

## K&A BUSINESS SERVICES: How can you make your business work on campus?

An ever-increasing number of colleges and universities depend on ethical businesses to provide essential products or services, from health center information systems to online alcohol education, from residence halls to student health insurance plans.

Are you in touch with the decision makers at any of the 4,100 institutions of Higher Education in the U.S. or Canada?

### Vision >>

If you've developed, or are in the initial stages of planning, a product or service that would enhance outcomes in higher education – whether for students and their parents, alumni, faculty, administrators, campus communities, or higher education-related organizations and agencies – we suggest that you **question your strategy** to assess whether you're on the right track:

- Can you help institutions develop new, better, or more integrated resources?
- Will your product, service, or strategy improve outcomes for students or campuses?
- Can you ensure the best return on your team's investment of time, resources, and reputation in this highly relationship-based market? Will working with colleges or students solidify your place as a leader in what you offer?
- Is your strategy responsive to the unique culture of each specific campus' language, approach, product/service design, sales cycle, and/or budget cycles?
- Do you know how each campus is not only different from your traditional clients, but how each campus differs from one another?

For more than twenty years, we have been built strong and successful relationships with over 650 institutions of higher education – and with students on all kinds of campuses. We welcome the opportunity to share our insights and experience with your business, so that you – and both students and campuses – may benefit.

### Strategy >>

We offer services that are truly not available elsewhere – ranging from strategic guidance to market assessment. No other firm has the kind of experience, comfort, and understanding about higher education that Keeling & Associates (K&A) brings. We may build a plan to help you implement an on-campus debut or develop a new strategy or focus.

K&A can **maximize the return on your investment – and the rate of your success** – by working with your:

- Chief Executive Officer
- Advisory board and board of directors
- Account executives
- Senior business development, marketing, and/or sales teams

K&A helps businesses achieve their objectives through:

- Orientation to higher education
- Market assessment and segmentation
- Expansion or focusing strategies
- Introduction to today's students: knowing their lives, opportunities, preferences, and challenges
- Research and analysis
- Product and service design
- Business development, strategy, and sales support and/or technical assistance
- Recruitment of staff with knowledge of, and experience in higher education
- User experience research
- Strategic marketing and communications
- Working with students, parents, and alumni

Whether you're looking for insight into the market of higher education or an introduction to a potential on-campus business partner, K&A has a direct line to the resources that will benefit your goals.

### Results >>

K&A plans, implements, and evaluates every project with each business partner to achieve results that **advance objectives, meet goals, produce desired rates of return, and create new opportunities.**

- Provide products and services that are highly satisfying to users and consumers
- Deliver services that enable departments, service units, and whole institutions to do their work more efficiently
- Create new resources and revenue streams – for your business and for the institution
- Build sustainable institutional relationships that will support growth-oriented partnerships

### Contact Keeling & Associates, Inc.

To learn more about K&A and our work in this area, please visit [www.keelingassociates.com](http://www.keelingassociates.com) or call us at **212.229.4750**.