Partners in Prosperity: Ideas, Opportunities and Resources for Coopetition

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Big10 Executive Education Consortium
Timeline

Late fall 2017

- A seed was planted during strategic planning
- Exploration with Big10 Academic Alliance and a few mentors

Spring 2018

- January - reached out to EE Directors at the Big10 Business Schools
- February – survey
- Kick-off call in March: debrief survey results/confirm agenda for in-person meeting
- Publish directory

May 2018

- First dinner/all-day meeting held at Big10 Conference Center in Chicago
Survey Summary

Executive Education Consortium

Survey Summary
February 2018

1. What would success look like for our first meeting of a “Big 10 Exec. Ed. Consortium”? 
   - Benchmarking & actionable ideas to improve centers
   - Collaborative effort
     - Sharing best practices without giving away trade secrets or competitive intel
     - Discuss opportunities for partnerships
   - Establish our “Charter” if not done beforehand
   - Understanding the overall market & developments in the industry
   - Trends, best practices, key issues
   - What success look like at other cohort institutions?
   - Profitability
   - Enrollment #
   - Corporate partnerships?
   - Average resources behind the effort
   - Size of operation
   - Custom/open enrollment
   - Develop a communication network of colleagues
   - Create a collegial community of sharing
   - Know each other better as individuals/leaders
   - Know each institution better

2. What, if any concerns do you have about meeting?
   - Conflicts of interest/perceived or real collusion
   - Talking about pricing
   - Sharing confidential information
   - How to differentiate ourselves/find value from CMED, UNICON, EFMD, etc.
   - Timing
   - Ensuring legal and ethical compliance

3. What topics should we cover at our April meeting?
   - Best practices
     - Marketing and outreach
     - Digital marketing
     - Trends in online education

4. What might be longer term benefits of convening a “Big 10 Executive Education Consortium”?
   - Regional resource network
   - Revenue
   - Networking
   - Subject matter expertise sharing
   - Individually & collectively
   - Institutional perspective
   - Platform for future staff development
   - Harness brand power of Big 10
   - Proactive planning for trends in the environment

5. Are you willing to complete a brief profile prior to our meeting (e.g., program overview, staff, marketing efforts, personal biography, etc.)?
   - 100% YES

6. If you answered “no” – why not? What concerns do you have?
   - I will be limited as to what’s shared
   - No concerns given that the information I would share is already publicly available

7. What other comments/questions do you have regarding the “Big 10 Executive Education Consortium”?
   - What took us so long? 😐
   - Thank you for initiating this potential consortium
   - This is a great idea
   - I look forward to participating
   - What is the motivation behind forming such a network? What spawned the idea?
   - How do we make this more valuable than what’s already available to us?
Agenda for Inaugural Meeting

• 8:30-9:00 am – Breakfast/networking
• 9:00-9:30 am – Welcome/review agenda
• 9:30 – 11:00 am – General overviews of each university’s program: strengths/opportunities
• 11:00 am – 12:15 pm - STRATEGY
  • Who are your biggest competitors?
  • What trends in online education and learning & development are proving most impactful to your business?
• 12:15 – 12:45 pm – Lunch
• 12:45 – 2:00 pm - SALES & MARKETING
  • Which topics and courses best resonate with your customers?
  • Are these the same products that sell best?
  • How do you reach decision makers at companies and organizations?
  • How do you engage alumni (both university and your own)?
  • What are your most widely-used marketing strategies?
  • What strategies have had the best impact/success?
  • Do you use digital marketing/social media? How?
• 2:00 – 3:00 pm - FACULTY
  • What is the mix of university based faculty and adjunct/non-university faculty?
  • What techniques have proved successful for engaging faculty in the overall mission and goal of the business?
  • How do you manage faculty expectations?
  • How do you evaluate current/potential instructors/faculty?
• 3:00 – 4:00 pm – FUTURE
  • Collaboration & partnership opportunities
  • Calls and/or annual meeting?
Consortium Directory

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Brief Bio: Jon has over 18 years of human resources experience with organizations ranging from non-profits to Fortune 500 companies. Jon has led human resources strategy in the healthcare, financial services, marketing, and retail industries. Previously, Jon served as Vice President of Human Resources for CoreLogic, a leading property information, analytics, and services provider in the United States, Europe, and Asia. At CoreLogic, Jon led all facets of the organization’s global human resources strategy. Jon has also held executive human resources roles at Kohn’s Corporate and Robert W. Baird & Company.
Jon is a Certified Executive Coach and is on the adjunct faculty at the University of Wisconsin – Milwaukee, where he instructs graduate-level human resources department courses in the MBA program. Jon has a Bachelor of Science in psychology and social work from Florida State University and a Master of Arts in Education from Alverno College.

Please describe the structure/size of your entire organization.

We are an independent 501(c)(3), not-for-profit, organization to support and advance the Wisconsin School of Business and other academic units of the University of Wisconsin-Madison. Within this organization, we have 4 entities, the Center for Professional & Executive Development; the Family Business Center; the Small Business Development Center and the Flans Center.

The Center for Professional & Executive Development provides approximately 30 open enrollment programs held on the University of Wisconsin-Madison campus. In addition, we serve clients by offering custom programming, assessment and coaching services. The Center is staffed with 25 full-time employees including product managers, marketing and sales professionals, program coordinators and an operations team.

The Family Business Center serves 60+ family businesses via a membership model which includes programming, facilitated peer networking groups and consulting services. This center is run by one director, with support from the other shared services within the Center for Professional & Executive Development.

The Small Business Development Center is a part of the national Small Business Development Center network. It serves entrepreneurs/start-up organizations in the Wisconsin market. The Center is staffed with 6 employees.

And finally, the Flans Center is a 120,000-square-foot, full immersion executive education facility that provides conference services, lodging and other related services. The Center was built in 2006 and sits on the eastern edge of the University of Wisconsin-Madison campus. It is operated via a contract with Aramark Corporation and has a staff of 80+ full-time employees including many students.

Please describe the structure/size of the non-degree portion of your organization (i.e., executive education).

See above – our entire organization is non-degree, continuing education.

Please describe the scope of your products and provide a high-level overview of your service offerings.

The Center for Professional & Executive Development has four main products and services: open enrollment, custom developed learning solutions, assessment services and coaching. Our open enrollment offers courses, certificates and programs at the Flans Center which includes over 30 unique offerings and 100 sessions annually. We have approximately 1,500 students a year in our open enrollment programming. Core topic areas include: management and leadership, business analysis, lean six sigma, sales and marketing and project management.

Our custom developed learning solutions work with approximately 60 clients offering over 120 sessions annually. In addition to these learning sessions, our custom clients engage with the Center on assessment and coaching services.

Where do you primarily allocate resources?

We are most heavily resourced on the “front-end” – sales and marketing. We are in the process of a strategic planning process which will drive a restructuring. This will likely “right-size” the organization to a more balanced allocation of resources, particularly on the product development/delivery side of our organization.

What is the mix of university-based faculty and adjunct/non-university faculty?
90% adjunct/university faculty and 10% university-based faculty.

What type of technology platform do you use?
Netdata

Do you have an established online or e-learning program?
Yes

Please describe the scope of your online or e-learning program. What opportunities do you see in this space?

Very early stages of building out this capability. We offer mostly synchronous (e.g., webinar) at this stage, but see opportunities to take many of our current face-to-face offerings virtual.

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Outcomes - Expected and Unexpected

• Expected:
  • Support across consortium
  • Peer benchmarking (e.g., virtual/online)
  • Development opportunities

• Unexpected:
  • Level of interest/extent of involvement
  • Depth of trust and collaboration (e.g., Big10 reciprocity discount)
  • Strength/benefits of diversity
What’s next...

01 Formal meetings twice annually
  - In-person in spring rotating around Big10
  - Virtual in fall
  - Volunteer organizers and session leaders

02 In-formal/ad-hoc meetings as needed
  - Example: open enrollment marketing best practices call in October

03 Expanding staff development opportunities to staff
• In groups of 2-3, discuss the following questions. Please keep notes!
  • What were your key takeaways from this case study?
  • What lessons could you apply to your center?
  • What is one potential opportunity for collaboration with a peer executive education provider?
  • What would be the possible benefits/outcomes to this collaboration?