



The California Collegiate Brain Trust

COLLABORATING
FOR
EXCELLENCE
IN HIGHER
EDUCATION

brain trust

(n., def.) ~ a diverse group of experts who serve as vital advisors to a leader or an administration.

WORK SMARTER.
ENHANCE REVENUE.
MANAGE TRANSITION.
ACCELERATE SUCCESS.

Leading a college to fulfill its mission in the State of California amid ongoing budget constraints provides both a challenge and an extraordinary opportunity.

We know. We've been there . . . literally!

Led by Patrick McCallum and Rocky Young, our world-class team of nearly 30 individuals is comprised of some of the most savvy, respected college administrators, faculty and consultants in California.

We intimately understand the day-to-day leadership tests you face as a college administrator or trustee, and we resonate with your passion to achieve your college's mission and to realize your own personal vision of excellence. That's why we created this group.

We know what it's like to do what you do, and we want to partner with you in wrestling with your most compelling challenges. No matter what situation you find yourself in, chances are one or more of us faced something similar in our own careers, and we'd love to put our collective experience and expertise to work for you.

The California Collegiate Brain Trust (CCBT) stands ready to mobilize our team of veteran college CEOs, CIOs, COOs CBOs, faculty and consultants on behalf of your college. There's virtually nothing we can't do for your college, and we customize each project to your own requirements.

To schedule your own confidential consultation and top-down strategic analysis, give Patrick a call today at 916.446.5058

ACCREDITATION

A college-wide, integrated effort is necessary to foster quality student learning outcomes and can sometimes be a challenge to achieve. We can help you better align instructional staff, business and student services collaborators, researchers and community partners for your college's accreditation.

BOND CAMPAIGNS

Leaders don't want to start a bond campaign they can't win. From assessing the political climate for winning, to determining what will be included in the bond, to crafting the campaign, to getting out the vote and auditing the expenditures, the CCBT can enhance the likelihood of your campaign's success.

FACILITIES & LAND

You need facilities and land. But how do you plan for them so they meet State criteria, and how do you pay for them? The CCBT can take you beyond the traditional to more cutting-edge solutions that make the most of the facilities and land you already have, and enhance revenues in the process.

GOVERNANCE

From setting goals with trustees, to union negotiations, to developing effective working relationships with faculty leaders, student leaders and non-academic employees, the challenges of governance change constantly and never seem to end. When you're ready for fresh perspective on your unique situation, we're ready to put our decades of experience to work for you.



Transform your College from Good to Great to World-Class.

THE
FOLLOWING
ARE JUST
A
FEW AREAS
IN
WHICH
WE CAN
HELP:

BUDGET & FINANCE

Cutting expenditures is one way to weather a budget shortfall . . . enhancing revenues and maximizing efficiencies is an even better way. Before you make financial decisions that could affect your college for years, call us. We've weathered decades of budget battles and can help you come out on the winning side of yours.

GOVERNMENT RELATIONS

Being proactively informed on legislation and having someone to advocate for the best interests of your students and fight for the budgetary resources that your college deserves is just the beginning. Call for a customized consultation.

COACHING, MENTORING & PROFESSIONAL GROWTH

The professional growth of faculty, staff, and administration around shared vision and team development translates to a robust learning environment for students. Even so, as difficulties emerge for leaders, growth gaps often are revealed. Mentoring, coaching or skills development with our CCBT team can help.

HUMAN RESOURCES

Your people are your best resource—yet because they are human, they can also be your toughest resource to manage well. Collective bargaining, strategic systems for effective recruitment, interviews, hiring, training, evaluation and discipline are vital functions of every college. Let us know how we can work with you to improve your process.



INFORMATION TECHNOLOGY

Technology used effectively revolutionizes our world. Technology gone wrong, on the other hand, quickly becomes a resource-draining quagmire. From ways to pay for technology to developing a Technology Master Plan, the CCBT is here to help you navigate a path to success.

INSTRUCTIONAL SERVICES

Student engaging with teachers to create a high quality community of learners is the reason your college exists. Academic Master Plans, curriculum development, staffing, course schedules and learning assessments are just a few areas in which we can help you improve quality outcomes.

MARKETING

Every interaction of an individual with your college results in a cumulative impression known as your “brand.” The extent to which your brand is positively and consistently reinforced drives enrollment in ways that may surprise you. To increase your enrollment through more strategic, integrated marketing, give us a call.

OPERATIONS

If you’d like a top-down review of how to improve the operational management of your campus, let us know. Together we can explore viable, powerful ways to bring greater efficiencies and increased revenue to your operating budget.

RESEARCH

The monitoring of student learning outcomes and performance trends via data collection is a critical, accreditation-related function, but not always a position that can be consistently staffed or funded. The CCBT can assist you with alternatives.

REVENUE ENHANCEMENT

Wise, proactive investment coupled with effective strategies for generating discretionary revenue will impact the future of your students and the success of your college’s mission for generations to come. We can help you strategize ways to do more with what you have and to improve quality outcomes in the process.

STRATEGIC PLANNING

Integrated, campus-wide strategic planning is CCBT’s specialty and vital to the life of any college. Gaining consensus around the “road map” of how money will be spent, how goals are prioritized, and how individual roles and responsibilities are shaped will significantly increase your likelihood of success.

STUDENT SERVICES

Student services play a proven, integral role in student success, but state rules can make them hard to fund. Athletics, DSPS and EOPS, advising, counseling, and career centers are just a few services we can help you better support.

TRANSITION MANAGEMENT

Growth brings change and change requires transition, all of which is easier with a fresh outside perspective and an anticipatory plan. No matter what kind of change you’re facing, the CCBT can help you navigate the “neutral zone” of transition.

So what’s your next step?

TO EXPLORE YOUR OPTIONS AND LEARN MORE ABOUT HOW THE **CCBT** CAN HELP YOUR COLLEGE WORK SMARTER, ENHANCE REVENUE, MANAGE TRANSITION AND ACCELERATE SUCCESS, JUST GIVE **PATRICK McCALLUM** A CALL AT **916.446.5058** FOR YOUR CONFIDENTIAL CONSULTATION.



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A consulting division of McCallum Group, Inc.



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