

Top Seven Ideas (*plus + 1*) to Refresh and Enhance Certificates & Programs

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- 22,000 CES students annually
- 36 certificate programs, multiple professional development and degree programs
- 100,000 SDSU alums living in San Diego County
- Past ALI students have taught English as a Foreign Language in 34 different countries



Objectives

7 Ideas You Will Be Able To Do:

1. Read industry trends over short and long periods of time
2. Develop Advisory Boards that add value and endorse a program
3. Understand how to develop a sponsor / underwriter
4. Extend deeper partnerships with businesses across your area
5. Develop processes for CEUs and certifications
6. Customize and Go Online!
7. Give an event for future attendees
8. Plus 1 !!



• Instead of constantly adding new programs to your list of certificate offerings, learn to "**refresh and enhance**" the ones you have.

• Using the **80/20 rule** for revenue success, this session will focus on developing strategic and business savvy thinking.

• (80/20 means 20 percent of your programs bring in 80 percent of the revenue)



Why Refresh?

- Increase your attendees.
- Expand on a popular industry.
- The audience has a need or interest that has not been fulfilled.
- Strategically position your organization as the leading authority or expertise provider in a given field.



Basics: What is a Certificate Program?

- A grouping of industry focused courses
- Can be Credit or Non Credit
- Instructors are industry professionals
- One night a week, for three hours
- Courses within a certificate can be 4 weeks, eight, or twelve weeks long
- Classes receive midterms, projects, finals, grades, transcripts, and letters of completion
- Recognized as a significant academic accomplishment by business



What's so Special about Certificate Programs?

Certificate Programs Make Money !

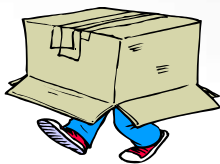
- Training for a New Career
- Improving Current Job Skills
- Network with Other Professionals
- Certificate programs document knowledge and skills
- Certificate programs can be taken on the road
- Specialization and knowledge continues to grow
- Business and Associations ENDORSE and APPROVE certificates!

1 Industry Trends

4. Read the business section, read the want ads
5. Go to Economic Summits, conferences (LERN !)
 - a. What is being developed in your area?
6. Visit association meetings
7. Google other colleges

Who Would YOU Choose ??

Think Outside the BOX.....



1 Industry Trends

1. Do your homework---research, examine and analyze trends.
 - Is it popular? Is there a growing need?
 - Do you see the trend in the marketplace?
2. Recruit focus groups and advisory boards.
3. Understand the best way to budget and be profitable.

2 Advisory Boards

The Roles of an Advisory Board :

- Adding **Credibility** with their name
- Brainstorming **new trends** or classes
- Choosing **options** for the industry
- **Defining** each class better



2 Advisory Boards

- ✗ A person or business who can add **credibility** and **expertise** in their field
- ✗ Can be current and **potential** clients.
- ✗ A Business, an organization, an Association



2 Advisory Board Tasks

- Provide information on new trends in the field and critical issues or concerns.
- Make contacts and network with associations and other groups that will endorse and market the program.
- Define the market audience.

2 Advisory Board Tasks Cont.

- Suggest instructors and teachers.
- Critical task: Help narrow down the industry options from many to few.
- Suggest books and readings.
- Help award the certificates at the awards ceremony.

3 Sponsor or Underwriter

- **BENEFITS TO SPONSORSHIP:**
- ✓ Build an association with a university or institute.
- ✓ Additional revenue for program development from the sponsor.
- ✓ Help promote the vision of education, as a partner with the university, to like industry across the country.
 - ✓ Indian Gaming Casinos
 - ✓ Marketing on our website, intranet, commercials by sponsor to a specific audience.

3 Sponsorship

- ✓ Creatively market your company's career opportunities to an ideal audience who want to work in the industry, or already do.
- ✓ Establish valuable professional networking relationships.
- ✓ Gain third-party marketing benefits

4 Partnerships

- *"A relationship between two or more parties involving close cooperation with specific and joint rights and responsibilities."*

("You've got the wine. I've got the salad. Let's have lunch.")

A symbiotic relationship in which each partner achieves more than they could alone and no partner is harmed.



4 Why Partner?

- Increase Revenue
- Expand Markets
- Gain a Competitive Edge
- Acquire Knowledge and Skill
- Test a Market or Business Strategy
- Gain an Introduction into a Market
- Achieve a Strategic Goal

4 Who are potential partners?

- **Other Associations**
 - Collateral Organizations
 - SHRM, ASTD, NCPA – HR Associations .
 - Associations in Other Industries or Fields
 - Workforce Partnership
- **Competitors**
 - For-Profit and Non-Profit-
 - Temecula Wine Growers Association
- **Business**
 - Business of Wine – TWGA, wineries
 - Harrah's Rincon Casino – casino gaming online

6 Customize or Go Online !

- ✗ **Bundle differently**

Is it face to face? Blend it for more convenience.....
Online ? Vendor or blackboard?
Customized? Electives.....core courses... mix and match.....
- ✗ **Repackage existing courses**
 - ☉ Add trendy new titles
 - ☉ Add elective workshops

7 Special Events

- ❖ Create an event of interest for a new program
 - Emergency Contingency Workshop
 - New Advanced Contract Management Certificate
- ❖ Build excitement for an existing program
 - Marshall Goldsmith spoke at a Professional Coaching Event.
 - Both SDSU and PMCA sponsored it.

Offer Free attendance to VIPs

5 CEUs, ILUs & Certification

- Baby Boomers love to have CEUs in their professional development folders at work
- More and more organizations want to know what their employee will receive from the program.
- Professional or Continuing Education Units (CEUs)
- Obtain International Learning Units (ILUs)
- Certification from the State or County

6 CUSTOM CAREER IDEAS

- ❖ Customize Student Careers!
- ❖ Mix it Up!
- ❖ Hospitality – Add a customized certificate program
 - ❖ Take four core classes in Hospitality
 - ❖ Choose two electives from:
Casino Gaming , Business of Wine, Meeting and Event Planning

Plus 1 - Website Enhancement

- The **NEW** Social Engagement
- ❖ **Pod casts Video casts**
- ❖ **Blogs**
- ❖ **Photo Gallery**
- ❖ **Testimonials**



...Refresh your Programs to.....



- ✗ **Convert** an occasional attendee into a devoted customer (multi-buyer)
- ✗ **Capture** your entire course offerings
- ✗ **Capitalize** on your expertise within the marketplace - associations, certifications
- ✗ Add more **Credibility** within the marketplace
- ✗ Leads to**Additional Revenue opportunities !**



Thanks from San Diego !
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