



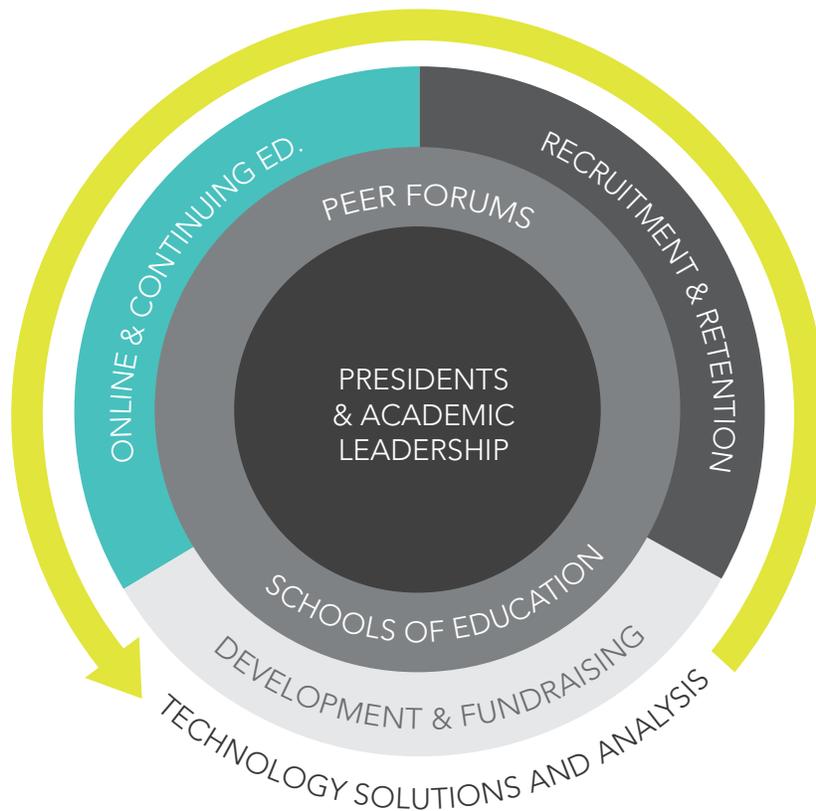
# **EDUVENTURES**

Analyzing the Transformation of Higher Education

Advisory Service for Higher Education Leaders

## MEMBERSHIP SERVICE

The **Eduventures Advisory Service for Higher Education Leaders** includes proprietary research-based insights, actionable advice, and ongoing interaction with Eduventures analysts. Higher education leaders use membership to make fact-based decisions on business strategy and technology assessments.



## 360° VIEW

## HOW WE CAN HELP

Our comprehensive research promotes an understanding of multiple disciplines within the higher education landscape. The **Eduventures Advisory Service for Higher Education Leaders** identifies the forces that are transforming higher education and provides specific recommendations for critical functional areas. We provide:

- ▶ Detailed, proprietary market data and analysis.
- ▶ Research that identifies the top traits of higher education leaders.
- ▶ Analysis of technology enablers and assistance in the selection and adoption of these tools.

## TRANSFORM YOUR IDEAS.

Eduventures is the leading research and advisory firm focused exclusively on analyzing the forces that are transforming higher education.

## AREAS OF COVERAGE

With three distinct but interconnected areas of coverage, our innovative research model provides a rich, ever expanding database of knowledge.

### RECRUITMENT & RETENTION

Prospective students are more value conscious than ever as they choose their undergraduate or graduate experiences. As a result, colleges need to be able to articulate and deliver on a clear and differentiated value proposition. We help you:

- ▶ Recruit the right students.
- ▶ Improve retention and student success.
- ▶ Achieve operational success.
- ▶ Integrate enrollment goals with institutional success.

### ONLINE & CONTINUING EDUCATION

Tomorrow's successful providers will develop their next generation online strategies by learning from today's pedagogic approaches, innovative operational models, and market success stories. We help you:

- ▶ Assess your academic portfolio and determine necessary next steps to eliminate and/or add disciplines.
- ▶ Recruit and retain the right students.
- ▶ Create a differentiated online experience.
- ▶ Build sustainable operations.

### DEVELOPMENT & FUNDRAISING

Success in today's dynamic higher education philanthropic environment requires a new perspective coupled with a sound understanding of tradition and best practices. We help you:

- ▶ Benchmark your capabilities against peers.
- ▶ Improve and demonstrate return on investment.
- ▶ Increase gift officer productivity.
- ▶ Deliver high-impact alumni engagement.
- ▶ Understand new sources of giving.

### SCHOOLS OF EDUCATION

To keep pace with competitive trends in undergraduate and graduate educator preparation programs, schools of education must maximize operational efficiency, assess outcomes, and meet the needs of teachers and administrative professionals. We help you:

- ▶ Demonstrate impactful program outcomes in the midst of an increasingly regulatory environment.
- ▶ Identify the right students to recruit and meet enrollment goals.
- ▶ Understand the latest trends in online education, competency based education, and technology innovation.
- ▶ Develop and assess academic programs to ensure they meet students' needs and align with the mission of your institution.

## EMPOWER YOUR TEAM.

Our team connects you to the best ideas in the industry and empowers you with the tools and knowledge for strategic growth.

# WHAT YOU GET

## RESEARCH

Our proprietary research-based advisory services are designed to help leaders and their organizations drive exceptional performance. Research deliverables for each membership include:

▶ **EDUVENTURES WAKE-UP CALL**

Weekly analysis of pressing topics that matter to today's higher education leaders in a succinct and digestible format.

▶ **EDUVENTURES TECH ALERT**

Focused briefs on changes in the higher education technology landscape with updates from the vendor community

▶ **EDUVENTURES INSIGHTS**

Monthly actionable, issue-based research reports on the strategy and tactics that are transforming higher education, based on a combination of primary research, surveys, interviews, and client interactions.

▶ **TECHNOLOGY DEEP DIVE**

Quarterly assessments of technology segments designed to deepen your understanding of trends through data-driven reports, vendor evaluations, and market projections.

▶ **TOP TRAITS OF HIGHER EDUCATION LEADERS**

Research that identifies and benchmarks the people, programs, and initiatives that are leading the way and creating a competitive advantage for their colleges.

▶ **ABOVE THE NOISE**

Monthly research and commentary focused on timely issues faced by senior leaders in higher education.

## DRIVE PERFORMANCE.

Our proprietary research and advisory services help drive exceptional performance at your organization.

## ADVISORY SUPPORT

As a client, you will be assigned a dedicated Client Research Analyst who is responsible for ensuring that your organization sees tangible results from your interactions with Eduventures. This analyst will work with you to onboard your team, match our resources to your needs, perform research to support your day-to-day questions, and connect you with other senior analysts to provide strategic guidance on critical issues.

## BENCHMARKING

Get the insights, data, trends, and guidance that can help you improve your strategy and make valuable investment decisions. Our industry-leading surveys and analysis let you assess your college against high-performing organizations—including comparisons by university size, focus, and demographic—and identify areas for improvement.

*Foundational survey programs include:*

- ▶ Survey of Admitted Students
- ▶ Prospective Student Survey
- ▶ Enrolled Online Learner Survey
- ▶ Prospective Online Learner Survey
- ▶ Managing Returns Survey
- ▶ Leadership Gift Officer Benchmarks

## TECHNOLOGY AND SOLUTION PROVIDER ANALYSIS

Our current and unbiased view of leading technology suppliers can help you develop an effective technology and solution provider roadmap. We provide assistance with system selection and contract negotiation.

## ANALYST ENGAGEMENT

The foundation of our membership is access to our analyst team. Member colleges can discuss specific challenges with an Eduventures analyst. Our thought leaders demonstrate how our research applies to your initiatives and provide insights that lead to more confident decision-making.

## PEER FORUMS

Expand your network and share leading practices through our member-only forums, working groups, round tables, and annual research conference.

## WHY WORK WITH EDUVENTURES

Eduventures addresses the needs of higher education leaders through a combination of proprietary research and advisory services applied with a fact-based, outcome-oriented approach. Through our membership service, we enable clients to look beyond the state of the current environment. We provide tactical information that you can use to support today's critical decisions and provide a vision of where you need to be in the future. For more information, visit [www.eduventures.com](http://www.eduventures.com).