



About Core Education

About Us

Core Education Services PBC

We are a Public Benefit Corporation with a vision to **transform the business model of higher education**. We create a culture of prosperity for our institutional partners.

Our Methodology

Core is a **long-term, mission-critical operating partner** with a platform of transformative business model solutions. We leverage economies of scale to achieve operational effectiveness, technological efficiency, and market expansion. We accomplish this through a **comprehensive shared service approach**

18

Institutional
partners

\$942M

Combined system
budget

Cost Recovery Financial Model

Allowing institutional partners to enjoy
stronger financial returns from services

Core Education is a long-term, mission-critical operating partner with a platform of transformative business model solutions.

Revenue Solutions

- > Workforce Development Platform
- > Admissions support, Campus, Online
- > Student success support
- > Marketing content support
- > Business to Business (B2B) Corporate Partnerships
- > Revenue diversification solutions

Technology and Digital Solutions

- > Enterprise Systems (SIS, ERP)
- > Campus / Network Operations
- > Revenue Technology solutions
- > Business Intelligence Platform
- > Institutional Research

University Operations and Capital Strategy Solutions

- > Workflow and cost optimization
- > Workflow and enrolment yield
- > Capital strategies
- > Advancement and Venture Philanthropy
- > Academic program content
- > Finance, treasury, real estate
- > Campus operations
- > Pre and Post Transaction M&A Support



core
education

Program Management

Horizontal Integration of Solutions

Institutional Partners (18) - \$942M Combined Budget



Core Education – Senior Team

Through our economies of scale, Core Education has assembled a best-in-class functional senior team with a depth of talent that would otherwise not be available or affordable to our Institutional Partners. This team, along with a supporting cast (100 people and growing), support the Core Affiliate Network. We are part of your team, not changing who you are, but what you can accomplish.



Greensboro College Case Study

After a Comprehensive Prosperity Study – Core has provided continuous implementation support



“Working with Core has entirely changed our outlook for the future.”

Dr. Larry Czarda, President of Greensboro College
(Core Webinar | July 14, 2023)

- 1 Launched initial partnership with technology infrastructure services**
Stabilization of GC's network operations, which impacts students and employees
- 2 Expanded into Institutional Research**
a) Drives Business Intelligence and decision making
- 3 Expanded into Workforce Development**
a) Core's WFD content platform for revenue growth and diversification
b) Expanded into Corporate B-2-B development
- 4 Expanded into supplementary support of campus enrollment**
a) Focusing on enrollment yield and matriculation
- 5 Expanded into full outsourcing of the technology team**
a) All technology managed by Core
b) Modernization and becoming a digital campus
- 6 Currently expanding**
a) Capital strategies which includes real estate and non-banking financing alternatives
b) Expanding online degree offerings

Transformational Approach to Solving Problems

The Core team has deep strategic and operational experience which allows us to view things differently, using innovation and business intelligence to achieve operational effectiveness, technological efficiency, and market expansion, to transform the business model.

Incremental Thinking

We have an Enrollment Problem. Should we spend more on lead generation, hire another rep or add a new program?

Viewing Problems Through New Lens

Transformative Thinking

We have workflow, processing, operating rhythm and policy problems that negatively impact our enrollment yield

Core's Management Models



Active Management

- We work alongside our partners on execution of plans to achieve stated goals
- We provide leadership for selected supporting services – planning, day-to-day execution, operational support
- We are accountable for execution, including support management of vendors reporting to the institution



Hybrid Management

- We engage more intensively: Active Management+
- We provide staffing and systems infrastructure for selected supporting services
- Our accountability usually extends to include internal staffing and personnel management for selected supporting services



Managed Services

- We hold full accountability for all functions of selected supporting services
- We engage in talent management of all resources related to selected supporting services
- We are responsible for all system and infrastructure upgrades and replacements for selected supporting services

We do not change who you are, but what you can accomplish

Strategic Rationale for Operating Partnership with Core

We can achieve more together than a “do-it-yourself” operating model. This lowers risk for operational execution

Expertise in both strategic and tactical supporting services across all functions of the organization

Services provided on a cost-recovery basis, meaning better returns for our partners

Active management – accountability for results. We become a catalyst for transformation

Business model transformation can be achieved with one requirement:
Institutional Leadership



www.core.edu

For more information or to set up a Zoom session, please contact:
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