

### Why a New Structure?



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





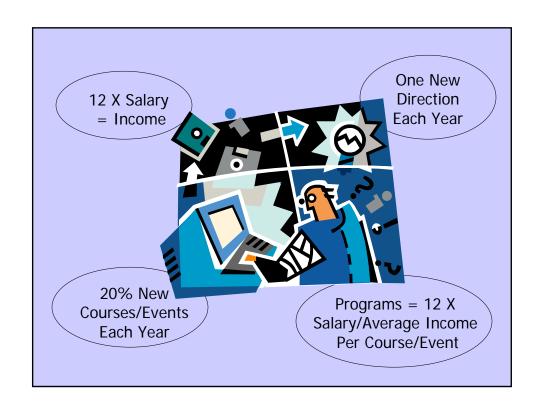
#### **CEO/Director Duties**



- 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%
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### 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!

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## 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!

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## Promotions Professional Duties



1.	One-Year Market Plan	5%
2.	<b>Promotion Development &amp; Coordination</b>	35%
3.	Distribution Selection	15%
4.	Analysis	20%
5.	Public Relations	25%
	THINK MARKETING!	

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# Lifelong Learning Professionals Should Know



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



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## Lifelong Learning Professionals Should Know



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



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# Lifelong Learning Professionals Should Know



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



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