



Proprietary Colleges

Leveraging Custom Engagement Strategies to Enable Cost-Effective Growth, Retention, and Service Excellence

Educating a Growing Population

Proprietary schools play an increasingly important role in addressing some of our country's most pressing challenges—global workforce competition and increased demand for a highly skilled labor force, to name a few. By providing the convenience that working adults need, combined with direct just-in-time career training, proprietary colleges have experienced a decade of rapid enrollment growth while educating a growing, often economically challenged demographic.

However, this period of expansion has produced its own unique set of challenges including high student default rates, retention and graduation numbers that suggest room for improvement, and a student population that needs maximum access to financial aid in order to enroll and remain in school.

With default rates nearly twice those at community colleges, proprietary colleges must find a way to improve retention and educate students about the risks associated with borrowing funds. Research indicates that a strategy that includes early alert programs and proactive communication can help institutions achieve these goals. By engaging students in the right mediums at the right times, proprietary institutions can make a quick impact on key performance indicators throughout the school.

Solutions and Products for Proprietary Colleges

- Financial Aid Disbursement Notification Campaigns
- Virtualized Financial Aid Office
- Proactive Default Prevention Campaigns
- Outbound Prospect Qualification
- Admissions & Yield Management Support
- Comprehensive IT Help Desk Virtualization
- Business Intelligence & Technology Solutions

How Presidium Can Help

Presidium is dedicated to helping proprietary colleges create engagement models that enable distinct and measurable improvements in student retention, default rates, student satisfaction, operating efficiency and financial aid utilization so that the school's key performance metrics reflect the collective energy of students, faculty and staff.

The strategy of many firms is to shift the locale of service delivery from the client site to the vendor site. Instead, Presidium's approach is to combine service virtualization with process innovation so that schools can focus their existing resources on core functions, ultimately enabling more efficient operations, improved service quality and student success.

Education Process Redesign

Analytics

Based on our experience working with leading proprietary schools, Presidium has developed a database of benchmarks and metrics to help future partners isolate the causes of inefficiency, identify areas for improvement and make data-based decisions to enable positive institutional change and student success.

Best Practices

By cataloguing the collective wisdom of our client base, Presidium can help partners develop clear action plans for improvement based on proven practices across the student continuum, including financial aid, enrollment, retention and IT services.

Benchmarking

Peer-based benchmarking can help schools identify the areas of improvement that will produce the greatest return on invested capital and time. By focusing on key benchmarks, Presidium helps impact important performance metrics like student satisfaction, default rates, marketing ROI and enrollment within a matter of months.

About Presidium

Presidium is an education services management company and partner to hundreds of the most progressive education providers, including leading proprietary schools. Our market leadership is earned by driving client results in every major benchmark, including retention, enrollment growth, operational efficiencies, and financial aid utilization. We do this through virtualized services, education process redesign, and technology solutions.

Presidium-Driving Results Across Every Major Benchmark

Presidium believes that extraordinary results are possible for schools when a holistic approach to school-to-student communication is combined with strategic process design and technological innovation.

We have partnered with more than 700 institutions, including leading proprietary schools to drive critical improvements in key benchmarks like persistence, graduation rates, marketing ROI, financial aid utilization and operational efficiency. We do this by enhancing:

Engagement Strategies

Communicate with current and prospective students about applications, transcripts and classes in the in-bound and outbound mediums with which they are truly familiar—text, chat and online self-help. Build a comprehensive communication strategy that encourages engagement, increases awareness about aid deadlines and obligations, improves student satisfaction and drives increased term-to-term persistence.

Availability

Provide your students with 24/7/365 resources for admissions, registrar, and financial aid services. Separate complex and routine tasks so your internal teams can focus on core job functions like application reviews and financial aid packaging. Connect your students with the information they need to enroll, enjoy and stay in school. Keep your students plugged-in and involved. Create an environment of service excellence—by increasing response speed and first call resolution—that can be a source of competitive advantage for your school in what is an increasingly fragmented higher education market

One-Touch Service Experience

Centralize access to student service information so it is easy for students to find the resources they need like class prerequisites, transcript data, FAFSA forms and registration deadlines. Create a seamless experience for busy, working students outside the classroom to help them stay in school and achieve academic and career-related goals.

Presidium has helped proprietary schools experience progress against their goals in a matter of months. Contact 888.383.4709 ext. 6 or visit www.presidiuminc.com to learn more about how we can help enable cost-effective growth and student success at your institution.

An Evolving Partnership with a Leading Proprietary School

Like many of its peer institutions, this proprietary school experienced rapid enrollment growth during the last decade. To help improve service quality and support given surging demand for services, Presidium was selected, through a competitive RFP process, to provide this institution's virtual financial aid and IT offices.

Prior to the partnership, students experienced a splintered service environment—with information scattered across multiple numbers, websites and physical locations. Like learners at other proprietary institutions, these students juggle the competing demands of work, life and school. For some, waiting in line or on hold for simple questions about aid eligibility or deadlines could mean the difference between staying engaged or dropping out.

By partnering to provide the appropriate level of support for routine questions during peak times this institution was able to meet student expectations and demand. Internal teams were also able to focus their limited resources on core functions such as aid packaging and counseling. Specific results this client has seen include:

- 92% reduction in open FA case loads
- Annualized savings on staffing in excess of \$500,000
- An above-industry-average Net Promoter Score

Based on strong results across the first year of partnership, this client recently engaged with Presidium to help manage the implications of transitioning from FFELP to Direct Lending. Presidium is now executing outbound calling campaigns to proactively inform learners about the change—what it means, and what is required of them.

The goals of the program are to reduce default risk, increase aid utilization and to continue providing exceptional service to students, many who rely on these aid packages to finance their own unique path to success.