Leading an Institution to Grow: What It Takes

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Attitude / Thinking Matters

- Mentality of Scarcity
- Mentality of Plenty
- Mentality of Vision
Leaders must present and implement vision

Do you have a growth vision?

- Recommend 40 days of prayer and fasting
- Select a team of winners not whiners
- Lead your team in weekly faith building devotionals
- Announce some big goals
- Help your team put together their plan
- Hold yourself and team accountable

Ramsey’s Momentum Theorem

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President Influence - Must Fund Growth

- Philosophy-Fund Enrollment Growth First
  - Staffing
  - Marketing dollars
  - Advertising materials
  - Event support

- High Accountability on Weekly on Goals
  - Build a funnel
  - Leader must hold accountable weekly
  - Build tracking data

President Influence - Redesign of Curriculum

- Curriculum that is marketable (titles/program change)
- Curriculum that is 21st century focused
- Curriculum that is flexible (hybrid, online, short format)
- Curriculum that is expandable (core with expansion)
Growth Killers

- Budget - you will never cut your way to success.
- Policy can destroy momentum - break down barriers
- Don’t over spiritualize growth – you are a business too
- Angry, anti-growth members must change or leave
- Problems don’t age well
- Not listening will destroy the team

Growth Enhancers

- People, People, People - Invest
- Development, Development, Development
- Find resources for your team and vision
- Get momentum going
  - Be positive
  - Don’t say no - ask how
  - Celebrate small wins
What kind of Leaders do you need for growth?
- Marketing and recruiting Senior Leader
- How and where are you marketing your college program?
  - Facebook
  - Mobile Apps
  - Church Relations (on-site)
  - Education Fairs - 99 this year
  - Monthly Visitation Days

What kind of plan do you have for enrollment?
- Who controls your enrollment process?
- What is your approval process?
- How quickly will a student be admitted?
What kind of leaders do you need for growth?

- VP/Provost who will lead new program growth
- VP of Finance who focuses on Entrepreneurship not just cost
- VP of Advancement who connects, connects, connects

What kind of boards do you need for growth?

- Growth leaders develop boards
- Choose board members for growth
- Cultivate board members for resources
- Engage board members for connections
- Connect board members to growth mission
Create a Culture of Celebration

- First month take many to lunch
- Christmas celebration - close for 2 weeks if goals are met
- Budget a Christmas Bonus - Go raise it
- Do yearly celebration - give out 10k of gift cards and days of vacation - Hog Roast
- Give small bonuses to the team