

## Open Enrollment Session

### 1. Trends

- a. On-line/blended
- b. Personal decision/self-funded
- c. Women in leadership (men as agents of change)
- d. Innovation and strategy
- e. Healthcare industry
- f. Repeat customers (alumni)
- g. Neuroscience/mindfulness
- h. Demand for guest speakers from local companies
- i. Shorter modules for programs
- j. Questions on ROI
  - i. By clients
  - ii. Senior executives increase in attendance
  - iii. Sophisticated customer (more knowledgeable buyers)
  - iv. Short focus program relevant & applicable
  - v. Later career training
  - vi. Hybrid online

### 2. Challenges

- a. Post program engagement
- b. Return business
- c. Online: Not yet, but possible
- d. Classroom materials – print vs. digital → IP concerns
- e. Updating materials – “Fundamentals of business don’t change”
- f. Have more new programs and not enough faculty
- g. Not balanced in area of expertise – client wants
- h. Teaching faculty that teaching to MBA and Exec Ed is different
- i. Staffing challenges – union vs. non-union
- j. Challenge to bring innovation to existing repeat programs run by faculty director
- k. Looking at program enrollments to evaluate dips & when curriculum needs tweaking
- l. Brand recognition out of your local area

### 3. Opportunities

- a. Capitalize on trending topics
- b. Reevaluate & refine marketing strategy
- c. Create proper org. structure
- d. Help clients analyze their needs
- e. Hybrid open/custom
- f. Association partnerships
- g. Survey participants for program ideas
- h. Break longer programs into smaller chunks
- i. Group into certificate program