

CURRICULAR EFFICIENCY WORKSHOP

Optimize your course offerings with Gray DI's Curricular Efficiency Workshop. We use data-informed insights to identify high-cost, low-margin, or redundant courses, empowering faculty and administrators to make informed decisions. Streamline resources, reduce costs, and enhance academic quality.

PROGRAM PORTFOLIO WORKSHOP

Revitalize your program portfolio with our Program Portfolio Workshop. Use market data, program economics, and your team's judgment to evaluate current and new programs. In just two days, reach a data-informed consensus on programs to Start, Stop, Sustain, or Grow.

PRICING SERVICES

Fine-tune your pricing strategies with Value Proposition and Pricing services. Identify a wide range of features—not just price—that your students may seek (e.g., experiential learning). Test each feature and price level to determine how they affect market share, enrollment, net tuition, and margins. Develop strategies that maximize enrollment and margin.

LOCATION SERVICES

Identify prime markets and neighborhoods for new campuses or marketing initiatives. Rank hundreds of markets on student demand, competition, and job opportunities for the specific programs you offer. Use Gray heat maps that **estimate potential enrollment by zip code** to find the best neighborhoods for a new campus or marketing program.

PROGRAM PROFILES

Ensure successful program launches with our Program Profiles. The Profiles dive into student demand, job postings, competition, and accreditation. We predict future enrollment and provide benchmark financials so you know program costs and benefits. Get the information your Board will need to approve a new program—and that you will need to ensure its success.