



THE COUNCIL OF
INDEPENDENT COLLEGES

2020 Presidents Institute Guide to Sponsors

*Services and areas of expertise offered by
sponsors of this Institute*

2020 Presidents Institute Guide to Sponsors

*The Council of Independent Colleges is grateful for the support provided by the sponsors of the **2020 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 presidents of the ways these products and services of sponsoring firms can assist the work of independent colleges and universities. CIC also offers this guide as a resource to share with other administrators on your campus.*

A complete list of Institute sponsor representatives can be found on the Participants Lists. This information, as well as descriptions and links to sponsor 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 Calusa Foyer. For more information, please contact Alana K. Cassidy, CIC development manager, by phone at (202) 466-7230 or by email at acassidy@cic.nche.edu.

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Advancement Services

DEVELOPMENT • FUNDRAISING
• GOVERNMENT RELATIONS

GonserGerber^{LLP}

Gonser Gerber LLP understands that each university or college is 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 is based on forming individually crafted relationships. Founded in 1950, Gonser Gerber is the nation's first advancement consulting firm serving higher education institutions. The firm's services have provided more than 800 clients with innovative solutions, improved philanthropic performance, and achieved campaign goals.



Johnson, Grossnickle and Associates (JGA) takes an authentic approach to providing strategic and philanthropic consulting services to private colleges and universities, based on the firm's 25 years of experience in the field. Whatever scenario or challenge an institution is facing, it's likely that JGA experts have faced it too; they have been senior advancement officers, leaders of institutions, and philanthropic consultants. So, while their breadth and depth of experience allow them to serve as thought leaders, they also are thought lenders, sharing their experience and expertise. Every lesson they have learned along the way is brought to the table.



MCALLISTER & QUINN

Winning Strategies.
Proven Track Record.

McAllister & Quinn is a higher education consulting firm that specializes in working with small colleges to secure federal grant funding. The firm is regarded as one of the most effective federal grant and faculty development firms for small colleges and universities. The firm currently represents more than 50 small and mid-sized colleges and universities and has generated hundreds of millions of dollars for scholarships, academic programs, research, and student support services.

*Sponsors listed in other categories of the Guide who also offer services in this area include **Capture Higher Ed, Credo, Goff Public, Huron, Jenzabar, Knack, Ruffalo Noel Levitz (RNL), SimpsonScarborough, and Ziegler.***

CAMPUS SERVICES AND RESOURCES

FOOD SERVICE • FACILITIES PLANNING AND MANAGEMENT • ARCHITECTURE AND DESIGN • ENGINEERING • REAL ESTATE



AE7 Architects & Planners 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 and 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. The firm's 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.

BON APPÉTIT

MANAGEMENT COMPANY

food service for a sustainable future®

Bon Appétit Management Company is an on-site 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, soups—and salsa. 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.



Derck & Edson, LLC’s commitment to higher education is demonstrated through the firm’s 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 (GMB) is a full-service architectural and engineering firm servicing the higher education and sports environments. The firm provides campus master planning services that identify needs and close the gaps between where an institution is today and where it would like to be in the future. GMB's strategic workshops create the foundation for project visioning and a successful fundraising campaign—a transition plan to move the vision from master plan into reality. The firm has 50 years of learning, growing, and giving back under its belt and serves clients from four Midwest offices.

Hastings+Chivetta

ARCHITECTURE • PLANNING • ENGINEERING

Hastings+Chivetta Architects, Inc.'s mission is to create one-of-a-kind places that shape a campus's life, advance its mission, and influence its evolution. A master planning and architectural firm with nearly 60 years of experience, Hastings+Chivetta Architects, Inc. takes pride in its partnerships with nearly 85 CIC member institutions. At colleges and universities across the country, the firm designs places that influence how people live on campus.



Metz
CULINARY MANAGEMENT

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 thanks to 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, founded in 1978, provides services exclusively to private institutions of higher learning. Services include physical plant maintenance and repair; custodial and 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 for every occasion.



Parkhurst Dining was founded in 1996 to provide authentic culinary experiences exclusively to private colleges and universities. Parkhurst Dining has held fast to its culinary values and knows that made-from-scratch food delivers greater student satisfaction and engagement, leading to stronger financial outcomes. The company is known for a 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 into the communities in which people live and work.



Partners Development is a full-service real estate development firm specializing in higher education project management. The firm focuses on small, private 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 national dining service provider whose mission is serving faith-based universities, colleges, and seminaries exclusively. Founded in 1973, Pioneer College Caterers currently serves 47 partner institutions in 21 states across the country.

CAMPUS SERVICES AND RESOURCES



QUALITY OF LIFE SERVICES

Sodexo, a leader in quality of life services, enhances the student experience on campus. By focusing on services that improve quality of life, the firm positively influences its partners' ability to attract, engage, and retain students. From dining programs that meet the preferences and lifestyles of today's students to purpose-built environments designed to promote the mission of the institution, Sodexo's commitment to improving quality of life spans the entire campus experience.

THE COLLABORATIVE

Architecture
Planning &
Design

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 every project. 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 more than 80 campuses and over 650 major higher education projects. With this benchmarking knowledge, the firm can provide guidance for translating strategic goals into physical parameters.



U3 Advisors works with anchor institutions—universities, hospitals, and other nonprofit organizations—to advance their mission and unlock their impact. Through envisioning and implementing transformative real estate and economic strategies and interventions, U3 Advisors creates vibrant and sustainable campuses and communities that promote economic impact and inclusion. Their team is comprised of creative, nimble, and strategic multi-disciplinary practitioners with backgrounds in urban planning, real estate development, GIS, data analytics, higher education administration, economics, architecture, and nonprofit leadership. Through their offices in New York, Philadelphia, and Boston, U3 Advisors serves clients across the United States and around the world.

*Sponsors listed in other categories of the Guide who also offer services in this area include **Credo** and **Knack**.*

Consulting and Legal Services

COMPLIANCE • HUMAN RESOURCES
• LEGAL ISSUES • POLICY

AGB|Consulting

AGB Consulting is a leader in higher education, providing strategic and tactical guidance to colleges and universities on governance, the business model, and strategic issues. Their experts craft solutions tailored to institutional needs, goals, and missions that help colleges and universities become more sustainable, competitive, and prosperous—and AGB Consulting provides assistance through implementation to ensure winning outcomes.



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 partner 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.



Step toe & Johnson PLLC is a U.S. law firm with core strengths in business, energy, labor and employment, litigation, and transactional law. The firm comprises approximately 300 attorneys serving clients in 40 areas of law from 14 office locations in Colorado, Kentucky, Ohio, Pennsylvania, Texas, and West Virginia. Higher Education Team attorneys have held leadership positions at colleges and universities, serve as members of governing boards, and regularly counsel higher education institutions on compliance issues as well as complex Title IX guidelines. Steptoe & Johnson understands the challenges facing these institutions and crafts pragmatic solutions to help achieve their long-term goals.

*Sponsors listed in other categories of the Guide who also offer services in this area include **Farrell Day, Huron, Stevens Strategy, LLC, U3 Advisors, Witt-Coyne, LLC, and Yaffe & Company, Inc.***

Enrollment Management

ADMISSIONS • FINANCIAL AID • RETENTION
• CONSORTIA



Acadeum

Acadeum, formerly known as College Consortium, is building a network of colleges and universities committed to sharing high-quality online courses to improve student success. Together, they are unlocking the collective potential of institutions to ensure that all learners have access to the courses they need at the time they need them. More than 200 colleges and universities now use Acadeum's cross-enrollment platform to improve student retention and completion while increasing institutional revenue. Acadeum partners with CIC to provide the Online Course Sharing Consortium for CIC member institutions.



ACT | NRCCUA is an educational data science platform and research organization with offices in Lee's Summit, Missouri; Boston, Massachusetts; New York City, New York; and Austin, Texas. For 45 years, 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 they need to succeed in their postsecondary educations and careers.



Ardeo Education Solutions helps colleges and universities increase enrollment. Ardeo is a mission-driven company that provides loan repayment assistance programs (LRAPs) proven to positively impact enrollment decisions by eliminating uncertainty around student and parent loans after graduation. Formerly known as LRAP Association, Ardeo Education Solutions has been providing enrollment management support for over a decade and is the only company offering LRAPs to colleges and universities.



capture
RECRUITMENT REIMAGINED

Capture Higher Ed is a leading innovator of marketing platforms and services for enrollment management and university advancement. Capture's Behavioral Intelligence Platform (BIP) offers solutions throughout the student decision journey: engage, apply, aid, and enroll. With industry-leading marketing automation, fully managed services, and AI-powered predictive modeling—all built specifically for higher education—Capture gives universities the control needed to target interested students in relevant ways that increase engagement, drive admissions, and improve retention. Founded in 2011, Capture has served hundreds of higher education institutions and programs across the country while being recognized by Inc. 5000 as a fastest-growing U.S. company.



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 missions and values.



EAB's mission is to make education smarter and communities stronger. The firm harnesses the collective power of more than 1,500 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 institution 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.



EMERGE

EDUCATION

Emerge Education is a small, boutique online program management company based in Harrisburg, Pennsylvania. Emerge partners with private, nonprofit, regionally accredited institutions to take programs online and provide instructional design, lead generation, marketing, recruitment, and retention services in a tuition revenue-share model.

FARRELL DAY

Farrell Day empowers college and university leaders to make data-informed decisions that enhance and sustain mission. The firm believes institutional success is driven by transparency of data—both across departments on campus and across the higher education marketplace. The firm's services are centered on real-time student record-level data that illuminate strategic opportunities and highlight areas for improvement. Farrell Day's experienced team members analyze and contextualize data, enabling partners to change the trajectory of their institutions.



Hunter Global Education, LLC was established to bridge educational and relational gaps between American and Asian educational institutions and businesses. With today's globalization, the need for honest, affordable, and reliable educational advice and assistance is growing. Institutions that once served local and regional needs are now being challenged to enter the global market, and trusted relationships are the highway on which international programs run. Students who once attended local and regional colleges and universities are venturing far from home to secure their education. Good decisions in all these areas require a sound knowledge of other cultures and countries. Hunter seeks to fill this knowledge and relationship void with its many programs and services.



Knack's 21st-century student success platform helps institutions improve retention, graduation, and college-to-career outcomes by increasing access and the impact of peer-to-peer support services. The platform activates high-achieving students as a network of campus peer educators, offering them high-impact experiential employment opportunities that cultivate career skills. In turn, the model simultaneously enables equitable peer-to-peer support services to every student at scale. Program costs stay low because top employer/corporate partners sponsor the program activities as a way to build brand recognition and identify top rising talent for recruiting purposes.



Ruffalo Noel Levitz (RNL) 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, ensuring that 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 (RNL) provides institutions with the ability to scale their efforts by tapping into a community of support and resources.



The Dysart Group is a higher education consulting firm specializing in admissions, financial aid, retention, pricing, and revenue growth. The firm's consulting services have aided nearly 200 colleges and universities throughout the country. Its clients have been able to increase new student enrollments by as much as 70 percent, stabilize or reduce financial aid costs, and improve retention rates by as much as 7 percent in a single cycle. Working collaboratively, the Dysart Group has been able to achieve extraordinary outcomes.



Two Ocean EDUCATION PARTNERS

Two Ocean Education Partners connects students with transformative educational opportunities. The firm leverages its combined expertise in higher education and Fortune 500 marketing to create new learner-first approaches to inquiry, application, and yield marketing. Informed by behavioral data, the firm's responsive marketing deepens relationships with prospective students and their parents to move them toward right-fit educational experiences—all in the service of helping their partners achieve mission-critical enrollment, diversity, and revenue goals.



Witt-Coyne, LLC is a very different consulting firm. The firm believes colleges that provide distinctive value to students can succeed while others fail. But to succeed requires a college to identify and deliver differentiated value, communicate that in personally compelling ways to prospective students, and work personally with its own students when they face difficulties. Digital methods have a role to play, but they are not the answer. They are just tools. Effective management and processes are the answer. Witt-Coyne, LLC works with presidents, boards, and top administrators in unique ways to help build the relevant management practices, processes, and skills.

*Sponsors listed in other categories of the Guide who also offer services in this area include **Capital Education, Credo, Huron, Jenzabar, SimpsonScarborough, Stamats, and Stevens Strategy, LLC.***

Executive Services

EXECUTIVE SEARCH • CONTACTS
• INTERIM APPOINTMENTS



Academic Search 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

Advancing Higher Education Leadership

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 Higher Education Executive Search + Consulting is dedicated to providing personalized, high-quality services focused on the unique needs of the institutions and leaders they serve. By design Haley Associates are a boutique firm, committed to working on a limited number of consulting engagements and searches to deliver on their commitment to outstanding client focus. The firm's principals work directly with institutions, providing the experience, attention, and services they expect and deserve.

Hyatt • Fennell

Executive Search

Hyatt-Fennell, Executive Search is a highly successful national and international executive search firm. The firm includes a strong support staff and excellent senior consultants who are rich in higher education and recruitment experience. Hyatt-Fennell is well-known and respected for placing top executives with private colleges and universities. Through a partnership with its clients, Hyatt-Fennell enhances and streamlines the search process and provides a commitment to finding the perfect person for each position. Hyatt-Fennell brings over 60 years of experience to the process of client-centered service.

RH PERRY & ASSOCIATES

SEARCH COUNSEL TO HIGHER EDUCATION

RH Perry & Associates partners with institutions of higher education and other mission-driven organizations to identify outstanding leaders. Established in 1974, RH Perry's senior consultants bring both executive-level higher education experience and search expertise to every assignment. RH Perry is committed to: 1) respecting and embracing the unique perspectives and talents of their clients, their candidates, and their team; 2) acting with integrity through honest and informed counsel; 3) promoting transparency by proactively communicating

critical information and clearly articulating their best practices; 4) maintaining appropriate confidentiality throughout the search process; and 5) treating others with respect and honoring diverse life and work styles.



Spelman Johnson is a premier executive search firm exclusively serving higher education. Recruiting talented leaders, Spelman Johnson's success is strengthened by the firm's deep and diverse relationships and its investment in the development of a leadership pipeline.



The Registry is the nation's leading firm in the interim executive space. It is the only membership-based interim placement firm, which provides a business model that 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 over 800 members, the Registry can immediately generate interim candidate pools for presidents/chancellors, all cabinet positions, and deans. Most importantly, the Registry provides the very best interim talent, and its members continue to achieve the very best results for their college and university clients.

*Sponsors listed in other categories of the Guide who also offer services in this area include **Gonser Gerber LLP** and **U3 Advisors**.*

Financial Management

FINANCIAL ANALYSIS • ENDOWMENT
MANAGEMENT • INVESTMENTS • INSURANCE
• RETIREMENT PLANNING



ASSET STRATEGY
CONSULTANTS

Asset Strategy Consultants (ASC) has been providing independent investment consulting services to endowments, foundations, retirement plans, and operating reserves for 28 years. With a long history of supporting educational clients, ASC can service both endowment portfolios and 403(b) plans for higher-ed. ASC's thoughtful approach to investing helps manage risk and responsibility for institutions while achieving their individual investment needs and spending goals. ASC actively works to convert and grow 403(b) plans, educate participants, and ensure Department of Labor compliance. Headquartered in Baltimore, ASC has more than \$9.8 billion under advisement throughout its six offices.

BKD
CPAs & Advisors

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 analyses.



EIIA

EIIA is a nonprofit member-driven consortium, committed to protecting the assets and reputation of private, faith-inspired institutions of higher education through the delivery of innovative insurance and risk management solutions. EIIA integrates the collective wisdom of its members with industry expertise to achieve a dynamic partnership that generates extraordinary results for property and casualty, student insurance, and employee benefit programs. EIIA's dedicated risk management team is prepared to assist in addressing the complex issues impacting campuses today. The value of EIIA lies in more than its innovative solutions. It rests in the strength of the consortium.



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 \$1.1 trillion in assets under management (as of June 30, 2019) and offers a wide range of financial solutions, including investing, banking, advice and guidance, and retirement services.



Ziegler

CAPITAL :: INVESTMENTS :: ADVICE

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 **EY-Parthenon, Huron, Kaludis Consulting, and Stevens Strategy, LLC.***

Information Resources

DATA MANAGEMENT • COMPUTING
• TELECOMMUNICATIONS
• SOFTWARE • TECHNOLOGY



APL nextED is an affordable, comprehensive academic operations platform for managing workflows, data, and reporting that links faculty and student data to optimize teaching, advising, and mentoring and thereby increase student success. With APL, all users access workflows and reporting in one platform which promotes greater operational efficiency and expanded data consistency and transparency for deeper institutional insights. APL's mission is to help academic leadership understand, support, and develop the most important factors in student success: their faculty, advisors, and mentors.



Dynamic Campus

Dynamic Campus provides a proven blend of managed IT services, on-demand technical capabilities, and a vendor-agnostic approach to help colleges and universities maximize the performance of their existing technology investments and IT support teams.



Ellucian works with more than 2,500 institutions in more than 50 countries—enhancing operations and enriching the experience for over 20 million students. As a market leader in higher education technology, the Ellucian portfolio is comprehensive and built upon best practices from their community of schools as well as 50 years of experience transforming the industry landscape.



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 to succeed 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 **Capture Higher Ed, Collegis Education, EAB, Farrell Day, Huron, Knack, and U3 Advisors.***

Learning Resources

PROGRAMS • FACULTY DEVELOPMENT
• ONLINE LEARNING • ASSESSMENT



The **Association of College and University Educators (ACUE)** believes that all college students deserve an extraordinary education and that faculty members play a critical role in their success. In partnership with institutions of higher education nationwide, ACUE supports and credentials faculty members in the use of evidence-based teaching practices that drive student engagement, retention, and learning. Faculty members who complete ACUE courses earn certificates in effective college instruction endorsed by the American Council on Education.



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 have 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. The firm's solutions-focused relationships are custom built to support the broadest strategic intents of their partners, allowing for packages that range from comprehensive revenue-share to fee-for-service engagements.



EDUCATION NETWORK

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 this *Completion With a Purpose*.



SYNERGIS EDUCATION

Synergis Education works with colleges and universities to develop, launch, and expand niche degree programs in face-to-face, online, and blended program formats. With a special focus on in-demand programs in nursing and education, Synergis assists institutions by providing expertise and resources devoted to marketing, recruitment, retention, instructional design, and data integration. The firm's approach is to enable institutional partners to extend their reach by creating high-demand programs with environments and services that attract prospective students. Since 2011, Synergis has built and supported over 60 degree programs on behalf of its diverse institutional partners and has enrolled more than 12,000 students.

*Sponsors listed in other categories of the Guide who also offer services in this area include **APL nextED, Credo, Gonser Gerber LLP, Hunter Global Education, Kaludis Consulting, Knack, and Stevens Strategy, LLC.***

Strategic Planning and Communications

BRANDING • MARKETING • ORGANIZATIONAL
CHANGE • STRATEGIC PLANNING



MARKET-INFORMED STRATEGY
FOR HIGHER EDUCATION
INDEPENDENT SCHOOLS
AND NONPROFITS

Art & Science Group, LLC offers market-informed strategy 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 firm is dedicated to helping each institution position itself in ways that positively affect the decisions of its key constituents in the institution's favor. The Group provides a customized and collaborative approach for each client, with recommendations rooted in sophisticated research and thorough analysis.



BLUE MOON
CONSULTING
GROUP

Blue Moon Consulting Group (BMCG) provides colleges and universities insight, counsel, and experience to help them effectively manage real-time responses to significant issues and crisis events. BMCG also helps colleges mitigate issues and avoid crises altogether through the development of proactive issues management programs, the enhancement of crisis management and communications plans, and the use of training, exercises, and leadership sessions. BMCG's goal is to build an organizational culture in which reputation is viewed as a key asset and a fundamental strategic input into decision making.



CASAGRANDE CONSULTING

“Aligning performance with mission”

www.CasagrandeConsultingLLC.com

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.



CREDO

Credo has partnered with independent college and university presidents, cabinets, and board members around the country for more than 20 years, using a team of interdisciplinary experts to develop, research, implement, and help presidents and leadership teams go farther faster and more efficiently. Credo’s expertise in this sector of the higher education marketplace allows them to understand the unique challenges independent institutions face, as well as add context to the cultural, societal, and economic pressures influencing change. Informed by a holistic approach to institutional health, Credo delivers action and results in strategic planning, campus planning, student success, enrollment, and architecture.



PARTHENON

EY-Parthenon is a strategy consultancy committed to bringing unconventional yet pragmatic thinking together with their clients’ intelligence to deliver actionable strategies for real impact in today’s complex business landscape. Parthenon has served as an advisor to the education sector since its inception in 1991. The EY-Parthenon Education practice—the first of its kind across management consulting firms—invests in dedicated management and team resources to achieve its explicit mission and vision to be the leading strategy advisor to the global education industry. EY-Parthenon has a track record of consistent success in working closely with educational institutions and organizations across the globe.



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 organizations.

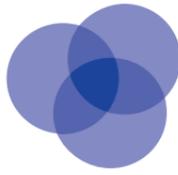


Gray Associates provides higher education institutions with the data, advanced analytical tools, and rigorous research they need to forecast decisions, assess the competition, and model economics. Gray's exclusive data analytics tools and unparalleled analysis provide academic institutions with deep strategic insight.



HURON

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Kaludis Consulting has provided strategic advice, planning support, and management solutions to more than 700 colleges and universities and related organizations since 1977. The firm's service portfolio emphasizes strategic, academic, and business planning; institutional economics and finance; and organizational design. Kaludis Consulting provides analysis, perspective, and guidance that enable clients to gain strategic traction in their thinking, planning, and decision making. The firm's senior consultants have served in higher education as presidents, provosts, academic deans, CFOs, and senior advancement officers.



SimpsonScarborough is the first and the last name in higher education research, strategy, creative, and digital. The firm is composed of researchers who answer questions, strategists who question answers, and creatives who connect the dots, transforming questions into exclamation points and building living, breathing brands that inspire and endure.



Stamats is a leader in higher education innovation. From research and strategy to marketing and planning, every solution its experts provide is enriched by what they've learned over the past six decades and a restlessness to always know more. Stamats values the unique needs and expectations of each client and each project. They know, too, that people who work in higher education simply cannot work any harder. The only real option is, then, to work smarter. Each year, Stamats works with more than 100 colleges and universities to help them achieve their goals and prepare for the ongoing dynamic world of higher education.



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.



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 consultants 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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