

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%

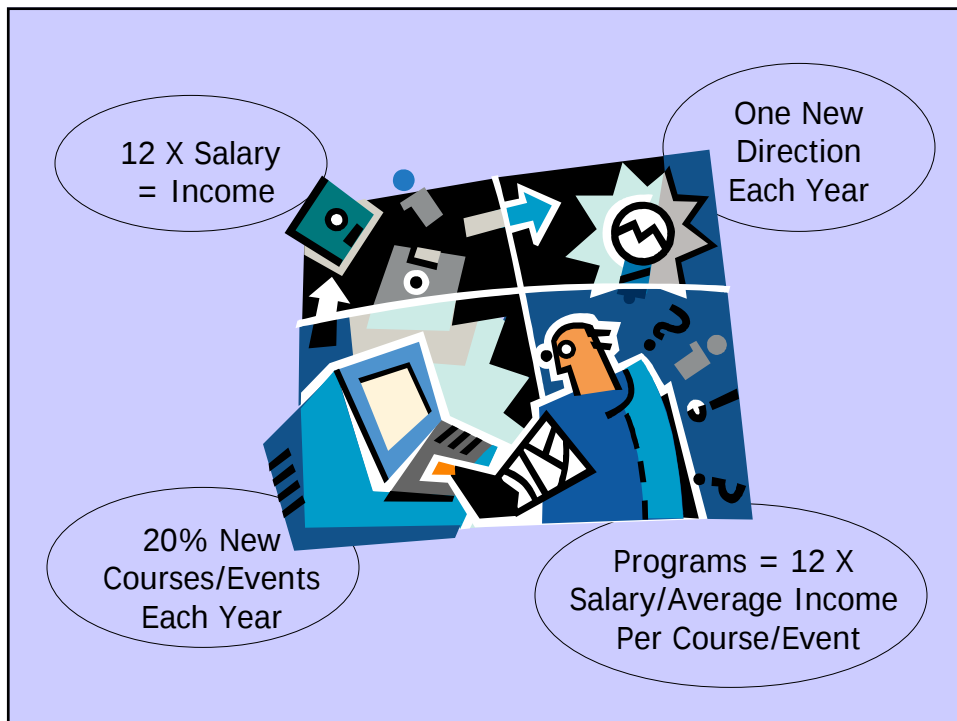
Lifelong learning programs CANNOT afford to have the CEO/Director involved in day-to-day operations!

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%

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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



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|---|-----|
| 1. One-Year Market Plan | 5% |
| 2. Promotion Development & Coordination | 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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