CIC Guide to Institute Sponsors

Services and areas of expertise offered by sponsors of CIC’s 2019 Presidents Institute
The Council of Independent Colleges is grateful for the support provided by the sponsors of the 2019 Presidents Institute. The sponsoring firms for this year’s event provide industry-leading expertise in all aspects of institutional management. CIC knows the value and importance of partnerships between our member institutions and our sponsors. The Guide to Institute Sponsors is designed to inform college presidents of the ways the products and services of sponsoring firms can assist the work of independent colleges and universities. The Guide also serves as a resource to share with other administrators on your campus.

A complete list of Institute sponsors and their representatives can be found on the Participants List by Institution. This information, as well as descriptions and links to their websites, can also be found by downloading Guidebook, the Institute’s free conference app. CIC encourages participants to learn more about the Institute sponsors and to visit their display tables located in the Trailblazer’s Ballroom. For further information, please contact Alana K. Cassidy, CIC development manager, by phone at (202) 466-7230 or by email at acassidy@cic.nche.edu.
Advancement Services

DEVELOPMENT • FUNDRAISING • GOVERNMENT RELATIONS

Gonser Gerber LLP understands that each institution and its needs are unique. The firm takes time to get to know the president and other institutional leaders to understand each institution’s particular opportunities and challenges. Gonser Gerber refers to this customized approach as forming individually crafted relationships. Gonser Gerber, founded in 1950, is the nation’s first advancement consulting firm serving higher education institutions and a broad range of other organizations and agencies. The firm’s innovative services have provided more than 750 clients with creative, customized, results-oriented advancement counsel and helped clients raise billions of dollars.

Johnson, Grossnickle and Associates (JGA) has taken an authentic and thoughtful approach to all aspects of strategic and philanthropic consulting for its clients since 1994. JGA focuses on the concepts of mission, strategy, and accountability that underlie the philanthropic relationship and helps clients achieve high standards. JGA’s 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. The full-service firm assists with capital campaigns, development audits, feasibility studies, and general fundraising counsel.

Sponsors listed in other categories of the Guide who also offer services in this area include: Credo, Huron, RHB, Ruffalo Noel Levitz, and SimpsonScarborough
AE7 is a multidisciplinary firm that believes in a holistic approach to design. The firm collaborates with its clients to create designs that reflect their culture and address their functional needs. By designing holistically, AE7 integrates the most crucial space elements into the project—visual appeal and cohesiveness, functionality, technology, accessibility, and sustainability. Services include master planning, architecture, interior design, landscape architecture, space planning, facility programming, pre-development services for public/private partnerships, feasibility studies/condition assessments, code compliance, design and documentation, furniture and fixed equipment selection and specification, workplace evaluation and design, art consultation, and branding and visualization.

Aramark is a campus partner for dining and facility solutions. Their innovative dining services include master planning, culinary development, venue design, catering, concessions, and residential, quick-serve, and express dining concepts. Aramark's expertise extends to facilities services including maintenance, custodial, grounds, energy and engineering solutions, capital project management, and building commissioning.
AVI Foodsystems, Inc. is a family-owned and operated foodservice company founded by John Payiavlas in 1960. His son Anthony now serves as CEO and president, continuing his father’s tradition of responsible and sustained growth serving leading education, business, healthcare, and leisure and entertainment institutions across the United States and Canada. Today, AVI Foodsystems is the largest family-owned foodservice company in the United States with over $800 million in revenue. The firm has always been driven by core values that define who they are and how they act: integrity, excellence, innovation, relationships, sensitivity toward people, sensitivity toward society, family, passion, customer and guest focus, and accountability.

BCWH, an architectural and planning firm with a legacy of experience with independent colleges and universities, is pleased to announce its merger with Quinn Evans Architects. As Quinn Evans Architects, BCWH has deeper qualifications in the design of learning environments, a broader geographic reach in the mid-Atlantic and Midwest, and a national expertise in historic preservation and adaptive reuse. With particular expertise in campus landscape, learning spaces for innovation and entrepreneurship, athletics, and the fine arts, the firm seeks to design and optimize the full potential of campus resources, creating vibrant places that add value and support student satisfaction for successful recruiting and retention.

Bon Appétit Management Company is an onsite restaurant company offering full food-service management to corporations, universities, museums, and specialty venues. Based in Palo Alto, California, Bon Appétit operates more than 1,000 cafés in 33 states for dozens of marquee clients. Their food is cooked from scratch,
including sauces, stocks, and soups (salsa, too!). A pioneer in environmentally sound sourcing policies, Bon Appétit has developed programs addressing local purchasing, overuse of antibiotics, sustainable seafood, the food-climate change connection, humanely raised meat and eggs, and farmworkers’ rights.

Buchart Horn Architects’ design process begins with a simple goal: to meet clients’ needs through visionary and realistic designs. The firm’s professional and support personnel have completed hundreds of projects on college and university campuses across the country, including master plans, academic buildings, science facilities, health science facilities, campus centers, residence halls, libraries and learning commons, athletic and recreation facilities, dining halls, and historic restoration/renovation projects. Buchart Horn brings the ability to quickly understand project needs, constraints, and future requirements.

Derck & Edson’s commitment to higher education is demonstrated through their numerous planning, enhancement, and athletics projects on campuses throughout the United States. The firm’s expertise is demonstrated by the lasting, positive impressions that their work leaves on college and university campuses. Since 1940, the company has been transforming campuses through planning, design, and implementation services that meet the needs of colleges and universities, including: feasibility studies, master planning, athletic facilities design, implementation services, engineering, geographic information system (GIS) services, architectural services, site design, circulation solutions, construction observation, inventory and analysis, and identity enhancement.
GMB Architecture + Engineering is an architectural and engineering firm specializing in higher education, sports, K–12 education, health care, corporate, and industrial environments. Founded as an architectural firm in 1968, the firm’s list of services quickly grew to include mechanical, electrical, civil, and structural engineering, interior design, and landscape architecture. GMB offices are filled with over 100 experts who enjoy sharing their knowledge, and it’s amazing what great minds can do when they work together. The firm has 50 years of learning, growing, and giving back under their belts and serves its clients from four offices: Holland, Grand Rapids, and Royal Oak, Michigan, and Indianapolis, Indiana.

Hastings+Chivetta Architects, Inc. practices the firm’s mission statement every day, “building clients, not just projects.” Over 80 percent of its projects are on a repeat or referral basis for higher education clients throughout the nation. For a half-century, the dedicated staff has participated in the master planning, design, and construction of every campus project type from science to athletics. Hastings+Chivetta is committed to planning and designing facilities that meet each client’s unique requirements. The firm is recognized as a steward of sustainable design that supports its clients’ missions. Hastings+Chivetta is proud to have worked with more than 70 CIC member institutions in the firm’s 58-year history.

Metz Culinary Management has been an innovative leader in the hospitality industry since 1994. The company’s experience with thousands of guests per week enables Metz to bring restaurant-quality cuisine and service to its food service operations in the educational setting. The company’s menus offer fresh, nutritious, enticing options tailored to students, staff, and guests. Metz sources the best local foods and ingredients each season and offers an abundance of vegetarian, vegan, heart-healthy, and lower-fat choices because of the company’s commitment to nutrition. Cage-free eggs, fair-trade coffee, and antibiotic-free chicken are just the beginning of the company’s sustainability efforts.
National Management Resources Corporation was founded in 1978. National provides services exclusively to private institutions of higher learning. Services include physical plant maintenance and repair, custodial, landscape, event planning and setups, security, and construction management. National tailors its services to meet the needs and goals of the clients the company serves. With National, an institution can rest assured that its facilities look their best for recruitment, retention, and advancement. National helps make colleges and universities look picture perfect all of the time.

Parkhurst Dining delivers authentic culinary experiences exclusively to private colleges and universities. Parkhurst Dining was founded in 1996 on the premise of choosing “imperfection over standardization”. The organization has held fast to their culinary values and knows that made-from-scratch food delivers greater student satisfaction and engagement leading to stronger financial outcomes for its clients. Parkhurst Dining is also known for its commitment to sustainable practices and local sourcing; dedication to client partnerships and seamless integration into the campus culture; a people-first approach to team management, training and development; and an investment back in the communities in which they live and work.

Partners Development is a full-service real estate development firm specializing in higher education project management. The firm focuses on private, independent colleges and universities. For over 45 years, Partners has managed facility development on campuses across the country, providing planning, design, financing, and construction of any campus capital project. Beyond traditional project management services, Partners brings significant expertise and experience conducting project feasibility analyses, exploring creative financing solutions, and leading conceptual facility development exercises.
Pioneer College Caterers is the only dining service provider catering exclusively to faith-based universities, colleges, and seminaries since 1973. The organization currently serves 48 partners in 20 states across the United States. Pioneer College Caterers is committed to each client’s success by providing outstanding food and service in every campus venue. Through these efforts, they partner in recruiting, retention, student life, sustainability, financial success, and spiritual mission.

Sodexo, a leader in quality of life services, is committed to enhancing the learning environment on campus. By focusing on quality of life services, the company reinforces the overall experience of campus life, which in turn improves its partners’ effectiveness and performance. From designing meals around lifestyle needs to designing buildings for growing enrollments, its commitment to providing students and staff with a nurturing learning environment spans the entire campus experience.

The Collaborative prides itself on design solutions tailored to each client’s specific needs and context. Founded in 1973, with offices in Toledo, Ohio, and Ann Arbor, Michigan, the firm is led by six principals who are hands on in day-to-day project management. The firm’s 42-person team is broken down into functional focus areas, creating experts in the areas of design solutions and project delivery mechanics. The Collaborative’s experience includes 80+ campuses and more than 650 major higher education projects. With this benchmarking knowledge, the firm can provide guidance for translating strategic goals into physical parameters.

Sponsor listed in other categories of the Guide who also offer services in this area include: Credo
Nelson Mullins Riley & Scarborough LLP, through the Nelson Mullins School and College law team, reaches across disciplines to help clients reach their goals and plan ahead. The firm provides holistic representation for clients’ legal needs. Its education law professionals serve as thought leaders, and partners with other thought leaders, to impact educational policy and advocate best practices. Nelson Mullins has worked with local, state, and federal regulatory agencies and legislative bodies. The firm also represents clients before administrative tribunals and federal courts to achieve optimal results for their clients. Founded in 1897, Nelson Mullins today has more than 550 attorneys and other professionals located in ten states and Washington, DC.

Steptoe & Johnson PLLC is a national law firm of more than 300 lawyers with offices in Colorado, Kentucky, Ohio, Pennsylvania, Texas, and West Virginia. The firm’s higher education team consists of attorneys from multiple disciplines who cater to the diverse legal service needs of independent colleges throughout the United States, including advice on a broad array of compliance issues and tax-exempt financing. The firm’s attorneys have held positions in higher education as in-house counsel, accountants, development officers, trustees, and faculty members, and they have extensive experience handling issues confronting multiple colleges.
ACT | NRCCUA is an educational data science platform and research organization with offices in Lee’s Summit, Missouri; Boston, Massachusetts; New York City; and Austin, Texas. For 44 years, ACT | NRCCUA has been a leading provider of data, technology, and programs serving students, high school educators, colleges, and universities. These solutions represent the link between students making important life decisions and those providing the resources and information students need to succeed in their post-secondary educations and careers.

Capture Higher Ed uses data and technology to attract, engage, and recruit mission-fit students. Capture maximizes meaningful engagement with prospective students at the most influential times in their decision-making journey. Capture’s proprietary technology is built specifically for enrollment professionals, with real-time analytics and data visualization tools to easily monitor progress and measure the success of enrollment goals at any time. Headquartered in Louisville, Kentucky, Capture Higher Ed has served nearly 75 higher education institutions across the country and has been recognized by Fortune as one of the greatest places to work and by Inc. 5000 as a fast-growing U.S. company.
College Consortium (CC) allows CIC colleges and universities to share online courses and tuition revenue (academic sharing) to improve retention and graduation rates, academic alignment, and student success. The CC platform seamlessly manages inter-college enrollments so institutions can access a back-up inventory of online courses to support student progress and program enhancement. Students can access financial aid, count course grades in their campus GPA, replace poor grades, and count credit hours toward full-time status. CC’s leadership team has more than 80 years of experience in private, independent higher education and works directly with each institution to adapt academic sharing to its unique environment and culture.

Collegis Education is a strategic partner whose revenue-growth solutions help colleges and universities maximize their enrollment potential through data-rich, technology-enabled marketing, engagement, and retention services. In programs supported by Collegis Education solutions, partner institutions have realized average new-enrollment gains of 20 percent in just the first year of partnership. With more than two decades of experience in higher education, the Collegis team develops holistic, interconnected strategies that enable institutions to realize long-term growth in accord with their mission and values.
EAB’s mission is to make education smarter and communities stronger. The firm harnesses the collective power of more than 1,300 schools, colleges, and universities to uncover and apply proven practices and transformative insights. EAB knows complex problems require multifaceted solutions, and they work with each school differently to apply these insights through a customized blend of research, technology, and services. From kindergarten to college and beyond, EAB partners with education leaders, practitioners, and staff to accelerate progress and drive results across three key areas: enrollment management, student success, and institutional operations and strategy.

FARRELL DAY

Farrell Day is a strategic management consulting firm partnering with presidents, boards, and senior leadership to build institution-wide strategic intent and the planning and execution necessary for sustained success. Formed by former Royall & Company senior principal Peter Farrell and Hardwick Day founder James Day, their engagements reflect the principals’ unusually broad range and deep level of experience and wish to be embedded in team efforts to achieve and optimize success. This range of experience includes a proprietary approach to tuition pricing and market position research as well as utilization of CRM data for analysis, prediction, prioritization, and segmented communication consulting across enrollment, development, and institutional research endeavors.
Hunter Global Education, LLC bridges the educational and relational gaps between American and Asian educational institutions. Institutions that once served local and regional needs are now being challenged to enter the global market. Hunter, through a variety of programs and services, seeks to establish long-term income producing programs for its clients. Through Hunter's relationship with the Chinese Ministry of Education's branches and Vietnam's national universities, Hunter provides the platform for developing partnerships and income producing programs for American colleges and universities with institutions throughout China and Vietnam.

LRAP Association provides an enrollment tool that positively impacts enrollment decisions. LRAP (Loan Repayment Assistance Program) helps colleges and universities enroll and retain students who may feel college is unaffordable, by resolving the fear of loans and student debt. If a student's income after graduation is modest, LRAP helps repay their educational loans. The program covers federal loans, private alternative loans, and parent PLUS loans. Students who aren't stressed about debt are more likely to enroll.

Ruffalo Noel Levitz is a leading provider of higher education enrollment, student success, and fundraising solutions. The firm serves more than 1,900 colleges and universities through data-driven solutions focused on the entire lifecycle of enrollment and fundraising, assuring students find the right program, graduate on time, secure their first job in their chosen field, and give back to support the next generation. With a deep knowledge of the industry, Ruffalo Noel Levitz provides institutions the ability to scale their efforts by tapping into a community of support and resources.
SAGE Scholars, Inc.’s Private College and University Enrollment Marketing Consortium provides its nearly 400 colleges and universities, including several CIC member institutions, with free access to a unique database of students who have expressed interest in attending private college. The families are either saving for college or employed by companies that provide superior benefits, including free Tuition Rewards. Consortium membership is free to colleges. The SAGE database of actively participating students includes more high school seniors than the combined seniors planning to attend four-year colleges in the cities of Houston, Philadelphia, Phoenix, and San Diego.

The Dysart Group is a higher education consulting firm specializing in admissions, financial aid, and retention. The firm has worked with more than 175 colleges and universities to achieve extraordinary outcomes.

Sponsors listed in other categories of the Guide who also offer services in this area include: Credo, Huron, Jenzabar, RHB, SimpsonScarborough, Stevens Strategy, LLC, Strada Education Network, and The Lawlor Group, Inc.
Academic Search, Inc. is an executive search firm dedicated to serving higher education institutions and related organizations and is the only search firm in the nation with a formal relationship to a premier leadership development program. As the subsidiary of the American Academic Leadership Institute (AALI), Academic Search provides substantial financial support to a number of signature CIC leadership programs, including the Executive Leadership Academy and Senior Leadership Academy, through grants by AALI.

AGB Search, LLC focuses exclusively on higher education leadership. The firm identifies interim appointments to preserve continuity, offers full search services to help institutions navigate the hiring process, provides transition assistance to set up leaders for long-term success, and offers compensation evaluation services to assess fair, competitive salaries. Each member of the consulting team brings years of experience as a higher education leader to the firm. AGB Search not only understands the demands of leadership, but also is deeply invested in supporting the next generation of leaders.
Haley Associates Executive Search is a boutique higher education executive search and consulting firm that provides expert and customized support for college and university leaders and institutions. Haley Associates’ consultants have supported over 100 searches at the president, chancellor, provost, vice president, and dean level, including over 45 president/chancellor searches. With ten years of executive search and consulting experience, the founding principal, Dr. Katherine Haley, is the former president of Whittier and Gettysburg colleges. Haley advises colleges and universities on leadership succession, governance, and effective board performance.

Hyatt-Fennell, Executive Search brings over 60 years of combined highly successful executive search expertise to its higher education clients. Hyatt-Fennell is well-known and respected for placing top executives with independent colleges and universities and has earned a reputation for achieving results on the national and international level. Through a partnership with its clients, Hyatt-Fennell enhances and streamlines the search process and provides a commitment to find the perfect person for each position.

RH Perry & Associates partners with institutions of higher education and other mission-driven organizations to identify outstanding leaders. Established in 1974, RH Perry’s higher education practice consists of a well-balanced mix of individuals with executive-level higher education experience and search expertise. RH Perry is committed to: respecting and embracing the unique perspectives and talents of their clients, their candidates, and their team; acting with integrity through honest and informed counsel; promoting transparency by communicating critical information and articulating their best practices; maintaining appropriate confidentiality throughout and beyond the search process; and operating in a spirit of collegiality.
Spelman Johnson is an executive search firm exclusively committed to serving higher education. Recruiting talented leaders on behalf of the institutions the firm serves, its success is strengthened by its deep and diverse relationships and its investment in the development and engagement of a leadership pipeline. Since 1991, the firm has helped hundreds of higher education institutions identify outstanding professionals, pairing exceptional leaders with positions across all facets of the academy. Spelman Johnson is nationally recognized for its thought leadership on issues of equity and diversity and for its commitment to inclusion in higher education.

The Registry is the nation’s leading firm in the interim executive space. It is the only membership-based interim placement firm, which preempts the need for expensive, time-consuming, and potentially disruptive open-market interim searches. Over the last quarter-century, the Registry has defined and institutionalized “best practices” for the engagement of interim executives. Now with more than 800 members, the Registry is prepared to respond to the interim needs of colleges and universities in every sector and throughout the nation. Most importantly, the Registry provides the best interim talent, and its members continue to achieve the very best results for their college and university clients.
Financial Management

Asset Strategy Consultants (ASC) has been providing independent investment consulting services for retirement plans, endowments, foundations, and operating reserves since 1991. With five offices along the East Coast, ASC consults on $9.5 billion in assets under management. Having no products of its own, nor any relationships with banks or brokers, ASC provides customized investing using an open-architecture approach. For 403(b) clients, ASC is the partner that will ensure best practices for an institution’s plan, DOL compliance, and outstanding participant services. The firm’s goal is to service higher ed clients by supporting the institution’s participants in 403(b) plans.

BKD CPAs & Advisors helps higher education institutions nationwide maintain financial stability, manage risks, and stay compliant with accounting standards and changing tax laws. By partnering with BKD CPAs & Advisors, colleges and universities can take advantage of opportunities, meet student needs, and prepare for what’s next. The firm’s knowledgeable advisors work with colleges and universities of all shapes and sizes, offering audit, tax, and consulting services, including contribution margin and program economics analysis.
Educational & Institutional Insurance Administrators, Inc. (EIIA) is a nonprofit consortium offering a sophisticated range of insurance and risk management services to higher education institutions across the country and internationally. The consortium's programs include property and casualty, auto, educators' legal liability, workers' compensation, student and athlete health insurance, employee benefits, and health plans. EIIA offers a library of educational videos, policy drafts, white papers, and legal briefs free to its members. The consortium is proud of its long-standing track record for educating institutions in managing risk and providing unique insurance programs and services tailored to their needs.

TIAA is a unique financial partner. With an award-winning track record for consistent performance, TIAA is the leading provider of financial services in the academic, research, medical, cultural, and government fields. TIAA has $938 billion in assets under management (as of March 31, 2017) and offers a wide range of financial solutions, including investing, banking, advice and guidance, and retirement services.

Ziegler provides its higher education clients with private placement structuring, capital raising, public-private partnership structuring, strategic advisory services, equity and fixed-income sales, and trading for both rated and non-rated bond issues. The higher education practice complements Ziegler's other business lines in the health care, senior living, and education sectors, allowing the practice to leverage its unique expertise in complex credit structures and financial advisory services. Through the practice, independent colleges and universities can learn what their competitors are doing, keep abreast of market trends, and take advantage of new financing opportunities.

Sponsors listed in other categories of the Guide who also offer services in this area include: Huron and Stevens Strategy, LLC
Dynamic Campus partners with leaders of colleges and universities who want to ensure that their institution’s technical capabilities are optimized for the rapidly changing needs and goals of students, faculty members, and stakeholders alike. Dynamic Campus provides a proven blend of managed IT services, on-demand technical capabilities, and an objective approach to help colleges and universities maximize the performance of their existing technology investments and IT support teams. Universities and colleges trust Dynamic Campus to improve student success outcomes and deliver better strategic alignment, improved organizational visibility and accountability, lower institutional risk, and a campus IT environment that is “future ready.”

Ellucian provides innovative software and services to help educational institutions thrive in an open and dynamic world. The company delivers a broad portfolio of technology solutions, developed in collaboration with a global education community, and provides strategic guidance to help educational institutions of all kinds navigate change, achieve greater transparency, and drive efficiencies. More than 2,500 institutions in 50 countries around the world look to Ellucian for the ideas and insights that will move education forward, helping people everywhere discover their futures through learning.
Hanover Research is a leading research and analytics firm that helps higher education institutions of all sizes and types tackle critical academic and administrative challenges. Hanover’s expert analysts develop a customized plan for each partner, using multiple research methodologies to deliver the insights institutions need to make informed decisions.

Jenzabar, created out of a passion for education and a vision for technology, offers disruptive, innovative software solutions and services that empower students’ success and help higher education institutions meet the demands of the modern student. Over 1,350 higher educational campuses harness Jenzabar solutions for improved performance across campus and a more personalized and connected experience for the student.

Sponsors listed in other categories of the Guide who also offer services in this area include: EAB and Huron
Capital Education (CapEd) is a full-service provider of online and post-traditional learning solutions to colleges and universities. The firm’s collective experience and diversity of partnerships has led to a deep understanding of both institutions of higher education and the learners that engage with them. This expertise comes alive in partnerships where CapEd endeavors to align partners’ programs and missions to create highly engaged student experiences that manifest high-quality, revenue-producing outcomes. Given that partner needs vary, CapEd’s partnership model is custom built for each client, allowing for packages that range from full-service, revenue-share relationships to fee-for-service engagements.

The Charles Koch Foundation grants funding to scholars, students, and partners developing creative solutions that empower individuals to transform their lives and to improve society.
Hopelab is a social innovation lab focused on designing science-based technologies to improve the health and well-being of teens and young adults.

Institute for Humane Studies at George Mason University is a programmatic and grant-making organization committed to furthering freedom of expression in higher education and the flourishing of classic liberal studies in the college curriculum. Programs such as Learn Liberty introduce undergraduate students to classical liberal ideas and writers, while grants for graduate students assist interested students in pursuing advanced degrees. Grants to faculty members support on-campus programming related to liberal education and, increasingly, freedom of expression and open inquiry.

Orbis Education solves health care workforce shortages by creating collaborative partnerships between educators and employers. Orbis specializes in managing degree programs for high-demand health care fields, such as nursing and occupational therapy. The company helps academic partners remove the typical barriers to enrollment growth, from lack of capital to constrained faculty resources to the challenge of securing and managing clinical placements. The result is a health care program that attracts quality students, creates more high-quality practitioners to meet employer demand, and provides a sustainable incremental revenue stream for the institution.
Strada Education Network is a national 501(c)(3) nonprofit dedicated to improving lives by catalyzing more direct and promising pathways between education and employment. Strada engages partners across education, nonprofits, business, and government to focus relentlessly on students’ success throughout all phases of their working lives. Together, they address critical college-to-career challenges through strategic philanthropy, research and insights, and mission-aligned affiliates—all focused on advancing the universal right to realized potential Strada calls Completion With a Purpose.

Strategic Higher Ed (SHE) is a strategy consulting firm committed to bridging the gap between the modern learner, the workplace, and the academy. Creating a sustainable learning future demands that agents of change, faculty and corporate leaders, become integrated within the solutions that are developed and executed. SHE focuses on refreshing and creating learning engagements based on the tenets of liberal education and mapped to employment, thus bringing life to a modern learning economy. Building on over a half century of higher education experience, SHE consultants provide assessment and insight to assist in the development of strategy, business intervention and expansion, and learner support services.
Synergis Education was established in 2012 to work with colleges and universities to co-design and launch niche degree programs in face-to-face, online, and blended program formats. Institutions have been able to extend their reach by creating rich and unique learning environments that complement faculty-developed courses, creating an environment that attracts prospective students into the right degree programs. Synergis has built and supported over 60 degree programs on behalf of its diverse institutional partners and has enrolled more than 12,000 students.

The Learning House, Inc. helps people improve their lives through education. The academic program manager offers a full suite of education services, including Online Program Management, Corporate Solutions, The Software Guild, Learning House International, and Advancement Courses. Built on a foundation of data-driven decision making, thorough market research, and robust technology services, Learning House is focused on delivering high-quality, relevant, timely education services to meet the needs of a dynamic, global market. Through its partnerships, Learning House helps universities acquire more students, produce more graduates, and deliver better outcomes while helping companies attract, develop, and retain a happier, more skilled workforce.

Sponsors listed in other categories of the Guide who also offer services in this area include: Credo, Hunter Global Education, LLC, and Stevens Strategy, LLC
Art & Science Group offers market-informed strategies to higher education institutions, independent schools, and the nonprofit sector. Since its founding in 1994, the firm has provided its clients with strategic market research and recommendations, built on a foundation of both creative thinking and empirical rigor—art and science. The Group works in a variety of arenas, leveraging a foundation of market data, analysis, and inventive ideas, to guide and advance institutions’ strategic interests and critical investments. The Group provides a customized and collaborative approach for each client, with recommendations rooted in sophisticated research and thorough analysis.

Casagrande Consulting, LLC is a boutique firm focused on providing insight into institutional, board, leadership, and compensation effectiveness to institutions of higher education. The firm has provided insight to more than 50 institutions since its launch in 2009.
Creative Communication Associates (CCA) is a successful strategic marketing partner with 36 years of research, strategic marketing, and brand communications experience at more than 100 institutions—from the Ivy League to small private institutions; specialty schools to faith-based institutions; large publics to historically black colleges and universities. CCA’s referrals and endorsements are proof: presidents trust CCA to ensure goals are met, and results achieved. CCA is an exciting and dynamic marketing communications firm that delivers a powerful, but simple promise: to be dedicated to the institution to achieve goals quickly, within tight budgets, and with best-in-class short and long-term results.

Credo has partnered with independent college and university presidents, cabinets, and board members around the country for more than 20 years, using their team of interdisciplinary experts to help college teams go farther faster and more efficiently. Informed by a holistic approach to institutional health, Credo delivers action and results in strategic planning, campus planning, student success, marketing, enrollment, architecture, and research. Credo’s expertise in this sector of the higher education marketplace allows them to understand the unique challenges independent institutions face. The firm helps create smart, data-driven strategies designed to lift up institutions’ missions and propel their visions.
Goff Public is a Minnesota-based public relations and lobbying firm that has been helping clients share their stories, shape public opinion, and protect their reputations for more than 50 years. The members of the firm are proven problem solvers, offering a full range of public relations expertise from crisis communications to strategic plans and from communication audits to proactive media relations. Goff Institute, the training arm of Goff Public, has trained thousands of leaders and spokespeople across the country on how to interact with the media, respond in a crisis, and effectively advocate for their organization.

Huron is a global professional services firm committed to achieving sustainable results in partnership with its clients. The company brings depth of expertise in strategy, technology, operations, advisory services, and analytics to drive lasting and measurable results in the health care, higher education, life sciences, and commercial sectors. Through focus, passion, and collaboration, Huron provides guidance to support organizations as they contend with the change transforming their industries and businesses.

mStoner, Inc. is a digital-first agency committed to tailored solutions that deliver real results. The company crafts powerful, tailored, human-centric experiences to illuminate clients’ brands and allow them to tell their unique story. mStoner connects their clients with the right audience at the right time to form right-fit relationships. The firm positions teams for improved productivity, sustainable growth, internal alignment, and proof-positive success. mStoner aims to help clients create inspired work that they are proud to show off. Since 2001, mStoner has worked with more than 350 colleges, universities, and professional schools in the United States and abroad.
**RHB**

RHB is a marketing and design consultancy serving higher education. The firm has aided more than 140 colleges and universities in their efforts to solve branding, marketing, enrollment, fund-raising, and marketing technology challenges. The firm utilizes its experience and expertise to offer informed counsel to college and university presidents regarding differentiated marketing positions, signature experiences, and revenue-generating strategies. Through RHB Insights, the firm writes about and shares its latest thoughts on higher education marketing to provide clarity and confidence to a higher education readership that spans the globe. In 2018, RHB added technological consultative services, particularly for clients utilizing Technolutions Slate, the preeminent technology solution for higher education admissions and advancement.

**Simpson Scarborough**

Simpson Scarborough’s integrated approach to market research, creativity, and strategy brings together people, vision, and values with the firm’s recognized experience to build brands that inspire and endure. Simpson Scarborough believes that creative marketing ideas need to be inspirational and motivational but also grounded in research in order to reach enrollment, fundraising, and reputation goals.

**Stamats**

Stamats allies with colleges and universities on a mission. The firm helps institutional leaders dream, strategize, articulate, and implement, from strategic planning through market research and creative communications across all channels.
Stevens Strategy, LLC is a full-service consulting firm specializing in managing the process of strategic change in colleges, universities, and schools. The firm offers professional services in the following areas: institutional vision and strategy, strategic organizational leadership, market and program analytics, finance and data analytics, and institution-wide policy manual development. Stevens Strategy’s consultants, each with a particular area of expertise in leadership and management, have extensive experience serving colleges, universities, and schools. The firm’s clients include independent and public institutions from the largest universities to the smallest colleges and schools in America and throughout the world.

LAWLOR

INTELLIGENT MARKETING SOLUTIONS FOR EDUCATION

The Lawlor Group, Inc. is a full-service, award-winning, higher education marketing firm that has served over 250 educational institutions, consortia, and associations since its founding in 1987. The firm’s core areas of expertise are enrollment management, institutional marketing, and, increasingly, alumni engagement and fundraising. The firm also publishes Lawlor Perspective, a series of white papers for senior management and trustees; and Lawlor Focus, a monthly e-newsletter. In addition, Lawlor sponsors a series of professional development seminars and symposia for higher education leaders during the course of the year, including the very popular annual summer seminar.
Yaffe & Company, Inc. can help where boards and executive teams interface and where data and relationships intersect. The firm’s team is comprised of former presidents of prestigious colleges and universities, and has four decades of experience in helping institutions to thrive and grow. Yaffe & Company are experts in the areas of board effectiveness, executive compensation contracts and performance, IRS compliance, goal-setting and performance evaluation, retirement and retention plan design, succession planning, leadership development, and presidential transition. With the firm’s guidance, the institution’s entire team will have constructive conversations that lead to greater clarity, meaningful outcomes, and positive growth.

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