



HIGHER EDUCATION SERVICES: How can you improve academic value and student outcomes?

The US Department of Education estimates that by 2012, more than 16 million students will be enrolled in 2-year and 4-year colleges and universities around the U.S.

How prepared will your institution be? How will we meet the educational needs of more – and more demographically diverse – students?

Vision >>

Keeling & Associates has built a legacy of trust, confidence, and respect based on:

- Our deep understanding of the value of higher education – and of the mission, goals, structure, and culture of all types of post-secondary institutions
- Our ability to identify opportunities – and to help both colleges and universities and the businesses that work with them build upon their strengths while planning for the demands and constraints of tomorrow
- Our long experience with, and tested knowledge of, students, and how they learn and live
- Our progressive approach to pedagogy, student engagement, institutional organization and structure, and the creation of both comprehensive, holistic learning environments and healthy, safe campus communities
- Our skill in helping colleges and universities strengthen out-of-classroom student programs and academic support services to improve the student experience

K&A has direct **experience in "both sides of the house" in higher education.** Our CEO, Dr. Richard Keeling, was both a tenured faculty member and a senior student affairs administrator at two major public research universities (Virginia and Wisconsin), and an integrative, comprehensive approach to advancing learning defines the best work of our company.

Our consultants and Senior Associates have helped institutions of every type, structure, and mission be more agile and effective in providing opportunities for transformative liberal education across campus and in **preserving the core elements of academic mission while responding to today's environment of limited resources and greater accountability.**

Strategy >>

Our expertise and the scope of services we offer include consultation and technical assistance for the leaders, administrators, educators, and service providers in higher education:

- Presidents, senior administrators and governing boards
- Provosts, academic administrators, deans
- Senior student affairs officers and administrators
- Directors of health-related programs and services (including health and counseling centers, prevention and health promotion programs, and healthy campus projects)
- Higher education professional organizations
- Student leaders, parents and alumni

K&A helps colleges and universities achieve their objectives in:

- Strategic consulting
- Workshops and professional development programs for faculty, student affairs professionals, student organizations, and student leaders
- Review and assessment of programs, services, and organizational structures and relationships
- Academic and curricular planning
- Comprehensive approaches to Integrating learning experiences in and out of the classroom
- Exploring and implementing new concepts of learning and pedagogy
- Major speaking engagements (lecture series, commencement, new student orientation, faculty development)
- Strengthening student health services, counseling centers, and other health-related programs
- Developing vision and programs to build healthy campus communities
- Student health insurance: evaluation, procurement, renewal
- Choosing and working with vendors

Our clients feel that K&A helps them **stay ahead of the curve – not just aware of trends, but responsive to emerging needs, issues, and challenges.**

Results >>

K&A **aligns the vision and strategy of every project with institutional mission, context, and values to produce clearly defined results** that can be effectively assessed and communicated.

- Achieve measurable, demonstrable learning outcomes
- Improve academic performance
- Strengthen learning environments across the institution
- Reorganize to create new ways to support and document learning
- Provide higher quality, more cost-effective services that enhance the student experience
- Improve retention, time to graduation, and graduation rates
- Create new resources

For More Information >>

To learn more about K&A and our work in higher education, please visit www.keelingassociates.com or call us at **212.229.4750.**

Related Resources:

- **Information Sheets from Keeling & Associates:**
 - Not-For-Profit Services: **Are institutions of higher education part of your strategy or audience?**
 - Business Services: **How can you make your business work on campus?**