

## **CONSULTING FIRM CORE MESSAGING**

### **Marketing Intro**

***Point C: Helping independent and specialized colleges move from where they are to where they want to be.***

In an era of upending changes and daunting challenges for higher education, PointC is in the trenches with independent and specialized colleges, providing concrete advisement and hands-on support in the next leg of their journey.

We help each institution find a path forward that respects its unique history and culture while adapting to ever-evolving realities.

### **About Us**

PointC is a higher education consulting firm focused specifically on serving the unique needs of independent and specialized institutions in both the nonprofit and for-profit sectors.

Founded by seasoned executives who have themselves been college presidents and chief officers at a range of institutions—and have led countless organizational transformations within this industry sector—PointC provides clients the powerful opportunity to receive personal advisement and hands-on support from leaders who genuinely understand the distinct financial, regulatory, cultural, and operational challenges they face.

From assisting with global strategic planning to providing on-ground accreditation coaching to evaluating financial and operational plans to identifying partners for acquisitions and mergers, PointC is a comprehensive, go-to partner in helping independent and specialized institutions get to what's next.

### **Why PointC?**

#### **WE'RE UNAPOLOGETICALLY FOCUSED.**

Independent and specialized schools face unique challenges and opportunities that deserve undivided attention and distinct expertise. What might be financially-efficient for a large public university, may not be optimal for a smaller institution unable to benefit from economies of scale. Catering to ever-expanding audiences may be essential for today's traditional universities, but may be the wrong choice for a boutique institution whose historical niche is the very thing on which it should capitalize. The list goes on, and PointC is focused squarely and exclusively on helping these unique institutions thrive.

#### **WE'RE NOT JUST TALK. WE'VE DONE IT—AND SUCCEEDED.**

PointC consultants have personally led a wide range of institutional transformation efforts, from dramatic turn-arounds at schools nearing financial insolvency, to institutional mergers and acquisitions, to strategic initiatives moving stable schools from good to great. As seasoned executives with years of hands-on operational experience, we bring an insider's perspective that results in practical recommendations that are not only compelling, but realistic and attainable in the context of your unique institution and its operational and cultural realities.

#### **AS EXECUTIVE-LEVEL LEADERS, WE DELIVER EXECUTIVE-LEVEL PRODUCTS.**

Too often, the consultants assigned to work directly on client projects are junior- or mid-level professionals with relatively little "real-world" experience. PointC, by contrast, leverages exclusively executive-level professionals who have worked as college presidents, COOs, CFOs, and more. Their deep knowledge and experience is evident in the questions they ask, the reports they produce, and the sophisticated, pragmatic recommendations they make.

**WE GIVE YOU ACCESS TO TOP TALENT AT AN AFFORDABLE PRICE.**

Our staffing model is different, in a very powerful way. Our seasoned co-founders—both former college presidents and chief administrators—serve as hands-on project leads for all our engagements. And rather than employing additional full-time staff, we leverage a broad network of PointC Affiliates that we engage based upon the unique requirements of each project. This model gives you access to top practitioners in each subject area—from academics to compliance to enrollment management to executive search and more—in one place and at an affordable price.

**WE DON'T SIMPLY RECOMMEND, WE HELP YOU IMPLEMENT.**

Too often, consultants deliver recommendations that are theoretically compelling, but operationally burdensome. As busy executives themselves, clients may not have the time required to reap the full benefits of the consulting work in which they have invested. But as hands-on partners to each of our clients, PointC does much of the heavy lifting when it comes to implementation of our recommendations. Our work is not done until you've reached Point C.