

Appendix 15

Conversations with Two Administrators Involved in Marketing JMC:

What do you say to a potential student who asks: How is JMC different from Strayer University?

- JB:** Quality programs at an affordable price
Focus on the needs of the local community
Accommodating to local businesses
Take MWC Values (small classes, personalized attention, low student/faculty ratios) and shift to a new population.
- MS:** Better quality at a substantially lower price
Programs are more structured than at (say) Strayer
More quality controls are built into the system; e.g. 5 hour Friday night classes at Strayer yield enough “contact hours” for accreditation, but “the parking lot is empty by 9:30pm.
”Greater proportion of full-time faculty at JMC (Currently 2/3 versus _)
Greater proportion of advanced degrees at JMC; e.g. all JMC full-time faculty have PhDs. except Gail Brooks (CPSI) who is nonetheless okay by SACS standards.
Programs are need driven, rather than faculty or administrative driven.