by Robert H. Perry, who continues to lead it today. RHPA’s higher education practice is organized as a group of senior-level executives with a well-balanced mix of college and university presidential experience and executive search expertise. Six of RHPA’s partners, who maintain offices in Maryland, Massachusetts, Montana, New York, Ohio, and Rhode Island, and board members have 112 years of cumulative higher education CEO experience. In more than three decades, RHPA has completed more than 500 assignments and has earned an excellent national reputation assisting institutions of higher education identify and select leadership.

**Royall & Company**—assists more than 200 colleges and universities in achieving—and often exceeding—their enrollment goals. From maximizing the number of qualified inquiries through search and boosting campus visits to increasing applications from top candidates and facilitating the deposit process, Royall offers proven solutions at every stage of the enrollment cycle. All Royall programs are continuously tested, analyzed, and refined to provide the nation’s richest bank of student recruitment intelligence, allowing clients to receive the highest possible return on their investment. For more information, visit [www.royall.com](http://www.royall.com); 1-800-899-7227 or Bill Royall: [bill@royall.com](mailto:bill@royall.com).

**RPA Inc.**—specializes in providing institutionally tailored presidential, advancement, and cabinet officer searches and management and fundraising consulting for colleges, universities, education-related organizations, and non-profit organizations.

**RuffaloCODY**—is the leading provider of fundraising, membership and enrollment management services, and software for institutions of higher education and high-affinity nonprofit organizations. Founded in 1991, RuffaloCODY is one of America's fastest growing private companies serving more than 600 organizations from 90+ locations throughout the United States and Canada.

**SAGE Dining Services**—is one of the premier providers of dining services and gourmet catering to private colleges, schools, and corporations in the United States. SAGE Dining Services provides talented managers and chefs as well as creative menus and well trained staff to transform on-site food service into a memorable dining experience. For more information, visit [www.sagedining.com](http://www.sagedining.com).

**Scannell & Kurz, Inc.**—specializes in developing customized financial aid/net tuition revenue and enrollment management strategies for its higher education clients. Jim and Kathy work in partnership with clients, sharing their analytical techniques in order to develop greater client self-sufficiency in addressing future enrollment challenges. The solutions recommended are unique to each client, based on a data-driven understanding of the institution's particular market position and challenges. Special attention is paid to ensuring that the solutions are practical, detailed, and implementable. Outcomes include improved net tuition revenue, more effective management of institutional resources, and achievement of specific class profile targets.

**SimpsonScarborough**—is a marketing research and strategy firm that specializes in higher education. Its partners are nationally recognized experts in data-driven image analysis and development. Using sophisticated qualitative and quantitative research techniques, the firm measures the attitudes and opinions of stakeholders who are critical to an institution's marketing effort and creates visionary strategies for developing compelling efforts and creates visionary strategies for developing compelling institutional identities over the long term. SimpsonScarborough creates brand strategies that endure.

**SJG – The Spelman & Johnson Group**—is an executive search firm exclusively devoted to serving institutions of higher education. It leverages its staff's knowledge of the higher education marketplace and the talent base of administrative leaders and managers to ensure successful search outcomes meeting the unique needs of the institutions with which it partners. Since 1991, hundreds of institutions have relied upon SJG for search assistance to fill critical positions in academic affairs, enrollment, student affairs, financial administration, and advancement. To each search assignment SJG bring an unrivaled commitment to quality matched with an understanding of leadership and the importance each hiring decision has on expanding the capacity of an institution.

**Sodexo Campus Services**—provides customized, integrated management solutions to schools and universities worldwide. From delicious, nutritious foods to facilities management, its expert culinary and multi-service staff enable partner institutions to achieve their educational missions.

**Stamats, Inc.**—is recognized and respected as a leading higher education integrated marketing firm. Its comprehensive array of innovative services has set the standard for pairing insightful,

research-based strategic counsel with compelling creative solutions. Stamats promises its clients the highest level of professional service and attention to detail in the industry.

**Stevens Strategy**—is a full-service consulting firm specializing in managing the process of strategic change in colleges, universities, and schools. Stevens offers professional services to the leaders of these institutions in the areas of strategic planning, strategic governance, focused strategic analysis, financial analysis and planning, and institution-wide policy development. Its consultants have extensive experience serving colleges, universities and schools—including positions as present and former trustees, presidents, faculty, vice presidents and other senior staff—each with a particular area of expertise in college, university, and school leadership and management. Its clients include independent and public institutions from the largest universities to the smallest colleges and schools in America and the world.

**SunGard Higher Education**—serves colleges and universities worldwide, helping them build the resources they need to support new communities of learners. Today, 1,600 higher education organizations, 10 million students, and thousands of educational communities around the world rely on SunGard Higher Education's broad portfolio of solutions and expert guidance to find better ways to teach, learn, manage, and connect. To learn more, please visit [www.sungardhe.com](http://www.sungardhe.com).

**TCR Group, Inc.**—is a nationally known fundraising and executive search consulting company that specializes in serving private colleges and universities. Services include campaign consulting, campaign feasibility studies, program audits, award-winning annual giving assistance, constituency-based and comprehensive strategic planning, and executive searches for senior staff members who are prepared to make a genuine difference in the life of the institution. TCR Group finds chief officers for institutional advancement, admissions, enrollment, financial affairs, student life, and marketing. TCR Group is a hands-on consulting company whose mission is to build a good and lasting relationship that maximizes the client's potential.

**The Chronicle of Higher Education**—is a source of news, information, and jobs for college and university faculty members and administrators. Based in Washington, DC, *The Chronicle* has more than 70 full-time writers and editors as well as 17 foreign correspondents around the world. *The Chronicle of Higher Education* is a trusted resource for the leaders of academe.

**The Lawlor Group**—is a full-service, market research, institutional marketing, brand management, and integrated marketing communications (advertising, print, web, new media) firm that works with private colleges and universities throughout the United States. TLG, which was founded in 1987 and has served over 170 college clients, is dedicated to providing clients with research, strategic counsel, and integrated/interactive marketing services that create distinction, enhance value, and achieve results. The firm also publishes *The Lawlor Review*, a critically acclaimed education marketing journal; *Lawlor Perspective*, a series of white papers for senior management and trustees; and *Lawlor Focus*, a monthly e-newsletter that explores topics relevant to enrollment management, marketing, and communication professionals in higher education. In addition, Lawlor sponsors a series of professional development seminars and symposiums for educational marketers including its annual Summer Seminar.

**The Learning House, Inc.**—is an online education solutions partner that helps colleges and universities develop and grow high-quality online degree programs and courses. Partnering with more than 80 colleges and universities in 28 states and Europe, Learning House offers a “no upfront cost” model that enables institutions to efficiently and affordably achieve online education success. Learning House provides a comprehensive online campus solution that includes online course development and publishing, program marketing, enrollment management support, learning management system customization and hosting, faculty and staff training, 24/7 technology support, and industry best practices consulting.

**The Presidential Practice (TPP)**—provides coaching and strategic and operational counsel to presidents as they work out complex institutional and cultural issues. TPP draws upon years of experience in higher education and work with the leaders of more than 150 colleges and universities that participated in a national planning project (the Pew Higher Education Roundtable and the Knight Higher Education Collaborative) administered by the University of Pennsylvania’s Institute for Research on Higher Education from 1986 to 1999. It also includes 14 college and university presidents emeritae(i) who, through long and successful presidencies, developed strategies for handling an array of challenging issues and opportunities.

**TIAA-CREF**—is a prominent financial services organization dedicated to providing lifetime financial security to those in the healthcare, academic, cultural, and research fields—for people whose work serves others. An organization with more than \$374 billion in total assets under management as of June 30, 2009, TIAA-CREF has more than 3.6 million participants in more than 27,000 plans and 15,000 public and private institutions.

**Van Yahres Associates**—was founded in 1980 in Charlottesville, Virginia, and is an established campus design firm specializing in master planning and site design for colleges and universities. While Van Yahres has concentrated almost exclusively on educational clients, its work has expanded to a regional and even national reputation. Having completed over 700 educational projects, Van Yahres Associates has intentionally kept its staff focused to provide personal service to each one of its clients. Because of its commitment, Van Yahres has worked continuously for over 10 years with many small private colleges.

**Williams & Company**—helps transform people, programs, and whole institutions through its services in executive search and interim placement for enrollment managers, strategic and enrollment planning, executive coaching and leadership development, and staff training.

**Yaffe & Company**—is an independent consulting firm specializing in providing a full range of governance services to not-for-profit boards and committees including executive compensation; executive performance evaluation; succession planning and leadership development; and board evaluation and governance.