

Transitioning CE & CT into the Second Decade

**MnCCECT Conference
May 5, 2011**



About LERN

Learning Resources Network (LERN) is an international nonprofit education organization with more than 4,000 members in 20 countries. LERN is the largest association in lifelong learning in the world, and a leading association in online learning. Originally headquartered in Manhattan, Kansas, the organization became virtual in 1998 and currently has offices in three states, and 20 staff and consultants in eight states.

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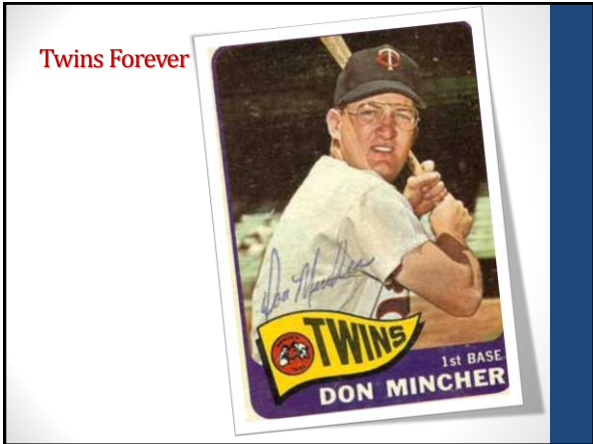
About Presenter

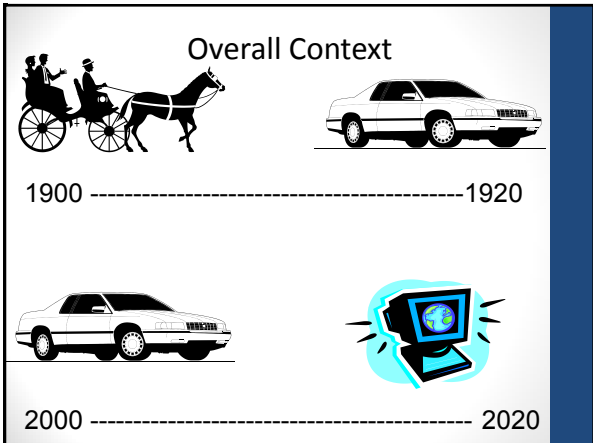
Greg Marsello is LERN's Vice President for Organizational Development and an authority on managing and running community, continuing, and corporate education programs. Marsello is a co-founder of LERN and was chair of the Board of Directors for 12 years. With more than 35 years in the business, he has authored publications, gives presentations and seminars, performs LERN Program Reviews, and does consulting on marketing, management and program development.

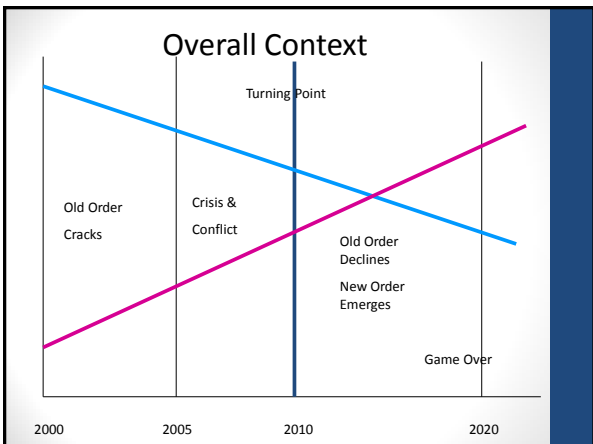


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The Next 3 – 5 Years

- Era of frugality
- Marketplace not expanding
- Industrial Age collapses
- Institutions are 'broken'
- Leaders uncertain, direction unclear
- Knowledge economy emerges
- Gen Y becomes most important generation
- Technology innovation continues
- New products and delivery of CE/CT emerges

Between 2015 and 2020

- Marketplace expands, growth for CE/CT surges
- Societal (business, government) support returns
- Institutional support returns
- Generation Y dominates
- Direction clearer
- Technology essentially complete by 2020
- Internet Age replaces Industrial Age

Projections

25% of the programs LERN works with are winners, while LERN predicts 25-50% of existing programs will probably be shut down over the next five to ten years!

20 Critical Actions



#1. Be Financially Self-Sufficient

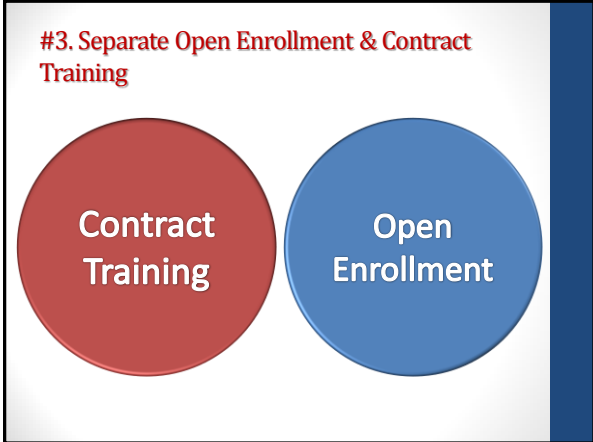


#2. Let Software Do the Work



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#3. Separate Open Enrollment & Contract Training



Contract Training

Open Enrollment

#4. Use Benchmarks, Make Staff Accountable & Increase Productivity



#5. Centralize Operations & Let Revenue Generators Generate Revenue



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#6. 50% of Learning Online



#7. Shift from Market Share to Customer Share

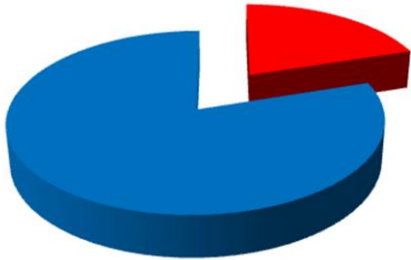


#8. Spend 10-20% of Open Enrollment Budget on Marketing



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#9. You Cannot Be Everything to Everybody



#10. New "Staff" Positions Are Emerging



#11. Shift From Information to Solutions

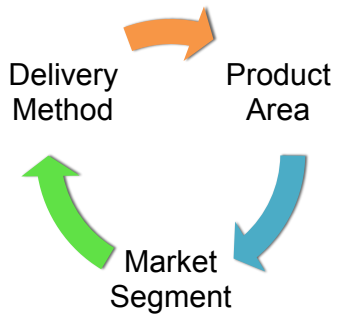


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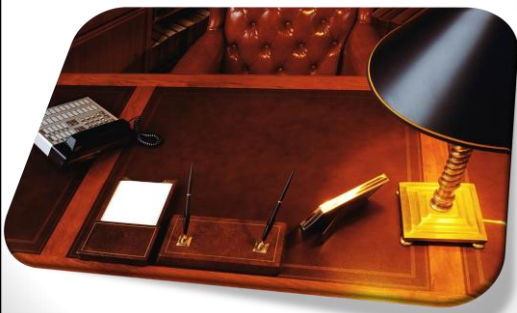
#12. Improve Customer Service



#13. 30% Rule



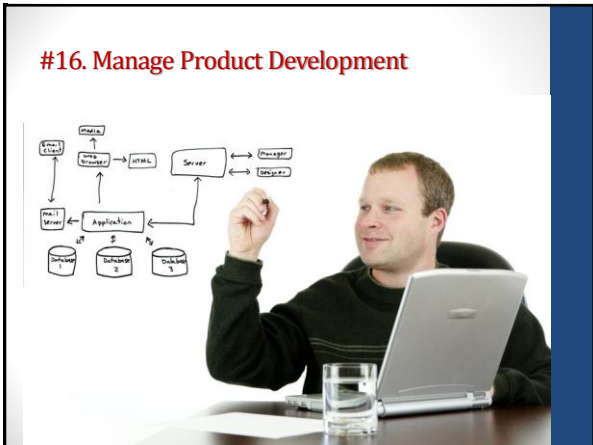
#14. CEO/Director Out of the Office 50% of Time



#15. Create New Initiatives



#16. Manage Product Development



#17. Cut the Dogs!



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#18. Build Partnerships



#19. Create Experts



Jennifer Selke

#20. Plan Short & Long-Term

