



SPARTANBURG  
COMMUNITY  
COLLEGE

CORPORATE & COMMUNITY  
EDUCATION



*“Information That Works!”*



# WE FACILITATE. YOU SUCCEED.

**LERN's Program Management Institute comes to Spartanburg!**  
*Oct. 20-23, with optional CPP exam Oct. 24*

# Program Management Institute



**T**he Program Management Institute (PMI) is the most complete, comprehensive and advanced training in the field of class programming.

The PMI will:

- Provide you with the best strategies, tools and techniques to take your program to the next level.
- Provide you with a professional development experience that strengthens and recognizes your status as a professional in the field.
- Provide your organization with experienced and qualified professional management.

The PMI is an intensive training that will supply the most up-to-date data, facts and practical information to keep your program on the cutting edge. You will be able to make the best decisions to solve your problems.

## OUR PROVEN TRAINING AND MENTORING SKILLS

### Who should attend

Directors, managers and other professionals conducting a variety of lifelong learning programs, including continuing professional education, community education, recreation, seminars and conferences, continuing education, or any other courses, classes, seminars and educational events.

Past PMI participants have been directors, coordinators and senior managers with at least one year of experience in the field. They have come from a variety of institutions from the United States, Canada, Hong Kong, Germany, Italy and Korea.

### Why You Should Attend

The field of lifelong learning has changed significantly in the last few years.

Competition is increasing. There are heightened expectations for financial performance. You are expected to do more

with fewer resources. You cannot perform productively without comprehensive training in the things you do every day.

### Outcomes

After attending the PMI, you will have the information to:

- Analyze data to make the best decisions.
- Understand key financial information.
- Design a winning brochure.
- Increase registrations.
- Start successful new programs.

This is the first step to becoming a Certified Program Planner (CPP). At the Institute's conclusion, you will have the option of taking the CPP exam. This is the benchmark of highly qualified professionals in lifelong learning.

### Unique

This information is not available anywhere else. LERN's PMI is essential if you want to understand all aspects of

the lifelong learning business. Using the latest research and best practices, you'll walk away with new ways to solve old problems.

### End Result

Experience the most comprehensive professional training available in the field of class programming. Your organization will have strengthened its professional management. You will have helped professionalize the field. You will receive recognition for the knowledge and skills you have acquired and you will have the most complete preparation available for the Certified Program Planner (CPP) designation.

### Curriculum

This is one of the four core Institutes in the LERN Curriculum. It is recommended for the best foundation.

# PROGRAM MANAGEMENT INSTITUTE AGENDA

## Overview of the Field

- Key challenges and opportunities

## Learning and Teaching

- How self-directed learning principles impact a program
- Characteristics of adult learners

## Finances and Budgeting

- How to know if you're making money
- The best financial format to use to improve program outcomes
- How to improve the financial bottom line
- Achieving financial self-sufficiency
- Steps in creating a budget

## Brochures

- What makes a winning brochure
- Best brochure layouts
- How to write effective course descriptions
- What registration information to include
- What to include in single-event brochures
- Tips for writing copy
- Brochure essentials for generating 75 percent or more of your registrations

## Marketing

- Focusing on the customer
- How to establish a position in your participant's mind
- Your unique selling proposition
- Understanding your market segments to maximize registrations and promotions
- Who is most likely to register in the future
- Critical customer demographics
- Collecting testimonials to increase registrations

## Promotion

- Where to allocate your time, money and resources
- Timetables for promotions
- The best promotion method you should be using
- How often to mail to customers and non-customers
- What distribution methods to use
- How to track promotions to determine their effectiveness
- Determining the effectiveness of publicity and advertising
- Marketing on the Internet
- Determining the repeat rate
- One-year marketing plan

## Needs Assessments

- Understanding what your customers want
- Finding new course ideas

- Why doing needs assessment is cheaper than not doing needs assessment.
- Methods of needs assessments, focus groups, phone surveys and mail surveys
- Ways to generate data on potential audiences and how to determine if a long-term program should be developed for a given audience
- Increasing responses to surveys
- Where to focus your needs assessment resources
- Where to spend your time to avoid overwork

## Program Development

- Hiring instructors as independent contractors or employees
- Where to find new instructors
- Training instructors
- Ways to evaluate instructors
- Ideal program mix
- The 10 right questions for success
- Ways to create profitable new programs
- The best way to expand programs
- The course half concept that saves staff time

## Program Analysis

- The key data to follow and how to determine it: average participants per event, average event fee, cancellation rates and brochure-to-participant ratio or response rates
- How to achieve a future income goal
- Tools that will help you quickly identify where to improve
- Determining which programs were successful

## Pricing

- Maximizing income and registrations
- How to list prices
- Price breaks and how to use them
- The best type of price to use
- The impact of pricing on attendance
- Pricing strategies vs. your competition
- How to increase prices

## Customer Service

- Customer service as a means to increase repeat rate
- Responding to a customer inquiry
- Handling customer complaints
- The three questions you need to answer in order to explain your program to a potential customer

## Optional: CPP Exam

You can take the exam on Friday morning following the Institute or you can take the exam at a later date at your office with a local proctor.

## Taught by the leading expert in the field of continuing education program management

**Fred Bayley** has been a popular speaker and presenter at LERN conferences for many years. A senior LERN leader for 15 years, he co-authored with Julie Coates a program analysis that led to our Program Review and Certification.

From Forest City, North Carolina, Bayley has been in the field of lifelong learning for more than two decades. Bayley is an energetic, friendly and highly-rated presenter and facilitator.



*Fred Bayley is the leading expert on program management for lifelong learning and continuing education programs*

**Date:** 9:30 a.m. - 3:30 p.m.,  
Oct. 20-23, 2014

*Optional exam to earn your Certified Program Planner (CPP) designation:*  
9 a.m. - noon, Oct. 24

## Location

Spartanburg Community College  
Central Campus  
107 Community College Drive  
Business Interstate 85 at New Cut Road  
Spartanburg, SC 29305

*LERN's PMI will be held in the Health Science Building, Room 15 (First Floor)*

**Cost:** \$795

**Phone:** (864) 592-4900 or  
Toll Free (877) 592-4401

**Course ID Code:** PFDV 5800-D01

**Register Now!**

**Registration Deadline**  
September 26, 2014