Fighting the Effects of Sequestration in Continuing Education (CE)

PROUDLY MEETING THE EDUCATIONAL NEEDS OF OUR NATION AND BEYOND

March 27, 2013
Webinar Rules of Engagement…

• A BIG Thank You to our listeners!

• Polling questions will be displayed on your screen for listener input throughout today’s presentation.

• Listeners are encouraged to submit any inquiries for today’s speakers by using the question or chat function on your toolbar.

• A link to the webinar will be available within the next 24 hours on Augusoft’s website: http://www.augusoft.net/webinar
Today’s Presenters…

Betty L. Gardner  
CEO, ProTrain, LLC

Kevin M. Smith  
COO, ProTrain, LLC
Our Mission…

- ProTrain, LLC, is dedicated to quality educational services at an affordable cost, in the classroom or online, ensuring success in the workforce through the active engagement of direct relationships with universities, community colleges, educational entities, corporations, non-profits and the military community throughout the United States and internationally.
“Education is the key to our future. It is the one gift that we can give ourselves that **neither the economy nor other forces** can take from us. Our communities and society continue to benefit from the quality education with which we reward ourselves. ProTrain provides the real-world employer with relevant, highly sought after training, for real people.”

– Betty L. Gardner

*CEO, ProTrain, LLC.*
Agenda…

- Overview of sequestration and the possible effects on CE
- Steps to determine if YOUR CE department is ready to deal with these issues
- Discussion on ways you can better review and analyze your offerings to weather the sequestration storm
- The benefits for a CE community partnership with ProTrain
- Course catalog match to high, in-demand, portable careers
- Providing schools a TOTAL learning solution
- World class partner support
- What are other Lumens partners doing/saying?
- Top strategies to increase CE fiscal stability
- Q & A Wrap up
Sequestration and its effects…
Sequestration and its possible effects on CE ...

**Estimated Impact of Sequestration:**

Civilian Agency FY 2013
Available Budget Resources
($ billions)

- Under BCA, overall civilian agency discretionary spending declines $39B. Based on FY 2012 enacted amounts, total civilian agency discretionary spending declines from $551B in FY 2012 to $512B in FY 2013
- Excluding all VA spending per BCA, discretionary spending for all other agencies declines by 7.8%

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* Includes small agencies, Intelligence Community Management Account, Disaster Relief and Program Integrity

Source: CGR Associates, Inc. analysis of OMB FY13 Mid-Session Review and CBO data

8/27/12
Sequestration and its possible effects on CE ...

THE SEQUESTER WOULD COST THE ECONOMY OVER 1 MILLION JOBS IN 2013 & 2014

- **Projected Jobs Added in 2013 and 2014**
- **Projected Jobs Lost if FY13 Sequester Takes Effect**
- **Net Jobs Added in 2013 and 2014 if FY13 Sequester Takes Effect**

*The projection for jobs added averages the first five months of job growth in 2012 — 165,000 jobs/month — and assumes that level of growth continues through the end of 2014.*

**Sources:** BPC calculations based on Bureau of Labor Statistics data and Congressional Budget Office projections and economic multipliers.

WWW.BIPARTISANPOLICY.ORG
The “30 % Rule in CE” can help…

- The most successful CE Depts. have a balanced portfolio
- 3 ways to analyze your portfolio:
  - By product area
  - By market segment
  - By delivery method
- No one product area > 30% of your product revenues
- No one market segment > 30% market segment revenues and/or total registrations and contracts
- No single delivery method > 30% of total delivery revenue and/or total registrations and contracts
- Being out of balance is a risk

Source: Augusoft article, 6 March 13, Greg Marsello, VP of Development. LERN
The 30% Rule in CE can help…(cont.)

- **Steps you can take:**
  - Analyze your portfolio by product area, market segment, and delivery method to determine your %'s
  - **DO NOT** stop growing any area > 30%, just be aware & continue to grow your stars!
  - CUT any dogs (under-performing areas) that are not allowing you and your staff the time and resources to grow other areas
  - RANK your areas to determine which ones are easiest to grow with increased programming, marketing and sales efforts
  - Introduce 1 NEW area that has $100K potential or 5% of the budget over the next 3 years (smaller CE programs)
  - Evaluate performance quarterly

**Source:** Augusoft article, 6 March 13, Greg Marsello, VP of Development. LERN
HOW ProTrain can assist.
CE-Turnkey Solution – A NEW Approach…

• Affordable student pricing – now more than ever
• Partnership will be more profitable for you
• Offer the “right” certifications, certificates and courses
• 200+ courses/programs no other vendor offers
• Blended in-class workshops also available
• Ability to help with corporate/group sales, VA, MyCAA, WIA, RFP/grants, events and TA
• Education 2 Employment (E2E) is what your clients need and demand!
All Inclusive Learning Methodology…

- Providing a TOTAL program solution
- Online learning curriculum
- Open rolling enrollment & monthly starts
- Self paced
- Textbooks and all materials are included
- Technical and SME mentor support
- Exam preparation
- Progress report capabilities
- Online custom course development capabilities
World Class Partner Support…

- Extensive research services
- Education infrastructure setup and/or support for program expansion
- Marketing collateral/catalog copy
- Training Assessment Managers (TAMs) – Answers student questions on your behalf
- Attend job fairs, seminars, yellow ribbon events, etc.
- Search Engine Optimization (SEO) capability
- Assistance with WIA approval on your behalf
- Assistance with corporate clients on your behalf
- Assistance with RFP/Grant opportunities on your behalf
- In classroom turn-key options available
A Sample of our Augusoft Lumens Educational Partners…

• Our promise to our educational partners is to ensure the successful implementation of their continuing education programs. We assist our universities by being the extension arm of providing relevant quality programs to the community and beyond and engaging the minds of a more successful workforce.
ProTrain’s Course Catalog maps to DOL’s Top 25 In-demand Careers Nationwide...

- 65-75% of our courses match each state’s job growth projections – next 5 years
1. Medical Billing, Medical Coding, and Medical Terminology
2. Human Resources
3. Paralegal: Professional
4. Certified Associate in Project Management (CAPM)
5. Certified Electronic Health Records w/Medical Billing
6. Medical Billing and Coding
7. MOS Office 2010
8. Drug & Alcohol Counseling Level I & II
9. HVAC Technician
10. Project Management PMP
11. Pharmacy Technician Specialist
12. Certified Electronic Health Records Specialist
13. A+, Network+, CCNA
15. Medical Transcription Editor & Coding Specialist with Online Coding Internship
16. CIW Web Design Specialist CSS
17. Cisco CCNA and CCNP
18. Medical Office Manager
19. Six Sigma Black Belt
20. ASE Automotive Master Program
21. Web Design and Development Certificate
22. Paraprofessional Teacher's Aide
23. Medical Office Professional
24. Drug & Alcohol Counselor Specialist
25. Medical Office Assistant with Terminology Specialist

**Education 2 Employment**

**Online Learning Features:**
- Open enrollment
- Affordable tuition
- In-depth training
- Expert instruction
- Materials included
- 6 to 12 months to complete
- Available 24/7

For more information on ProTrain and our educational partners, Call 800.762.9881 or email info@protrainedu.org
The Benefits for the CE Community in a Partnership…

- Certificate/Certification qualified candidates are getting HIRED
- Receiving great testimonials – Students /WIA/ New Employers
- Employers complimenting our students’ capabilities and seek MORE training for CE for the rest of their workforce
- Aligning certificate/certification programs with what DoL tells us States need to grow jobs / economy
- A balanced course portfolio across MANY demand portable careers
- Education 2 Employment (E2E) matters!
New Career Trends need new Training Solutions…

• Healthcare is growing outside of the hospital and clinic setting: Physical rehabilitation, in-home assisted living, weight loss and exercise coaches and trainers…you get the idea.

• Energy - natural gas, alternative energy, and low emission systems for oil, gas and coal to keep up with our increasing high-tech demand.

• Manufacturing with 3D printing (additive manufacturing), advanced robotics, and other new automation systems – (3D Job Performance Aids).

• Maintenance - plumbers, installers, and HVAC technicians using new tools including tablet computers and business apps.

• Digital home security, and especially cyber security, is a huge growth area.

• Engineers, including biomechanical engineers and many more new engineering specialties, will be needed.

• E2E for tomorrow’s needs…is your CE ready?
Is Your Military Training Experience Military “Purposeful” versus “Friendly”?...

- Military
- Spouse – MyCAA Program
- Active Duty – Tuition Assistance*
- Blended Wounded Warrior Programs
- VA Approval for Courses
- Civil Affairs Training Programs -PMP
- National Guard Yellow Ribbon Events
- DOD 8570.2 Info Assurance
What our current Lumens Partners are Doing & Saying…

• Most are NOT taking all 500+ courses but what complements what already works well – “growing the stars”

• Focusing more on the 200+ certification courses we uniquely offer

• Absolutely love our individualized attention we give them and our students (TAMs/ProTrain leadership total involvement)

• Helping become a “true extension arm” of the partner’s staff – marketing, program ideas, progress reports on students

“Saint Paul College Customized Training and Continuing Education is pleased to partner with ProTrain and Augusoft to offer quality certificate training to our customers. The migration and set up of the curriculum was practically effortless, and the customer service provided by ProTrain is exceptional. An added bonus is the excellent reputation ProTrain has in the on-line certificate realm. It’s been a great partnership!”

Janell Westveer
Saint Paul College
Top Strategies to Increase CE Income…

• 4 great ways to build your revenues include:
  – Increase the numbers of customers/clients
  – Increase the frequency that your customers buy from you
  – Increase the dollar value of every sale you make (bundles)
  – Increase the effectiveness of your CE business by delivering your products and services through reliable and consistent systems

Source: Augusoft article, Jan 13, Julia King Tamang, LERN

• ProTrain can help by:
  – Radically increasing leads and follow-on business
  – Help you understand what sells in your market area
  – Upsell using our world class courses & bundling
  – Use of social media and better website exposure ideas
  – Providing subject matter expertise
  – Being a true extension of your CE staff
Other Helpful Links & Articles …

- http://www.ncwe.org/?sequest


- To see Sequestration effects on your state: http://www.nationalskillscoalition.org/resources/fact-sheets/state-fact-sheets/sequestration-issue-briefs.html

Questions…
Thank You!

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To request a complete in-depth demo of Lumens, contact sales@augusoft.net or go to www.augusoft.net to submit a request. A recording of this webinar and copy of the presentation will be available online at www.augusoft.net.