



## Exclusive Invitation

You are invited to partner with Pacific Crest and become a significant player in transforming the quality of teaching and learning in Higher Education. We are asking a select number of colleges and universities to become partners in establishing **Professional Development Centers** in different regions of the country. Pacific Crest is excited about putting together a schedule of quality faculty development events for 2007 and plans to finalize agreements for these centers by the end of this year.

Would you like to provide more effective faculty development opportunities that meet individual needs while supporting institutional goals?

Would you like to help your faculty better design curriculum that defines, assesses, and documents student learning outcomes?

Would you like to move your institution more towards a culture of assessment and accountability?

## Innovative Leader

The expectation for each Regional Professional Development Center is that it will be seen as a leader and innovator for advancing the quality of education throughout its region. By collaborating with Pacific Crest in this challenging undertaking, we can raise the bar in Higher Education and provide a systematic model for faculty/staff development that leads to increased student retention and success at all levels.

## Cost

The cost to become a center is approximately \$20,000—the cost of facilitating four events.

## Benefits

- Receive 15 participant slots for each event—a total of 60 participants for the four events.
- Pacific Crest will pay for the cost of food, materials, and facilitator travel.
- Each center has the potential to produce a profit. (*refer to the table to the right*)
- Raise expectations for faculty performance.
- Increase credibility when seeking educational research grants by expanding your institutional portfolio.
- Advance the collaborative relationship between individuals and institutions in your area.

## Profit Potential

The table below illustrates the potential profit available to you as the host institution for a Regional Professional Development Center.

The figures below are based on a three-day institute (note that the events vary in length) with registration fees for “outside” participants calculated at the suggested amount of \$500 per individual.

Number of Participants	Facilitation Fee (cost)	Gross Revenue (fees collected after first 15 participants)	Profit to Host College
15 (all from host college)	\$5,000		
25 = 15 (host college) + 10 (outside)	\$5,000	\$5,000 (10 participants × \$500)	\$2,500 (\$10,000 ÷ 2)
35 = 15 (host college) + 20 (outside)	\$5,000	\$10,000 (20 participants × \$500)	\$5,000 (\$10,000 ÷ 2)
50 = 15 (host college) + 35 (outside)	\$5,000	\$17,500 (35 participants × \$500)	\$8,750 (\$17,500 ÷ 2)

*Join us in our commitment to transformational change in Higher Education by becoming one of the four 2007 Regional Professional Development Centers.*