GTM\_website\_ServicesPage\_copy\_CM

[Link to mockup](https://www.figma.com/proto/OpmJ8qXuMzUVRKMrlMBHn0/GTM-Website-Modules?page-id=1669%3A162202&node-id=896-493&node-type=frame&t=M9ENQ1SCjtLOBdUI-0&scaling=min-zoom&content-scaling=fixed&starting-point-node-id=896%3A493&show-proto-sidebar=1)

Target keywords

|  |  |
| --- | --- |
| higher education services | 90 |
| Higher ed services | 70 |
| Higher education strategy | 30 |

<Subpage hero style with form>

**Higher Education Services**

Backed by decades of experience, we offer the strategic expertise of leading consultancies with an exclusive focus on higher ed and scalable services that deliver real results.

**Partner with Experts**

Together, we can transform challenges into opportunities. Draw on our extensive experience in higher education to achieve your institutional goals.

[FORM]

<plain text module centered>

**Unbundled higher ed services to suit your needs.**

From recruitment to retention, our services cover every touchpoint of the student lifecycle. Customize your plan to ensure you only invest in what matters most to your institution, with the freedom to adjust your plan as your institutional needs evolve. Choose only what you need –– when you need it.

**[Start Building Your Plan]**

<Accordion module image right>

**Delivery + Support Services**

Leverage our decades of experience, extending your team’s capabilities with our subject matter experts. We’ll seamlessly integrate with your team to provide support and expertise precisely targeted to your needs.

[TABS]

* **Data Analytics**: Build a data foundation that delivers results. Our expert data engineering goes beyond the table stakes of standard reporting to empower a fully data-enabled institution, ensuring clarity, scalability, and maximum institutional impact. [Learn more]
* **Marketing**: Reach and resonate with prospective students through targeted marketing strategies that amplify your institution’s brand and drive enrollment. From strategy to execution, we deliver measurable results. [Learn more]
* **Enrollment + Recruitment**: Empower your admissions team with recruitment solutions that attract, engage, and enroll your ideal student population. Our data-enabled enrollment strategies are designed for today’s higher ed challenges. [Learn more]
* **Retention**: Reduce dropout rates with targeted retention strategies that foster meaningful student connections. By addressing barriers to success, we help institutions reduce attrition and drive long-term success. [Learn more]
* **Instructional Design**: Transform teaching with instructional design services that integrate pedagogy, training, and technology. From initial engagement to execution, we help partners build high-quality online courses that are founded on best practices for engaging today's learners and supporting faculty success. [Learn more]
* **Tech + IT Managed Services**: Focus on your mission while we handle your IT needs with scalable, reliable solutions. Our managed services deliver security and efficiency, so you can concentrate on what matters most. [Learn more]
* **Cybersecurity**: Protect your institution’s data and reputation with proactive security solutions built for higher ed. We help institutions stay compliant, safeguard sensitive data, and maintain operational integrity. [Learn more]

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**Strategy + Consulting Services**

Tap into our decades of experience driving higher education strategy to unlock growth, enhance efficiency, and position your institution for lasting success in an ever-changing higher ed landscape.

[TABS]

* **Market + Consumer Research**: With our deep understanding of higher ed, our data-driven market research services help partners align program strategies, identify market opportunities, and elevate institutional appeal. We offer persona development, behavioral research, economic analyses, and employer studies that are contextualized within the market, consumer, and competitive dynamics that matter most to you. [Learn more]
* **Data + AI Strategy**: Unlock the power of your data and unleash the opportunities of a robust AI strategy. We’ll help you transform scattered data points into true business intelligence and predictive analytics that guide smarter decisions and measurable outcomes. [Learn more]
* **Institutional Strategy + Program Development**: From vision to execution, we help institutions evolve based on student needs and market demand. Our expertise drives transformative strategies that ensure your portfolio and positioned for resilience and growth. [Learn more]
* **Technology + IT**: Modernize your institution with cutting-edge IT solutions. From infrastructure to innovation, we ensure your technology empowers staff and students alike. [Learn more]
* **Revenue + Finance**: Maximize financial health with revenue strategies tailored to higher ed. Our solutions ensure resources are optimized and revenue streams are aligned with institutional goals. [Learn more]
* **Mergers + Acquisitions**: Navigate mergers and acquisitions with confidence. We provide expert guidance to align operations, reduce risks, and unlock opportunities. [Learn more]
* **Process Design + Innovation**: Reinvent your processes to unlock efficiency and bolster innovation. We streamline workflows and integrate creative solutions designed for lasting impact. [Learn more]
* **Fractional Leadership + Staff Support**: Fill leadership gaps with our seasoned experts. We’ll bring the experience and strategic insight to provide short-term solutions and lasting impact. [Learn more]

<Full-width CTA block centered>

**Let’s create solutions together.**

Collaborate with our team to craft a custom-made service plan to meet your institution’s goals.

[Have a conversation]

<Featured content 1>

**A New Era of Data Solutions**

Transform disjointed data into actionable insights with our exclusive platform. With a tech-agnostic approach and Google Cloud’s AI power, Connected Core® unifies your systems, creates clear ROI connections, and provides total transparency — delivering intelligence you can trust to drive institutional success.

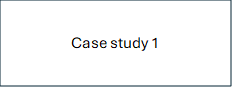
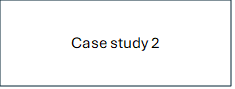
Imagine having one cohesive ecosystem that connects the dots between your various data streams — without having to invest in a new platform.

[Learn More]

<Featured blog article module>

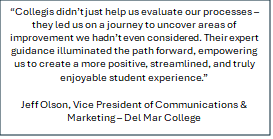
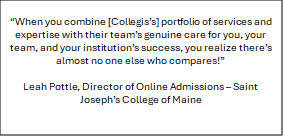
**Case Studies**

See innovation in action –– discover the measurable results we’ve helped our partners achieve.



[See all case studies]

<Testimonials>



<CTA form>

**Transform Challenges Into Opportunities**

Facing challenges in enrollment, retention, or tech integration? Seeking growth in new markets? Our strategic insights pave a clear path for overcoming obstacles and driving success in higher education.

Unlock the transformative potential within your institution –– partner with us to turn today’s roadblocks into tomorrow’s achievements. Let’s chat.

[INSERT FORM]