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