

Academic Portfolio Design to Drive Market Alignment & Impact



Thursday, March 30, 2023, at 2:00 pm ET



Webinar Panelists and Moderators



Dr. Lance Tatum
Senior Vice Chancellor for
Academic Affairs and
Chief Academic Officer,
Troy University



Dr. Christine Siegel
Provost, Fairfield University



Rose Martinelli
Principal, Huron



Ben Chrischilles
Director, Huron

A Balanced Portfolio

Academic Portfolio analysis provides institutional leaders with an understanding of the current strengths and opportunities within their portfolio of offerings, laying a foundation for future planning and positioning.



★ **Balancing each of these perspectives is key to understanding an institution's academic portfolio.**

Identifying and investing in areas of strength can provide institutions greater resiliency and flexibility within the portfolio by balancing high performance programs with those of strategic value while also focusing on enhancing institutional reputation.

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Poll Question #1:

Has your institution conducted a formal review of its academic portfolio within the last 5 years?

1. Yes, with a focus on existing programs and a goal of evaluating program economics (e.g., faculty workload dynamics, section enrollment trends, margin analysis)
2. Yes, with a focus on existing programs and a multi-faceted set of goals (e.g., enrollment growth, student success, mission enhancement, market alignment)
3. Yes, with a focus on existing programs and new program innovation
4. No



Poll Question #2:

What is the most valuable outcome you would hope to achieve by undertaking a comprehensive academic portfolio design effort?

1. Enrollment growth
2. Portfolio optimization
3. Prioritized areas of investment
4. Enhanced brand reputation
5. Faculty workload clarity & alignment
6. Clearer alignment between programs & market demand
7. Better data to inform decision-making
8. Geographic expansion

Meet us at the ACE2023
Conference in
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