

CAMPUS IMPOSSIBLE

Jeff Akens



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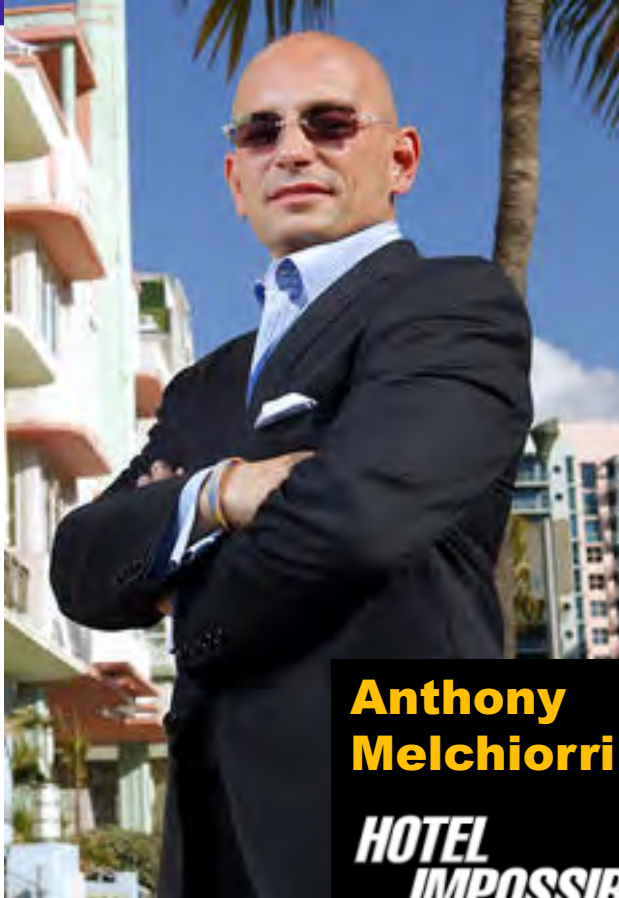
<https://www.youtube.com/watch?v=cPoLcp1lxyU>

<https://www.youtube.com/watch?v=SOE0mcFrbGc>



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**Anthony
Melchiorri**

***HOTEL
IMPOSSIBLE***



**Jeff
Akens**

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CULTURE



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Culture

- Rules #8 & #37 – Our leadership style should be open, communicative, and collaborative. We need to regularly show our faculty and staff that we appreciate them.
- Rules #12, 24 & 27 – Every team member is an enrollment representative, retention coordinator, and placement advisor. No employee, department, or student is perfect, therefore, we all must help each other do our jobs.



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Culture

- Rules #11, 33, & 34 – We must hold ourselves accountable to our key performance outcomes, with our employment rate being our ultimate measure of success. While we won't always achieve our goals, we will never give excuses as to why we missed them – only a plan to achieve them next time.
- Rules #35 & 36 – The Department of Education requires that we make a profit, so we will not survive without more students.



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MISSION



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Mission

- Rules #18 & 19 – We are not a traditional university, a state college, nor a community college. We have a completely different mission than these institutions. Our mission is to educate and train those who need a different type of college, and in many cases to train those for whom our type of college is their only option.



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Mission

- Rule #25 & 26 – It is very difficult to predict student success during the enrollment process. Therefore, our entrance standards will determine who is admitted and who is not. We will not ask our Admissions staff to attempt to make these decisions. All of our faculty and staff will have input into the college's entrance standards.
- Rule #32 – Your students are not different.



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EMPOWERMENT



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Empowerment

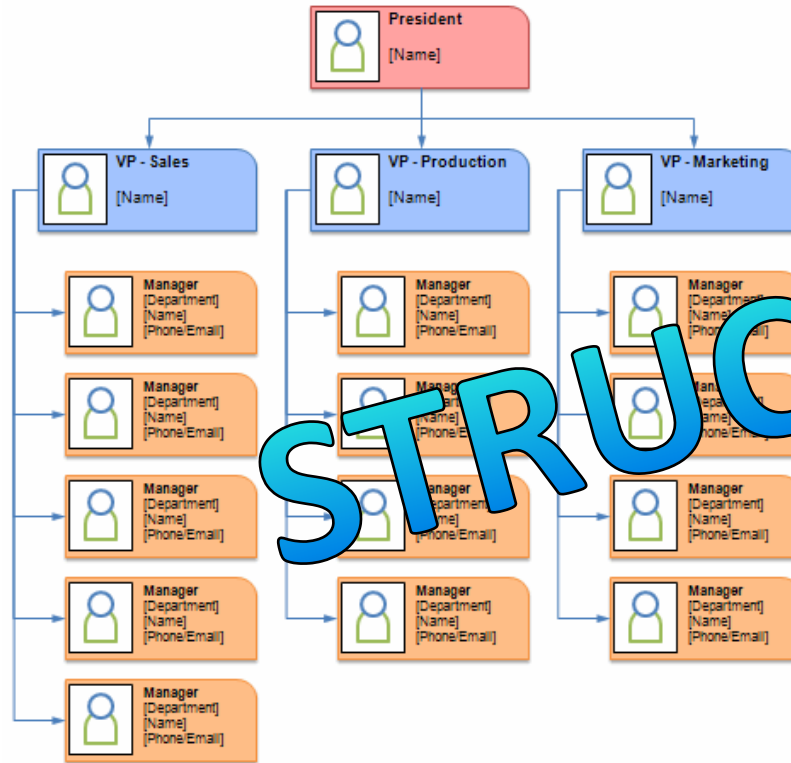
- Rules #2 & 4 – All faculty and staff members should be empowered to make their own decisions and taught to handle their own issues. Faculty should be able to handle student issues and make decisions regarding student progress. To do this, they need to be made aware of all policies, procedures, standards, and regulations.
- Rule #3 – Every team member controls the destiny and success of their area of responsibility.



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Company Organizational Chart



STRUCTURE



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Structure

- Rule #38 – Know your role.
- Rules #14 & 23 – We will confirm and maintain an appropriate code of professionalism among our students, faculty and staff. We won't be jerks about it, but we will enforce it. Faculty members should require that the students address them by their titles. Our students need us to be mentors and role models, not friends.



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Structure

- Rule #1 – There are very few black and white rules.



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SERVICE



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Service

- Rule #15 – Take the opportunity every day to relate your course to the students' goals. Give your students a reason to be in your class.
- Rule #16 – Students must know the expectations of the class and exactly how they are progressing every day.
- Rule #22 – We are teaching the adult student. Always treat them with respect. Be strict, but let them know it's because we care about their success.

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The last one...

- Rule #40 – We will have the best career college in the country. We will have the best combination of top recruitment rates, retention rates, employment rates, default rates, certification exam scores, student satisfaction, employee engagement, and fiscal results. Period.



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<https://www.youtube.com/watch?v=FHdc-4gYKX8>



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