FALL 2020
LERN PROGRAMS

Whaddya know. It’s all online!

The leading provider of professional development in continuing education
NEW OPPORTUNITIES FOR C.E.

The Pandemic has created a host of new opportunities for continuing education programs in colleges and universities moving forward.

Yes, you know about the problems. And with our new environment, there’s lots of new growth markets that have opened up that were not there just months ago.

Online learning, even when your customers return to your in-person classes, will remain a preferable format for millions of adult learners.

Whether local, area or even national, new growth markets have emerged. And the way to take advantage of them is with the skill sets you gain from LERN professional development.

We’re in it for the long run. You should be too. Come join us and take your own talents to a new level for your continuing education program.

In learning,

Julie Coates, Senior Vice President for Information Services, LERN

PS. SPECIAL ONE-TIME OFFER: Third Institute registration FREE!
The Program Management Institute (PMI) is the most complete, comprehensive, and advanced training in the field of class programming.

The PMI will:
• Provide you with the best strategies, tools, and techniques to take your program to the next level.
• Provide you with a professional development experience that strengthens and recognizes your status as a professional in the field.
• Provide your organization with experienced and qualified professional management.

The PMI is intensive training that will supply the most up-to-date data, facts, and practical information to keep your program on the cutting edge. You will be able to make the best decisions to solve your problems.

Earn your CPP
Upon successful completion of the Certified Program Planner exam, you will earn the CPP credential. The CPP is the most recognized designation in the field of lifelong learning programming.

Brendan Marsello ran the marketing for Rhode Island’s largest lifelong learning program, designing brochures and managing brochure distribution and other promotion.

Garrett Stern, Senior Director at LERN, is an experienced program developer who has created programs to meet needs and significantly growing program revenue.

AGENDA
Unit 1: Overview of the Field
Unit 2: Learning & Teaching
Unit 3: Program Development
Unit 4: Needs Assessment
Unit 5: Program Analysis
Unit 6: Finance and Budgeting
Unit 7: Pricing
Unit 8: Marketing
Unit 9: Promotion
Unit 10: Brochures
Unit 11: Customer Service, Priorities, and Exam Prep
Unit 12: Exam Week
AGENDA

Unit 1: CT Overview
Unit 2: Finances & Budgeting
Unit 3: Team Selling
Unit 4: Client Analysis
Unit 5: Real World Selling
Unit 6: Pricing CT
Unit 7: Needs Assessment
Unit 8: Quality Assurance
Unit 9: Teaming with the Right Instructors
Unit 10: Documents
Unit 11: Return on Investment (ROI)
Unit 12: Marketing CT

CERTIFIED CONTRACT TRAINER (CCT)
Contract Training Institute
SEPT 14 – NOV 20, 2020

The Contract Training Institute (CTI) is the most complete, comprehensive, and advanced training in the field of contract education.

In this “nuts and bolts” Institute, you will learn the practical and proven skills in contract training from a successful professional with contract training experience.

After attending the Contract Training Institute, you will be able to boost contracts, increase your operating margin and net, and price contracts correctly.

You will have the strategies and techniques for increasing your effectiveness and success rate.

Earn your CCT
Upon successful completion of the Certified Contract Trainer exam, you will earn the CCT credential.

Greg Marsello
CERTIFIED MARKETING PROFESSIONAL (CMP) Marketing Institute

SEPT 14 – NOV 6, 2020

Take away the most advanced and latest marketing strategies and practical, how-to techniques in the field of lifelong learning programming. Updated annually with new information, The Marketing Institute tracks the trends with the most successful programs and provides benchmarks and ratios for success to make your promotion more effective; yielding a higher Return on Investment (ROI).

Those new to marketing will get the fundamental ratios, concepts and benchmarks to move your marketing to be both efficient and effective. Those experienced in marketing will get the latest information and the most sophisticated analysis tools to take your marketing to the next level.

Avoid the fatal mistakes in marketing that can result in devastating drops in registrations by getting the research and evidence on what works, and what does not work.

Take the guesswork out. Take home proven ways to plan and implement marketing, based on the strategies used by the most successful organizations in the business.

Earn your CMP
Optional, at no additional cost, you can earn the Certified Marketing Professional (CMP) designation upon successful completion of the program and exam.

Brendan Marsello ran the marketing for Rhode Island's largest lifelong learning program, designing brochures and managing brochure distribution and other promotion.

AGENDA
Unit 1: Positioning Your Program for Great Success
Unit 2: Market Segmentation
Unit 3: Advanced Marketing Strategies
Unit 4: The Finances of Marketing
Unit 5: Database Marketing
Unit 6: Effective Brochure Distribution
Unit 7: Websites & Email
Unit 8: Developing Your Marketing Plan
AGENDA
Two one-month online courses.

Advanced Teaching Online
William A. Draves and Mary Dereshiwsky
Success in the global niche market for online e.c. programming starts with building superior quality online courses that both exceed the expectations of the marketplace, and generate a profitable financial income and return.

Unit 1: Understanding the most successful online course model for continuing education; and the key essential elements for creating a high quality online program for the marketplace

Unit 2: Building a quality online course with our 10-Step Method

Unit 3: Facilitating online discussions and teaching online

Unit 4: Assessment and course completion for online learning

Strategic Planning for Online C.E. Programming
Discover a Market Research and development model that actually works to exploit one of the 8,000 market niches out there for your continuing education unit and institution.

Unit 1: The market potential. Exploring market niches and subjects

Unit 2: Research the market, analyze your institution’s strengths and human capital, and choose a global online niche market to develop

Unit 3: Selecting and developing an online C.E. program. Teacher pay. Course ownership. The timeline.

Unit 4: Budgeting, pricing and marketing your online program

NEW! ONLINE C.E. PROGRAMMING
SEPT 8 – OCT 27, 2020

One online program can generate $200,000 income and a 50% Operating Margin for your continuing education program and institution.

Discover how to tap into and dominate a niche online market for your c.e. unit. No matter how large or small your institution. No matter where you are located. No matter the size of your local community.

Tap into the growing market for online certificates, certifications, and other online professional development courses. Explore how to take your existing program global; or develop a new market niche and subject area. Learn how to capture and dominate an online market niche for your institution.

Interact with colleagues and the foremost authorities in online learning in continuing education. After successfully completing our two-month online program, you will have the knowledge to:

• Research the market, analyze your institution’s strengths and human capital, and choose a global online niche market to develop
• Train online instructors in the most successful model for e.c. online programming, as well as how to build online content, teach online classes, and assess online learning
• Create a strategic plan, budget, price and market your online program.
• Bottom line: generate $200,000 a year in income with a 50% Operating Margin.

Who Should Attend
Continuing education staff with existing or future responsibilities for planning online programs, instructional design of online courses, and/or training instructors of online courses. Those new to online learning will gain the fundamental techniques that will save your c.e. unit hundreds of hours and thousands of dollars. Those experienced in online learning will acquire the most advanced and latest new information to keep your program on the cutting edge and ahead of the competition.

The LERN Expertise
LERN planned and built an online program within five months for the Green Building Council of America. It generated $200,000 a year in income with a 50% Operating Margin. LERN’s own online course programs now exceed $1 million in annual revenue.

Earn Your CPO
Upon successful completion of the program, you will earn your Certified Programmer Online (CPO) designation.
Experts, including your presenters, say efficient operations and the right staffing structure are fundamental in ensuring increased staff productivity.

No longer can everyone do everything and your lifelong learning program needs people dedicated to day-to-day operations so your revenue generators can do their jobs!

The difference between success and failure for your program is just 5 percent. Efficient and effective operations make the difference and can help generate an overall staff productivity increase of 25 percent or more.

With LERN’s unique Operations Institute you will discover the tasks operations, programming, marketing and sales should be responsible for, the role operations plays in making your staffing structure succeed, and how to make your lifelong learning program productive; creating more profit and success for your entire program.

Earn your COM

Upon successful completion of the Certified Operations Manager exam, you will earn the COM credential.

**Greg Marsello** is LERN’s Senior Vice President for Organizational Development and an authority on successfully running lifelong learning programs. He travels over 40 weeks a year visiting and consulting with programs throughout North America. Marsello is a co-founder of LERN and was chair of the Board of Directors for 12 years.

With more than 40 years in the business, he authors publications, articles, and white papers, administers LERN’s Program Review, develops data analysis software tools, and works to make winning lifelong learning programs more successful, as well as helping challenged programs succeed.
RENEWAL DETAILS

Renewal Period
The period of renewal is two years. You will need to renew your certification once every two years. Renewing one’s certification before the second year will also extend your certification two years beyond the expiration date.

Anyone renewing her or his CPP certification before December 31, 2020, will have her or his status renewed until December 31, 2022.

Two Ways to Renew
Fall 2020 Institutes. Our Fall 2020 institutes qualify you for renewing your CPP between now and December 31, 2022. Your CPP renewal cost is included in the advanced institute fee.

So our fall 2020 institutes qualify you for renewing your CPP between now and December 31, 2022.

CPP Renewal Course. Take the October 2020 CPP Renewal Course for just $199 and pass the 21 question test.

NEW! CPP RENEWAL
OCT 5 – 30, 2020

Maintain and renew your Certified Program Planner (CPP) professional certification.

Keep your qualifications current. Update your skill sets and knowledge by gaining new content, including our latest updates on benchmarks, ratios for success, new trends, developments, and successful practices in the field.

Three reasons to maintain your CPP professional certification:

1. Enhance your professional qualifications and update your knowledge.
2. Improve your program’s skill sets and knowledge about the best practices in the field.
3. Increase the recognition of the value of your profession, program, and the field of lifelong learning within your institution, within your community, and within our society.

The CPP designation is the leading designation in the field of continuing education. More than 3,000 professionals hold the CPP designation.

Now you can renew your CPP designation through December 31, 2022. Take the one month CPP Refresher course, which prepares you for the 20 question exam. Just $199 for course, exam, and recertification.

LERN leaders from recreation departments, public schools, community colleges, associations, and universities met recently to design the CPP certification renewal program.
NEW! NEEDS ASSESSMENT & MARKET RESEARCH

OCT 8 - 30, 2020:

Every program must be developing new growth markets, exploring new audiences, and testing new formats, and remaining relevant for your current customers. Use our exclusive LERN 8 Stage Needs Assessment Model to research, model and pilot your new big dollar initiatives.

Lower the risk and increase the chances of success with your new big programs. The cost of staff time to do needs assessment and market research is now less than the cost of developing new big programs that do not work out.

HOT! CREATING NEW CLASSES AND OFFERINGS

SEPT 10 - OCT 1, 2020:
A SERIES OF 4 WEEKLY WEBINARS

The most requested topic of the year!

Reduce your cancellation rate, boost your new class success rate, and increase your productivity and profitability. Discover how to select new class topics that retain past participants, tap into future trends, and replace those loser courses with moneymakers.

Can’t make a live webinar?
No problem—all webinars are archived for you to listen to at your convenience.

Week 1: Measuring division success
Week 2: Finding the best new course topics and titles
Week 3: Pricing, budgeting, and developing new courses
Week 4: Predicting success

Just $299 for all four webinars and optional online discussion!
The second person from the same organization is FREE!
MASTER’S DEGREE IN ADULT EDUCATION

From LERN and the University of South Dakota, with graduate credit and degree awarded by the University of South Dakota.

Attend the LERN Institutes and complete the requirements for your Master’s degree at the same time!

The following LERN online institutes are approved for credit as part of the Master’s Degree awarded by the University of South Dakota:
- Advanced Programming Institute
- Contract Training Institute
- Marketing Institute
- Program Management Institute
- eMarketing Institute

Unique
This is the only Master’s Degree in the world that combines the essential academic education from a highly respected and accredited university with the practical professional education that LERN offers.

What
Master of Arts in Educational Administration with an emphasis in Adult Education. The degree is awarded by the University of South Dakota.

Curriculum
The curriculum is offered by the University of South Dakota and LERN. USD courses are taken online. From LERN, students take two Institutes, plus either a third Institute or online courses.

What to Do Now
Contact Julie Coates, LERN’s Senior Vice President, for Core Services and our Graduate Dean. You can email her at coates@lern.org to set up a phone appointment or call her at (715) 426-9777.

She will give you more information, provide advice and counsel, and answer your questions. Julie earned her Master’s Degree while working full time and she can help you earn yours too. She’ll affirm: “You can do it!”

Julie Coates
The curriculum is offered by the University of South Dakota and LERN. USD courses are taken online. From LERN, students take two institutes, plus either a third Institute or online courses.

The following LERN online institutes are approved for credit as part of the Master's Degree awarded by the University of South Dakota:

- Marketing Institute
- Program Management Institute
- Contract Training Institute
- Operations Institute
- Professional Institute
- Certified Program Planner
- Certified Contract Trainer
- Certified Marketing Professional
- Certified Operations Manager
- Needs Assessment & Market Research
- CPP Refresher Course
- Creating New Courses
- Online C.E. Programming
- Advanced Programming
- Manager
- Operations Institute
- Marketing Institute
- Contract Training Institute
- Program Management Institute
- Operations Institute
- Professional Institute
- Certified Program Planner
- Certified Contract Trainer
- Certified Marketing Professional
- Certified Operations Manager
- Needs Assessment & Market Research
- CPP Refresher Course
- Creating New Courses
- Online C.E. Programming
- Advanced Programming
- Manager
- Operations Institute
- Professional Institute
- Certified Program Planner
- Certified Contract Trainer
- Certified Marketing Professional
- Certified Operations Manager
- Needs Assessment & Market Research
- CPP Refresher Course
- Creating New Courses
- Online C.E. Programming
- Advanced Programming
- Manager

1. No extra costs.
2. Big payback of 10:1.
4. Greater productivity.

Payment Method: All fees are in U.S. Dollars

- Payment enclosed.
- Charge to my credit card.
- Bill my institution.

Cardholder's Name (Please Print)
Cardholder's Signature
Expiration Date
CVV#

(800) 678-5376 | www.LERN.org
1. **There are no extra costs.**
No travel, no hotel or meals, no days missed, and no work downtime. No other staff members are inconvenienced.

2. **There’s a big payback of 10:1.**
LERN Institutes Online boosts your organization’s income, increases registrations, and saves you program costs. Your program will be more profitable after you attend.

3. **There are benchmarks.** Don’t be fooled by other speakers. LERN data are based on the effective practices and ratios of the most successful programs in the field.

4. **There’s greater productivity.**
Tell your boss not to wait. Wrong work habits hurt. Get professional development now—and generate greater daily productivity for your organization.

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**LERN Fall 2020 Programs**

“**I take pride in having my CPP credentials. The knowledge I gained in this program has revolutionized the way we operate continuing ed.**”

- Goher Murtaza, MD, MS, CPP, Director of Continuing Education, Lehman College, CUNY, New York, NY

“**Our business has grown because of LERN. LERN’s experts have helped us operate more efficiently, market more accurately, maximize productivity, and program more effectively.**”

- Susan Wirt, Executive Director, Continuing Education, Columbus State University, Columbus, GA

“**Information That Works!**”