

Strayer Education, Inc.

Making Education Achievable for Working Adults

Opening Strayer Campuses

Kristin Jones

**Vice President,
New Campus Openings**

Investor Day
November 7, 2007

Kristin Jones

Vice President, New Campus Openings



- ❖ Has been active in education field for past thirteen years and joined Strayer in 1998
- ❖ Prior to joining Strayer taught within the Virginia Community College System
- ❖ Since joining Strayer has held positions as Admissions Officer, Campus Director, Campus Dean, Dean of Academic Development, and now Vice President, New Campus Openings
- ❖ Received undergraduate and graduate degrees in English and Education from Virginia Tech
- ❖ Currently in the dissertation phase of a doctoral program in higher education at Nova Southeastern University

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Agenda

- ❖ Department of New Campus Openings
- ❖ Campus Opening Activities
- ❖ New Campus Model
- ❖ New Campus Staffing and Training

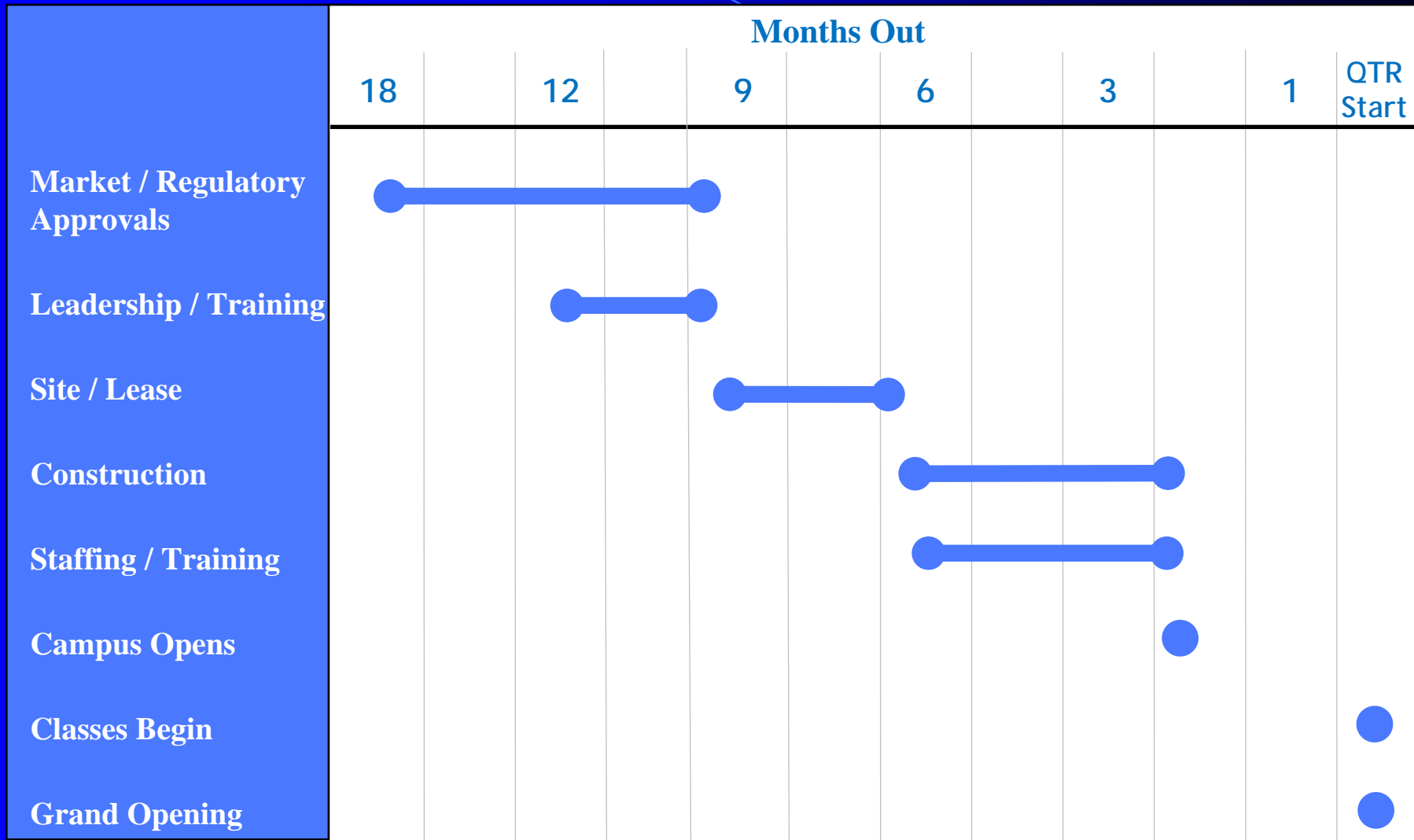
Department of New Campus Openings

- ❖ Dedicated management team to open new campuses
- ❖ Expertise in all functional campus departments
- ❖ Comprised of:
 - Vice President, New Campus Openings
 - New Campus Support Officers

Campus Opening Team Approach

- ❖ Manages all campus opening related activities
- ❖ Serves as primary contact for corporate, regional, and campus based staff
- ❖ Employs highly sustainable and replicable processes
- ❖ Harvests lessons learned from each opening

New Campus Opening Activity Timeline



Site Selection Strategy

- ❖ Identify target cities and assess regulatory requirements
 - Mix existing market expansion with new market opportunities
- ❖ Review demographics, population trends, employers, competition, and educational attainment
- ❖ Map target population and commuting patterns and survey available office building product

Real Estate Selection and Construction

- ❖ Review available office product

- Signage/visibility
- Commuting patterns
- Zoning
- Parking
- Hours of use
- Image and safety

- ❖ Request proposals, leases, and construction contracts

Real Estate Selection and Construction

- ❖ Develop architectural and furniture plans utilizing design standards and new campus model
 - Functional layout of space
 - Effective learning environment for working adult students
 - Consistent finishes that reinforce the brand

New Campus Model

- ❖ Approximately 15,000 square feet
- ❖ 6-8 classrooms that can accommodate 20 students per class
- ❖ 2-3 computer labs
- ❖ Library resources

Staffing / Training Activities

- ❖ Identify campus management teams
 - Facilitated by regional and executive teams
 - Bifurcated leadership structure
- ❖ Identify campus level staff
 - Postings and initial resume review by New Campus Opening team
 - Lead candidates referred to regional and campus leadership teams
 - Interview and selection process commences

Staffing / Training Activities

- ❖ Provide training to new staff
 - Management training program
 - New employee orientation
 - Mentor program
 - Shadowing experiences
 - On the job training

New Campus Staffing Model

- ❖ Key Academic Positions
 - Campus Dean
 - Faculty
 - Library Manager
 - Academic Assistant

- ❖ Key Operating Positions
 - Campus Director
 - Business Office Manager
 - Student Accounts Rep
 - Admissions Officers
 - Admissions Secretary

2005-2006 Campuses Opened

❖ 2005

- Tampa, FL (2)
- Greensboro, NC
- Columbia, SC
- Atlanta, GA

❖ 2006

- Philadelphia, PA
- Wilmington, DE
- Pittsburgh, PA (2)
- Atlanta, GA
- Virginia Beach, VA
- Birmingham, AL
- Charleston, SC

2007 Campuses Opened

- ❖ Louisville, KY
- ❖ Lexington, KY
- ❖ Orlando, FL (2)
- ❖ Atlanta, GA
- ❖ Knoxville, TN
- ❖ Cherry Hill, NJ
- ❖ Willingboro, NJ

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