



ISA Virtual Factsheet

We are excited to launch ISA Virtual, our online strategy consulting program. Designed to provide a rich user-experience in a convenient and flexible way, ISA Virtual provides participants a topical approach to addressing industry-challenging strategy issues. Each session is personally hosted and facilitated by Ian Symmonds.

ISA Virtual is only for top level college and school administrators (college presidents, vice presidents, heads of school, directors, and executive team leaders) and select board members who wish to advance their knowledge of strategy. Like any classroom, students benefit not only from the expert knowledge and experience of the faculty, but also from the interaction with other students. Hallmarks of ISA Virtual include:

- ▶ **Topical Content.** We focus on the key issues facing our industry and offer relevant solutions based upon our unmatched experience.
- ▶ **Flexible Professional Development.** Learn how to tackle the most challenging industry issues without leaving campus to attend conferences.
- ▶ **Expert Approach.** Learn from an industry expert and thought leader who has served over 155 independent schools and colleges in every region and nearly every state in the country.
- ▶ **Ease of Use.** We use WebEx and GoToMeeting, both industry-leading platforms, that are recognized for ease of use on a variety of platforms, including Mac, PC, and app phones. Each session is recorded and participants are provided the content after each session, both PDF files and the recorded session.

Schedule and Cost

- ▶ Participants may choose to register and attend specific classes only, or register for the entire eight class semester.
- ▶ Each class is 2.5 hours in length and starts promptly at 10 AM Pacific/1 PM EST.
- ▶ Individual classes are **\$199** per session, or participants may register for the entire semester for **\$1250**, a savings of over \$350. Participants will be billed monthly via email.
- ▶ There is limited enrollment in classes and we reserve the right to require a minimum number of students for each session.

The following page outlines our schedule of classes for the January 2012 semester.



Schedule of Classes

January 13, 2012: Ten Trends - Major Inflection Points Impacting Private Education

This session looks closely at the major inflection points, often external trends and forces, that are likely to prove disrupters for private education in the future. Based upon our 2008-2011 Ten Trends research series.

January 20, 2012: Developing and Utilizing Net Tuition Revenue Models

Learn the basic principles to maximizing revenue and growing enrollment through optimized financial aid programs. This session will focus on how to implement a net tuition revenue model through a strategic use of financial aid to meet institutional objectives.

February 10, 2012: Using Marketing Research for Effective Decision Making

Research does not jump off the page to tell an organization which direction to steer, but insightful analysis of research can lead to a clear strategic direction. Learn how we advise clients to conduct, analyze, and put to good use information gathering, as well as how to gather good data for effective decision making.

February 24, 2012: Positioning in a Competitive Market

Singularity, differentiation, and Blue Oceans? What do all of these concepts mean and how can my school or college stand out in an already crowded, expensive competitive landscape. This session will focus on how to build an effective positioning platform for your school or college.

April 13, 2012: Crafting Key Messages to Drive Promotional Objectives

Learn how to build an effective messaging program based upon distinctiveness, positioning, and important consumer attributes. This session will focus on key exercises to build messaging concepts from core institutional strengths as they overlap with the competitive marketplace.

April 27, 2012: Moving from Strategic Planning to Strategic Thinking

Strategic planning is an excellent, worthwhile, and necessary endeavor. However, it can often become tainted with politics and turf wars. This session will focus on how to keep "strategy" at the forefront of any planning endeavor, and to engage key members of your leadership team to be strategic in orientation.

May 4, 2012: The Next Generation of Educational Leadership

What are the attributes of the next generation of educational leadership in America? With all of the fast-moving changes in our industry, what are the implications for college presidents, heads of school, board members and governance systems, and executive team members? This session will focus on what our research and experience tell us about the next generation of educational leadership.

May 18, 2012: The Future of Independent Education

This session is intentionally designed to examine and consider the future trends in education. What do external trends and forces tell us about the future of education? We will consider key industry dilemmas such as the following: Where will online education be moving in the future? What will be the prevailing educational philosophy? Where is pricing moving and where does my school fit in? What is the role of education in the future? Join us for an insightful look at the external forces that are rapidly shaping education.