



Project-Based, Applied Consulting

INSTITUTIONAL STRATEGY, ACADEMIC OPERATIONS
AND DECISION SUPPORT

HEEM helps colleges, universities and systems assess complex institutional questions, clarify priorities and move from analysis to practical action.

REPRESENTATIVE PROJECTS

- Institutional strategic planning and academic master planning
- Environmental scans, market studies, and workforce analyses
- Academic program portfolio and program alignment reviews
- Institutional operations and organizational structure assessments
- Policy, decision process, capacity, resource alignment and implementation planning

ENGAGEMENT OPTIONS



Focused Institutional Assessment

Beginning at \$18,000

A targeted review of a defined institutional question, operation or opportunity.

TYPICAL APPLICATIONS

Document review, stakeholder interviews, data analysis, priority findings and leadership briefing.



Strategic Review & Action Plan

Beginning at \$40,000

A deeper engagement connecting institutional assessment with recommendations and a practical path forward.

TYPICAL APPLICATIONS

Strategic planning, academic master planning, market analysis, program alignment and operational review.



Applied Consulting Partnership

Custom Engagement Fee

Sustained support for complex priorities involving multiple units, stakeholders or stages of work.

TYPICAL APPLICATIONS

Facilitated planning, cross-functional alignment, decision support, implementation guidance and progress review.



Final Pricing is determined by project scope, institutional size and complexity, timeline, stakeholder participation, data requirements and on-site support. Travel included in final price.

Strategic finance, enrollment, accreditation, AI assurance, governance assessment and leadership development are presented in separate HEEM service guides.



INQUIRE ABOUT AN APPLIED CONSULTING ENGAGEMENT: info@heemconsulting.com