

Strategies for growth and growing sustainably

South Classroom

8:30 Friday

Name of participants:	Jenny Golding, Rebecca Pardo, Cynthia Harrell, Gary Thompson, Kathy Haskin
Key questions:	What is a reasonable time frame to realize you must take the next step? How to change marketing? What kinds of programs? How do you determine your market?
Take home messages:	<ul style="list-style-type: none">• do your homework; know your clientele• establish phases for development: 1) “test the waters” first - run pilot programs to see if they are successful before dumping in big bucks to change 2) step up to “classroom w/o walls” then 3) build classroom w/walls”. Evaluate, evaluate, evaluate every step of the way.• Sometimes (no matter how much we might hate it!), we may have to think outside the mission to fill the beds• Sustainability is defined by how you handle and GET THROUGH the tough times• Explore any and all markets – what we’ve heard all week, “In order to make money, you must spend money”.