

Education Research & Consulting



professional rigour in education

■ Consulting Services

Eduvisors is a research and consulting firm dedicated to providing cost-effective advisory services to institutions and students across K-12, college and university education. Considered an authority on research driven education trends and best practices, our strategic services help colleges and universities measurably improve performance by making the most of their investments.



With competition for students on the rise and new education providers entering the market every year, broadening the capacity and reach of your academic programs has never been more important. Providing new ways for students to achieve their goals, and helping your institution grow its reputation and diversify its revenue base, makes good sense. With quality online and blended academic programs, your institution can improve teaching and learning, foster student success, and meet student expectations. In turn, you can meet new learning and accreditation standards.

With years of cumulative experience in applied innovations in market research, statistical analysis, and predictive modeling through tailored consulting services to address the above challenges, Eduvisors' consultants help trustees, chief academic officers, deans and directors of admission at institutions to achieve key outcomes – even in the face of tremendous change across the higher education landscape.

Our team works with **Higher Education Institutions (HEIs)** use business and market intelligence throughout the student cycle to:

- Develop programs of study which are market driven and are attractive, relevant and viable.
- Create a recognizable and consistent market presence, a strong brand capable of delivering value-for-money in marketing and recruitment
- Proactively target, recruit and retain high quality students

What are the benefits?

Taking a proactive approach to business and market intelligence can help Institutions:

- Attract and retain the most capable students.
- Differentiate themselves from others and grow their business
- Raise their reputation and improve league table positions



Why bother?

Higher education is facing uncertain times. There are requirements to:

- Increase student numbers while maintaining standards
- Be actively engaged in the widening participation agenda
- Plan and manage an effective response to the varying demand for higher education
- Address growing internationalization
- Combat the challenges of increased competition
- Satisfy an increasingly well-informed student body

Eduvisors Consulting Services to HEIs include:

- Identify and launch new programs
- Studies to improve enrollment, both in terms of quality and numbers
- Cost containment and operational efficiency
- Design and implement online program strategies
- Evaluate and setup international partnerships and exchange programs
- Market assessment for facility expansion across geographies
- International and domestic trends analysis for improved programs
- Feasibility study for addition of new certification programs
- Marketing, Business and Market Intelligence
- IT strategy & reviews
- Technical architecture design
- Knowledge Management
- Modernizing business processes
- Organizational and change management
- Functional specifications development for the procurement of key corporate systems

How can Eduvisors help?

Planning and preparing new programs of study to meet current and future demand

Project for a B-School to carry out an independent analysis of strategic planning and proposals for new programs of study. We helped establish credible business cases built on user requirements, competitor intelligence and environmental scanning.

Understanding the market, providing support to develop effective marketing strategies, including reviews of marketing capability

Project with a private university enabled them to strengthen brand architecture and to establish a marketing function capable of promoting the University and fulfilling the challenges set out in its Corporate Plan.

Recruiting able students

Undertaking critical reviews of recruitment policies and practice (from University to course level), and support in developing efficient and effective approaches to recruitment. A leading University commissioned Eduvisors to carry out an analysis of recruitment activities of leading competitor universities in India to develop targeted actions to improve recruitment onto its own programs.

Using technology effectively

We help HEIs understand how technology systems can best support business and market intelligence. We worked with a leading B-School on the procurement of an institution-wide system, devising technical and functional specifications for modules to support the key areas of marketing, recruitment and external income generation.



Some sample Eduvisors projects –

- Review of IS Strategy
- Review of admissions procedures/processes and marketing operations
- Design and management of an institutional student feedback process.
- Documenting the student administration processes, advising on procurement of a new student management information system, evaluating suppliers, analyzing policy and service blockers, designing revised processes to be enabled by new system
- Conducting and supporting detailed business process review of student administration plus management training and development services
- Analysis of business processes, identification of deficiencies and recommendations for improvement
- Strategic advice on the procurement of new HR / Payroll and Student Management Information Systems for the newly integrated university

Eduvisors is a research and consulting firm dedicated to providing strategic business advisory services to institutions and other stakeholders in Higher Education.

For further details, please contact us at info@eduvisors.org



professional rigour in education

Thank You

Gurgaon

A-25/12
DLF Phase 1
Gurgaon – 122 002
India

Bangalore

1084, Sobha Daffodil,
Somasundarpalya, Sec -2,
HSR Layout, Bangalore 560 102
India

Delhi

1400A
14th Floor, Devika Tower
6 - Nehru Place
New Delhi – 110 019
India

Hyderabad

Lotus 107, Serene County
Gachibowli
Hyderabad – 500 032
India