BEYOND ACADEMICS

WE SERVE AS OPERATING PARTNERS TO INSTITUTIONS COMMITTED TO BECOMING AND REMAINING FUTURE-READY.

OP·ER·ATE

To roll up one's sleeves to lead the work of execution of a strategy in order to ensure the stated outcome is actually achieved.

PART·NER

Paid for outcomes, not ideas. At risk to deliver even if it costs us more than we expected.

FUTURE-READY

To have vision & mission clarity based on the recognition that a constituent-centric institution can never settle for status-quo. A highly adaptive operating framework that fuels revenue growth and sustainability through targeted investments into people, process, and program modernization and optimization.

Lead
— the —
MARKET

OUR FLAGSHIP SERVICE

THINK AND
Act
Generously

1. We capture the chief executive's vision and expand it with our view of the future

2. We align that vision to the mission(s) of the executive and functional teams

3. We co-create a holistic blueprint for your future-ready state

4. We lead a people, process, and programs transformation based on a prioritized strategic roadmap

5. We commit to the outcomes of each phase of the plan, and get paid the same amount no matter how long it takes to accomplish the outcome

6. We adapt as your needs and priorities change along the journey, and often deploy to solve problems outside the scope of the core engagement

7. We measure and celebrate successes—both small and large with our clients as part of installing a culture that embraces entrepreneurial thinking and sustaining innovation

OTHER WAYS WE SERVE

Prior to being invited to lead a campus-wide transformation, BA is often invited to **solve a targeted problem**, or help protect the institution from faulty strategy and/or thinking—often brought in after a status-quo consulting firms (who have been around the industry for decades) to address their inabilities.

Some examples of medium-term (6-24 month) engagements include:

- ☑ Guiding an institution through the ERP/SIS optimize vs. buy decision, and ensuring vision-aligned outcomes for the entire journey thereafter.

- ☑ Transforming enrollment outcomes by taking a holistic people, process, programs view—while re-engineering customer acquisition to fit the modern learner.

- ☑ Modernizing the technology stack through our proprietary System-of-Systems blueprint, while solving urgent problems in ITS ranging from staffing shortages and lack of institutional alignment around technology, to delivering the amazon-like experience everyone wants.

- ☑ Designing the modern business model for the institution with a focus on sustainability and missional impact, and leading the change throughout the institution.

- ☑ Rescuing struggling/failing student system implementations where software vendor promises, and system integrator incompetency is putting the institution's finances, reputation, and culture at risk.

Some examples of short-term (1-5 months) projects that solve smaller pain points for a school like:

Fueled by **OTHER'S SUCCESS**

PROJECT	OUTCOME
Map the student journey to **find friction points** to optimize in order to improve student experience, retention, and completion rates.	Identified over 100 friction points that were impacting over $10 million per year in enrollment outcomes. Helped client prioritize the top 20 to target during that fiscal year. A follow up project the following year led to 14+% enrollment growth in this public institution.
Evaluate the current **HR/Finance/SIS** situation to provide **authentically unbiased** advice to leadership on viable options ahead.	Clearly demonstrated to one client that optimizing their current system at 1/10th the cost of replacing it was a far better business case. In the case of another client, helped guide them past the vendor spin of the major cloud vendors to identify the only SIS vendor that could meet their future-ready requirements.
Assess **workflows** in a department to find ones to modernize for better outcomes.	Identified and deployed automations in the enrollment department that led to 40% increase in dual enrollment, while saving over 25,000 man hours between transcript automation, and digitizing of credentials.
Help an incoming **C-level executive transition** into their role and position them as a change agent and transformational leader.	Significant shift in department culture, reduction in fear within staff, clarity on divisional vision/mission, and alignment on where the department was headed via a professionally written transformation manifesto.
Design and deliver a board or executive cabinet retreat.	From location selection and program, to catering and speakers/facilitators, we deliver an end-to-end experience that foster innovative visioning, strategic alignment, missional clarity, and next steps.

FREE & PRO BONO SERVICES

☑ WhiteBoard session with a small executive team (3-8 individuals) lasting 2-4 hours on any topic the chief executive wants to process with some outside perspective.

☑ ThinkSpace session for mid-to-large sized groups (10-500+) of constituents to foster alignment, gather voices, create consensus, or even capture data to drive decision-making.

☑ Workshops ranging in topics from Workday Customer Readiness, and The Safe Roadmap To Cloud SIS, to custom topics curated for a leader's needs.

☑ Phone Calls with our senior partners to help think through any topic that is top of mind/pressing for them.

Always go BEYOND

WHAT MAKES BEYOND DIFFERENT

There are four main ways Beyond is different from the traditional consultants and firms serving higher education today.

THE REST

Best Practices Approach: They preach what has worked for years, if not decades. Their research and advice is based on what worked before the 4th Industrial Revolution (AI). Whether it's enrollment, technology, business model or financial sustainability, they are talking about the past. This leaves institutions trapped in an old, status-quo approach that makes them less relevant, less sustainable, and bleeding talent and learners.

Vendor Controlled: Any major technology purchase or implementation in higher ed today involves fitting the vendor's roadmap, the vendor's methodology, and the vendor's timeline and contracts. That has institutions today paying license fees for months (if not years) before go-live, signing 5-10 year software license deals that should never even be considered, all while creating massive technical and financial debt. Meanwhile, there is no measurable impact on staff or student experience, and very little consideration given to how this technology meets the modern requirements of institution or learner. It's all about "lift and shift" with no campus transformation.

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Future-Ready Approach: We're all about showing you where the puck is heading - and even where a blindside hit may be coming from. We wrap around strategic leaders to design for the future of their department or institution. What's the Future of Work? What's the Future of Learning? And What's the Future of the Campus Enterprise? That's where we're taking you.

Campus Led: Months before a vendor is even selected, we go to work with our clients to reimagine the campus of the future. We modernize policies, procedures, structures and systems for a future-ready state. We then work hand-in-hand with an aligned leadership team based on the voices of their staff, to build requirements for the RFP for a vendor. We ensure the roadmap, pricing, contract terms (including out clauses), and functionality are campus-driven. The vendor is held accountable to comply with the campus' wishes, not the other way around, and vendors who aren't willing to play ball, are escorted out the door.

THE REST

Risk-Free To Them: They write a statement of work and ensure that even the slightest change in scope means more money for them. They also ensure they get paid regardless of the outcome for the institution. They design fancy reports and powerpoint decks and present them as your deliverables, even though 10-50 other schools have the exact same documents with the logos swapped out. They make their money on telling you what you already know, but when asked to actually take some risk and impact your revenue, enrollment, or other outcomes, they can't produce.

Reactive: If you have a problem, they'll have their pre-packaged solution to offer you. They ask questions like "what's keeping you up at night", and "what are some challenges you're dealing with?" They react to solve your existing problems.

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Shared Risk Based on Outcomes: We don't offer bargain basement pricing, and we don't respond to RFP invitations. That's because when we propose a statement of work (SOW), and a fee for it, there is always an outcome that SOW is working toward. Once we commit to that outcome, we work to get it, regardless of what it costs us. We recognize that once we are embedded in a project, there are new learnings, complications, pivots, and a-ha's. Most of those require us to do more than what the SOW called for. We do it anyway. We don't punch a clock, and we don't nickel-and-dime you just because life happens along the way.

Proactive: Because we're thinking about how to make you better in the future, we're typically coming to you with fresh ideas, future innovations, and ways for you to be more impactful in your mission. If you do have a problem, we can solve it. But to us, that's the table stakes. The real transformation is in proactively guiding you to where your department or institution can enjoy dramatic improvements in outcomes.

WHEN TO HIRE TRADITIONAL CONSULTANTS

There are many situations when hiring a status-quo consultant, analyst firm or billion dollar consulting firm is the way to go.

1. You want someone to write up an RFP asap based on a template they've been using for 20 years. There's no vision for pre-work to generate requirements unique to the workflows of your institution. You just need something out the door fast.

2. You (or your leadership) want a big name analyst firm that writes trends reports to give you canned advice they give everyone else. There's a warm fuzzy feeling knowing that your school will follow where the masses are being told to go.

3. You need thousands of man hours to implement your software based on the vendor's roadmap. You trust that the vendor has your best interests at heart, and prefer to go with their implementation partner.

4. You just need to "lift and shift" from current legacy to a new technology. You're not looking to modernize or optimize anything at this time.

5. There are sacred cows in your academic affairs, marketing/communications, and/or enrollment department that need to be protected from change, even if it's costing the institution double digit enrollment growth.

6. Your institution is not ready to look at its people, process, and programs through a transformation lens. Right now, it's time to just keep the lights on, and survive.

7. You are relatively change and innovation averse yourself.

Our ongoing study of the entrepreneurial behavior and Innovation Index in higher education shows that almost 80% of C-level and D-level leaders in higher ed will continue to opt for this path. Only 20-22% have the DNA and bold leadership approach for the type of impact Beyond Academics brings.

BOSI IN HIGHER ED

6% Opportunist

61% Specialist

20% Innovator

13% Builder
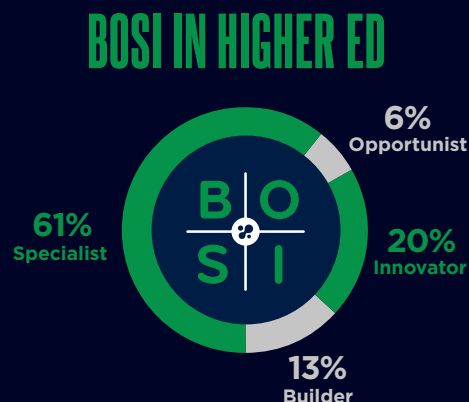
CHOOSE BEYOND IF...

1. Being transformational is more important to you than appeasing the status quo.

2. You recognize the damage traditional consulting firms, big software vendors (and their certified partners) have caused at other schools - or even your school, and you know it's time to do something different.

3. You want a true at-risk partner who's going to have your back every step of the way, and not going to leave you holding the bag.

4. You don't mind uncomfortable conversations happening across the department or institution if they can lead to positive change that impacts the lives of students and staff.

5. You're tired of the spin vendors and consultants in higher ed have been putting out there for decades now—with no real transformation.

6. You have a big, bold vision for the future, and need a proven team to help you get there.

7. You recognize that your internal staff, and past consultants don't have the horsepower or Innovator DNA to deliver the outcomes you know your institution needs.

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DESIGNING THE FUTURE-READY INSTITUTION