

*“Information
That Works!”[®]*



New!

Program Review & Certification

*Now you can get your lifelong learning program certified
by the leading organization in lifelong learning in the world.*

Unique

The LERN Program Review and Certification is the only review and certification specific to the field of continuing education and lifelong learning.

Need

The Program Review and Certification meets at least three needs of continuing education units:

1. To provide central administration with an objective assessment of the success of the continuing education unit.
2. To provide the continuing education CEO with standards by which to evaluate the strengths and improvement areas of your program.
3. To provide an in-depth analysis vital for training and professional development of your continuing education staff.

Origin

The benchmarks and standards used in the review were developed from a North American consensus of successful continuing education practices

researched over twenty years. The development of the review took place over three years, involving a review of the literature, case studies, focus group, advisory board, and involvement of continuing education CEOs.

Performance Criteria

Two sets of performance criteria are measured during the review.

Bottom-line end-result measurements

The first group of performance criteria relate to your continuing education unit's current bottom-line measurement of success. All four of the following performance criteria must be met:

1. Be financially self-sufficient.
2. Demonstrate a long-term pattern of increasing services.
3. Exhibit quality programming by attaining a median average of 3.5 rating by participants.
4. The institution's CEO (president, chancellor) or representative states the program is important to the institution's mission.

Program Review & Certification

Positioned for future success

The second group of performance criteria measure how well the unit is positioned for future success. A continuing education unit should meet at least 60% of the following criteria.

Program Development and New Growth Markets

1. The program offers 10% - 30% new activities each year.
2. Cancellation rate of all activities is between 5% and 20%.
3. Activities show a range in price. No more than 49% of activities are priced within a 15% range.
4. The product mix is diversified.
5. The average participants per class (or event) is provided for each division.

Marketing & Market Research

6. Two or more demographic characteristics are provided for each of the programs 5-10 major or primary market segments.
7. Annual dollar sales figures are provided for each of the programs 5-10 major segments.
8. The program's Unique Selling Proposition (USP) is provided.
9. Estimated numbers are provided for the program's major audiences or target markets for market share and the total universe for each audience.

Customer Service

10. The program offers at least three ways to register.
11. The program's registration experience receives a 3.0 average or better rating from participants.
12. The program's refund policy is stated in writing, and uses positive language.

Finances and Budgeting

13. The program's most current fiscal year finances are provided using the proper financial format.
14. Divisional finances for the most current fiscal year are provided using the proper financial format.
15. Average class (or event) fees are provided by Division.
16. The Lifetime Value of the program's average participants is provided.
17. The program's most current fiscal year's finances are provided with a variance comparison to budget and the previous year's figures, as dollar and percentage numbers.
18. An annual budget for the current or next fiscal year is provided.

Promotion

19. Representative brochures from the program pass a review from LERN.
20. The program has a web site and it is critiqued.
21. Promotion costs are 10% to 20% of income.

22. An in-house mailing list of current and recent participants is maintained by market segment.
23. The program knows response rates for Divisions.

Staff Development and Management

24. Evidence of staff training and/or staff training plans are provided.
25. The program has an adequate software system.
26. The program has job descriptions for staff.
27. Productivity is at \$125,000 per employee or better.
28. Job descriptions are stated in terms of responsibility and accountability, not in terms of duties or tasks.
29. Staff evaluate the work environment as 3.0 or better median average.
30. There is a written procedures manual.
31. There is evidence of staff reward.
32. There is evidence of communication with staff.

Instructional Support

33. Teachers (presenters, instructors) rate their experience with the program as a median of 3.5 or better.
34. There is evidence of a teacher orientation, manual or other training.
35. Evaluations of teachers are conducted.

Program Review & Certification

36. Resumes or biographies are on file.
37. Teachers do not sell in class.

Evaluation

38. Program administration understand the program's strengths.
39. Program administrators know the program's weaknesses.
40. The repeat rate is 50% or better.

Strategic Planning

41. There is a one-year strategic plan.
42. A written analysis of three of the program's closest competitors is provided.
43. A written environmental statement (or summary) is submitted.

Communication and Mission

44. Communication with others in the institution is demonstrated.
45. Staff knows the program's mission statement.
46. There is a statement as to how the program is central to the mission of the institution.
47. The mission central statement has been submitted to the institution's central administration.

About LERN

The Learning Resources Network (LERN) is the largest association in lifelong learning in the world, with more than 4,000 members in 16 countries.

Founded in 1974, LERN is a nonprofit, tax-exempt, educational organization and is governed by a Board of Directors. Daily operations are run by a staff of 20 people located in eight states. LERN maintains offices in Providence, Rhode Island; Manhattan, Kansas; and River Falls, Wisconsin.

A few of our services include:

- Faculty training in teaching online. More than 5,000 faculty in higher education have taken LERN's online courses, making it the leading online curriculum for faculty in higher education.
- Consulting and training. LERN does more consulting and training in continuing education than any other organization in the world. Recent consulting clients include continuing education units at The George Washington University in Washington, DC, and Syracuse University, Syracuse, NY.
- Professional development. LERN's Certified Program Planner (CPP) designation is the leading professional development program in continuing education. More than 1,000 professionals are now CPPs.
- Worldwide services. From keynoting the Lifelong Learning Symposium in Japan to keynoting the Russian continuing education association conference in Moscow, LERN has also conducted seminars and presentations in Germany, Italy, Mexico, Canada, Australia and England.

Academic Partnerships

A joint Masters Degree program in Adult and Higher Education is offered with the Electronic University Consortium of South Dakota, with the degree awarded by the University of South Dakota.

A joint program in professional development for K-12 teachers is offered with San Diego State University, which provides teacher credit.

A joint program to provide education in Latin America is offered with EDUCON, the continuing education unit of the Universidad Autonoma de Guadalajara, Guadalajara, Mexico.

End Result

When your continuing education unit becomes Certified by LERN, you are able to state in your brochure, publicity, and internal marketing to your institution that your continuing education unit and lifelong learning program are Certified by LERN, the leading lifelong learning association in the world.

The Certification is valid for five years.

Cost

There are three versions of the Program Review & Certification:

- \$4,750 does not include a visit.
- \$7,500 includes a report visit/staff training at the conclusion of the PRC.
- \$15,000 includes a visit once information/materials are collected and at the conclusion of the PRC.

All versions include:

- Manual and all materials necessary for preparation for the Program Review.
- Analysis and recommendations for program improvement by LERN professional staff and consultants.
- Report on recommended program improvements to the continuing education CEO or dean.
- Certification approval and score.
- Certification plaque, press release, rights for publicity, and letter to your institution's president.

Consulting and Training

Further consulting and staff training based on the recommendations of the Program Review are available for an additional cost.

What to do now

Contact Greg Marsello, LERN co-founder and vice president, for details about getting your program certified. For the best communication, send e-mail to marsello@lern.org. If you prefer to call, you can leave a message for Greg at LERN's main phone number, 800-678-5376.



**PO Box 1425
Manhattan, KS 66505**

Non-Profit Organization U.S. Postage Paid Permit #456 Manhattan, KS 66505
--

ADDRESS SERVICE REQUESTED