



The Thriving Institution . . . Getting It Right

Presenter — Tim Fuller • Senior Vice President/Owner, CREDO

8:30 – 9:30

What Does Thriving Look Like?

- ▶ Distinguishing characteristics of thriving institutions – research results
- ▶ Review The Thriving Framework – a matrix for insight
- ▶ Learning from the success of others
- ▶ Unique implications for ABHE institutions

9:30 – 10:00

Q & A Discussion

10:00 – 10:20

Refreshment Break

10:20 – 11:20

Practicing Courageous & Collaborative Leadership

- ▶ Leadership team – the most important element
- ▶ Cultivating trust
- ▶ Presidents who stay – four phases
- ▶ Collaboration and urgency
- ▶ The right people in the right places
- ▶ Performance evaluations
- ▶ Embracing innovation

11:20 – 11:40

Q & A Discussion

11:40 – 1:00

Lunch – On your own

1:00 – 2:00

Maximizing Net Revenue

- ▶ Wise budgeting and goal setting
- ▶ Recruiting & retention – the center of strategic planning
- ▶ Intentional strategic growth
- ▶ Producing pipelines and leveraged students
- ▶ Tracking net revenue – retention truth
- ▶ Alternative revenue streams

2:00 – 2:30

Q & A Discussion

2:30 – 3:00

Refreshment Break

3:00 – 4:00

Telling Your Institutional Story

- ▶ Making the case for your institution
- ▶ Marketing that makes a difference – targeted students & focused message
- ▶ Enriching your brand – define your story
- ▶ Knowing your value proposition
- ▶ Capturing outcomes – stories and metrics

4:00 – 4:30

Q & A Discussion

4:30 –

Dinner & Fellowship – On your own

