

# LERN's Ideal Staffing Structure



## Why a New Structure?



- Self-sufficiency
- Less resources
- Adapt to technology
- Higher skill level
- Entrepreneurship
- Balance work & home



## LERN Ideal Staffing Structure



## CEO/Director Duties



1. **Out of the Office/Finding Opportunities** 50%
2. **Self & Staff Training/Education** 25%
3. **Organization Management** 25%

**Lifelong learning programs CANNOT afford to have the CEO/Director involved in day-to-day operations!**

## Programming Professional Duties



1. Needs Assessment	15%
2. Administration	25%
3. Program Analysis/Selection	15%
4. Trends and Research	10%
5. New Program Development	20%
6. Instructors	15%

40



## Operations Professional Duties



1. Organization Day-to-Day Management 75%
2. Information & Reports 25%

**The Director of Operations is the most critical cog to the success of a lifelong learning program. Success is all about pulling routine day-to-day tasks and centralizing them under operations!**

42

## Sales Professional Duties



1. Selling 75%
2. Administration 25%

**Contract training only works if you use salespeople. Successful salespeople do not get involved with product development, scheduling, and anything stopping them from selling!**

43

## Promotions Professional Duties



- |                                         |     |
|-----------------------------------------|-----|
| 1. One-Year Market Plan                 | 5%  |
| 2. Promotion Development & Coordination | 35% |
| 3. Distribution Selection               | 15% |
| 4. Analysis                             | 20% |
| 5. Public Relations                     | 25% |

**THINK MARKETING!**

44

## Lifelong Learning Professionals Should Know



- Learning and teaching
- Finances and budgeting
- Brochures/Sales Kits
- Marketing
- Promotion/Selling
- Market research and needs assessment



45

## Lifelong Learning Professionals Should Know



- Improving quality
  - Teacher recruitment and training
  - Working with teachers
  - Evaluations
- Program/customer/client analysis



46

## Lifelong Learning Professionals Should Know



- Program planning, development and pricing
- Organization management
  - Registration
  - Customer service
  - Procedures



47