



“Performa Higher Education’s integrated model of consulting has served Huntingdon College well. They know church-related liberal arts higher education better than anyone in the country. The passion and partnering approach they bring to their work yields excellent results. The recruitment, retention and strategic planning services Performa Higher Education provided clearly impacted our enrollment success.”

J. Cameron West
President
Huntingdon College
Montgomery, Alabama

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Challenge >>>

Huntingdon College, located in Montgomery, AL, was experiencing a steep decline in fundraising and enrollment, with an ever increasing financial aid discount rate. Strengthening organizational structure, systems, and processes within key areas was an immediate priority. The College was operating at a significant annual budget deficit, and perceptions of Huntingdon in the marketplace were inconsistent with the historic mission of the College. Full-time traditional student enrollment decreased annually over a period of five years to 531 in Fall, 2002. When J. Cameron West began his presidency in June, 2003, he immediately sought to clarify the mission, strengthen recruitment and major gift fundraising, and enhance communication to prospective students and donors in Huntingdon’s primary markets.

Solution >>>

President West contacted Performa Higher Education’s Executive Vice President, Joanne Soliday, for assistance. Performa initially provided services in fundraising, new student recruitment, and marketing to clarify the mission, improve operations, and enhance cash flow. Additional services of predictive modeling, enrollment oversight, retention strategies, and strategic planning positioned Huntingdon for significant growth. Enrollment in Fall, 2007, was up 40 percent from Fall, 2002. An FTE enrollment of 1,000, established as a stretch five-year goal by the Board of Trustees during the presidential search process, is now within reach. Performa Higher Education is proud to be a part of this transformational story.

Performa
HIGHER EDUCATION

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