



# LERN PROGRAM REVIEW

Take action. Improve Performance.



*"Information That Works!"*



---

*Every day, successful as well as struggling continuing, community, and corporate education programs lean on LERN to provide specific how-to recommendations to significantly improve their programming, marketing, operations, and sales efforts.*



*“The LERN Program Review process was an eye-opening experience for us at JSU. I found this comprehensive process to be objective and the feedback to be on target. We came away with several recommendations for process improvement. Just the suggestion on our catalog production alone has made a tremendous impact on our business.”*

**Belinda Blackburn, Director,** Continuing Education,  
Jacksonville State University

One of LERN’s most popular consulting services is the Program Review – a comprehensive assessment of your program.

You provide available data, information, and materials. LERN analyzes, visits for two days, and before leaving provides a list of recommendations you can start implementing immediately.

## **Program Review Benefits**

1. Find out how your program matches up to others in your constituency.
2. Get the benchmarks you must be tracking to measure performance.
3. Understand the key actions you need to implement to reduce costs and boost revenue and registrations.
4. Know the specific steps you need to take to improve programming, marketing, sales, and operations.
5. Generate at least a 10:1 ROI for the dollars you spend with LERN.

## **How the Program Review Works**

**Step 1** – LERN provides your program a list of items such as data, information, and materials for you to submit at the beginning of the process.

**Step 2** – A LERN consultant visits your program for two days. Day 1 is for review, questions and answers, and information gathering. Day 2 is when an initial report is given to your program.

**Step 3** – A Program Review report is created specially for your program including analysis and recommendations.

---

## Performance Criteria Measured During the Program Review

- Programming
- Finances
- Marketing
- Staff structure and management
- Planning

## What You Need To Provide

1. Registration and/or purchasing data
2. Promotion materials and web site address
3. Financial information
4. Benchmark data and numbers
5. Organizational chart
6. Pricing examples
7. Marketing, business, and strategic plans

## A Few Programs Benefiting from Program Review

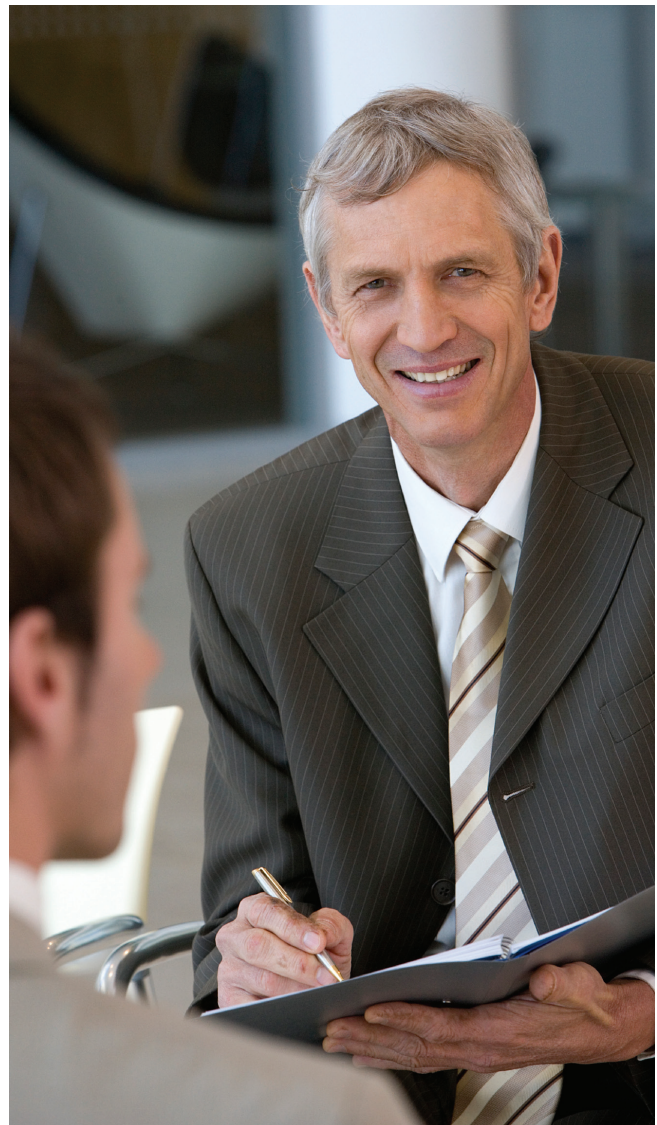
- Langara College, British Columbia
- Arizona Continuing Legal Education, Arizona
- Ann Arbor Public Schools, Michigan
- Bucks County Community College, Pennsylvania
- Irvine Fine Arts Center, California
- Memorial University, Newfoundland

## Price

The price for the Program Review is \$9,000 including expenses. Implementation of just some of our recommendations will generate at least a 10:1 return on investment. The price includes your LERN consultant being available to answer questions as you work on implementing recommendations.

## More Information

For more information on LERN's Program Review, email Layne Harpine at [Harpine@lern.org](mailto:Harpine@lern.org).



*“LERN’s Program Review was a critical step in transforming our division. In 2001, we went through the process for the first time. It helped our staff understand the key performance benchmarks necessary to measure in our industry and became the common platform for discussion and debate. The greatest result of the process was understanding what we really needed to do to become a top performing program.”*

**Dee Baird, Pd.D. Executive Vice President,** Continuing Education and Training Services, Kirkwood Community College





PO Box 9  
River Falls, WI  
54022 USA

Non Profit  
Organization  
US Postage  
**PAID**  
Saginaw, MI  
Permit No. 52



**Take your program to the next level  
with the LERN Program Review**