

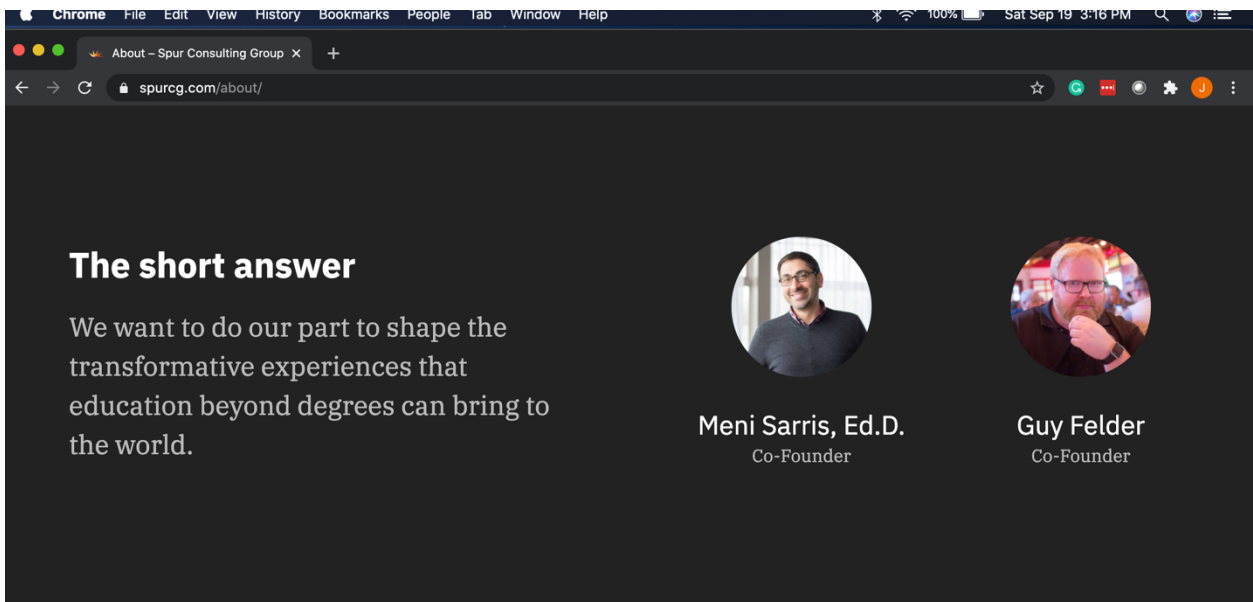
About

Why SpurCG?

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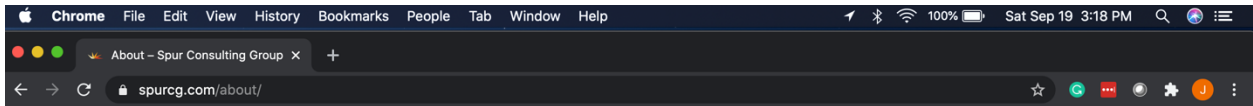


https://www.spurcg.com/about



The slightly longer answer

OUR PROMISES TO YOU. WE ARE:



We were born in 2019, independent from the start. Meni Sarris and Guy Felder, former colleagues and 'work husbands', decided to hang their own shingle based on one crazy idea: the world of education needed a different kind of consulting firm. (Don't worry, we've banned the word 'synergy' from our vocabularies.)

SpurCG is an educational consulting group launched by a couple of results-obsessed education geeks who love to win, hate to disappoint, and care beyond measure. Our professional histories are quite varied, with dozens of years of experience in running programming, marketing and operations, all the way up to dean- and director-level positions at some of the country's leading education institutions. These collective experiences are at the heart of what defines us a group: we understand the challenges our clients face because, at one time, we faced them, too.

For us, it's not just a career, but a lifestyle; a lifestyle that unites us as passionate visionaries, collaborators, co-creators and leaders, working tirelessly to help our clients maximize educational opportunities. And as the world of education changes, so do we.

Transparent

Honest to a fault? That would be us. We obsess over every action we take, each word we write, and each promise we make to our clients enough to want to share it with you.

Forthright

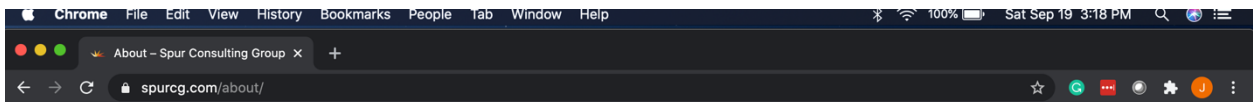
You know that friend who (nicely) doesn't mince words? We'll tell you exactly what we think – clearly, directly and succinctly – and not shy away from the truth because we're afraid of how it might be received.

Collaborative

We live for getting the right people around the table and making things happen, maximizing every ounce of talent from both our clients and ourselves. Simply put, we see you as an active participant in your success.

Outcome-Driven

Not only are we outcome-driven, we're downright outcome-obsessed. In our minds, if we haven't achieved tangible, observable results, we haven't achieved much of anything.



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Today, we're impassioned about confronting challenges. Driven by results. Maybe even a little bit restless. But we can't wait for what's next.

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Solutions

These flexible engagements were built with you in mind, all the way from mostly DIY to completely consultant-guided. And the best part? For many of them, you can use your p-card to get started right now.

[Home](#) / Solutions



Self-Service

We built these self-service engagements to be budget-friendly, modular and, oh yes, easily available for purchase with your institution's purchasing card, right now. Don't believe us? Go put one in your cart and see for yourself.

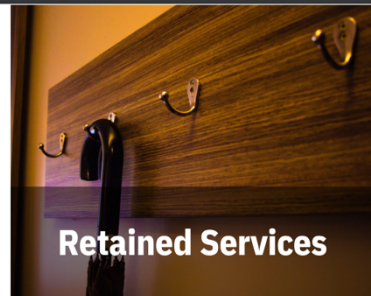
Think of them as consulting "light" offerings, where we walk you through a pre-structured engagement to help you make the most of all areas of your organization. It's a little of DIY mixed in with a little bit of guidance from us – all adding up to high-impact results.



Consultant Guided

Every successful project starts with a vision, but it's our process that makes sure they come to life in the best way possible. Our secret sauce at SpurCG is intention: asking basic questions that govern the choices we make when proposing your path forward.

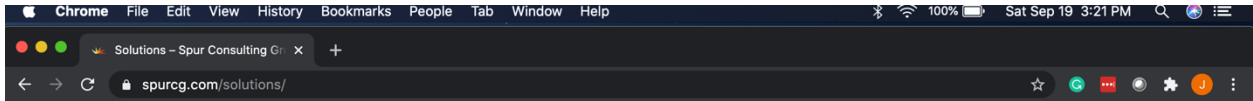
In these projects we'll meet you where you are – at the very beginning – then start by validating your goals and laying out how to best confront your challenge. And we'll always identify guideposts along the way so you'll know you're headed in the right direction.



Retained Services

Big ideas are great, and we're full of them. But a big idea without a dedicated team to see it through can quickly become a squandered opportunity. If you're looking for a bit more long-term guidance, we can work together as your temporary team to help architect your success.

Starting from the ground up, we'll survey the existing landscape, frame the foundation then work together to custom-build your new project until the very last brick is in place. Best of all, we are familiar with the obstacles you may encounter along the way, so we've offered options to make the whole process easier.



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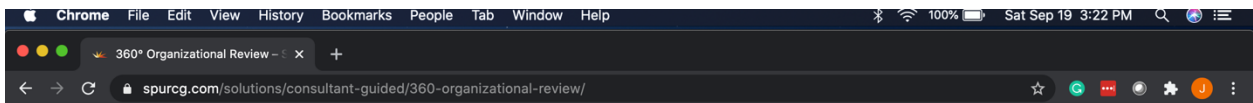
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360° Organizational Review

You've got the talent (or, maybe not). Now let's find out how to use it to help you reach your strategic goals.



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360° Organizational Review - x +

spurcg.com/solutions/consultant-guided/360-organizational-review/

The Optimization

Enhance the performance of the overall group by focusing on each individual within it.

The Process

Make your internal processes run like a well-oiled machine – and one you don't even have to think about.

The Team

We can show you why you're actually *not* understaffed, and help you make the most of the team you've got.

Description

We're all focused on achieving your best outcomes in programming, but sometimes the right place to start is with your people.

In this engagement, we'll spend time evaluating your current organizational structure to make sure it's set up to support your strategic goals. Do you have the right positions in place? Are there any gaps? How can we use your staff to best streamline your processes?

Activities

Deliverables

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360° Organizational Review - x +

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Starting at **\$28,600** for up to **15 staff members**.

If you'd like to add additional staff members in 10-person increments, the cost will be an additional \$3,300 per increment.



Request Invoice



Request Scope of Work



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Data Set Tool



Treasure troves of data are now yours for the taking, as long as you know where to look. Instead of trying to find a needle in a haystack, let us help you organize – and capitalize on – a haystack full of needles.

\$ 895



Current Program Assessment



Where are you succeeding? Where are you not? Get your program performance assessed and categorized so you can figure out your next move.

\$ 1,425



Competitor Canvas



Step one: Understand your competition. Step two: Make a plan to surpass them. We can help you get started.

\$ 3,925



Demographic Analysis



Who – and where – are your prospective students? Let us do all the research so you can gain a deeper understanding of your market.

\$ 4,150



Website User Testing



Walk a mile in someone else's shoes ... and tap out a few clicks on someone else's mouse. When it comes to your website, you can't truly *know* a user unless you understand their perspective.

\$ 3,250



Past Student Survey



Your programs aren't what you say they are – it's what *they* say they are. We can help you take the pulse of your students' satisfaction levels with past student surveys – beyond whether they like you or dislike you.

\$ 3,375



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