



Custom Solutions to Grow Your Programs  
and Improve the Educational Experience

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## **OUR ACADEMIC SERVICES**

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STUDENTS | FACULTY | CURRICULUM | MARKETING



# About Us

The Babb Group, Inc. is committed to bringing world-class educational solutions to partner institutions across the globe. We custom-tailor each service to meet the diverse needs of our clients.

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The Babb Group, Inc. was first established in 2005 as an online educational services company helping institutions and instructors achieve success in the highly competitive online higher education market. We began helping instructors find positions which were a good fit for their expertise, interests, and long-term career goals. In 2012, based on a market need we identified and on feedback received from our clients, we expanded our business into broader educational services for institutions.

Today, The Babb Group offers a full menu of robust educational solutions. Our college and university partners are able to develop fully customized education services packages to meet their specific needs and goals, paying only for what they need. Available solutions include:

- ✓ Curriculum development – from a single course to an entire program
- ✓ Student career services from leading industry professionals
- ✓ 24/7, live and scheduled tutoring options for any subject
- ✓ Faculty recruitment, interviewing, and/or training
- ✓ Learning management system hosting and development
- ✓ Professional development courses for educational faculty and staff
- ✓ Social media campaigns for student recruitment and retention
- ✓ Professor outplacement services
- ✓ Keyword studies for search engine optimization and lead generation
- ✓ “Lectern to Laptop Series” trains instructors how to effectively teach online
- ✓ And much more!

The team available to our partner institutions includes professors, project managers, assessment experts, Quality Matters Certified Reviewers, instructional designers, university administrators, statisticians, writers, editors, a large pool of pre-qualified subject matter experts, tutors, and career advisers or counselors. Every service we offer is customizable and we have a range of options from augmenting your existing team to creating an entire stand-alone solution.

We invite you to take a look at our services available to educational institutions.

Committed to the success of your institution,



Danielle Babb, PhD, MBA

CEO and Founder

# Our Solutions

The Babb Group, Inc. offers a range of services to meet the needs of our academic partners. Our solutions are tailored to each institution and can augment existing resources or completely replace a system to better serve students and faculty.

**PROVEN SOLUTIONS TO**  
**ENGAGE**  
**INSPIRE**  
**EDUCATE**  
IN THE MODERN CLASSROOM

**tbgb** the babb group

**FACULTY TRAINING**  
Expertly train new or existing faculty with our solutions on your platform—or ours. Our professional faculty trainers can teach the course synchronously, asynchronously or you can buy the course for your in-house team to use. Customized for purchase or license.

**CAREER COACHING**  
Our highly degreed mentors have real-world experience to coach students in specific job fields with the goal of increasing retention and gainful employment.

**STUDENT LEAD GENERATION**  
Leveraging our existing reputation as student advocates, we market programs we can stand behind to generate organic leads and demand for your program.

**CURRICULUM & INSTRUCTIONAL DESIGN**  
Our expert curriculum & design team is staffed with skilled instructional designers, SMEs, project management, QM reviewers and more. Housed within a flexible model, you have the ability to choose only what you need or let us handle it all. We have designers skilled in Competency-based Education as well!

**FACULTY RECRUITMENT**  
Tap into our network of experienced educators to fill your next teaching position. We can find faculty for niche areas or develop a custom solution ranging from simple recruitment to screening, interviewing and training!

**PROGRAM DEVELOPMENT**  
Research and develop comprehensive programs to deliver in an online format; with our experts, or yours! We develop single courses or entire programs, including market research as well as program and course alignment with Quality Matters in mind.

NOT YOUR **GRANDMA'S** ACADEMIC SERVICE PROVIDER

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Certified SBA WOSB Woman Owned Small Business

Certified WBENC Women's Business Enterprise

# Curriculum Design and Review

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Institutions are challenged to grow their programs and enrollment while adapting to constant change and increasingly onerous and complex government mandates. This is best accomplished by providing programs that are aggressive and proactive in the marketplace, filling a local niche, or working directly with companies to offer courses and services with the goal of helping employees advance.

Many schools do not have the resources or expertise to seek out new courses or areas of specialization that would allow their institution to be an early entrant in the marketplace, and are forced to “play catch-up” with other schools that realized the opportunity first. The Babb Group, Inc. works with institutions of all sizes to help recognize this niche, to create both online and hybrid programs, and successfully bring them to market.

We have many options available to academic partners looking to expand. Our market researchers, experts in the field and statisticians can advise on potential new market segments, accurately gauge the potential reach for programs, identify trends while they are still emerging, assess interest level among students and the workforce, and put together courses or programs and areas of specialization to expand your program offerings. We are also experienced in building competency-based education (CBE) courses.

Options are available based on scope, budget, the in-house capabilities of each institution and project management needs. We have managed the development or redevelopment of one specific course, and have created, market-researched and validated entirely new programs. We can work with our own subject matter experts, or yours. We can provide instructional designers, assessment experts and SMEs, or work in tandem with your team.

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*The Babb Group is a flexible, responsive, and creative partner who shares their deep expertise in student success, social engagement, and lead generation to help us achieve our ambitious goals in distinctive and innovative ways.*

**Kelly A. Flores, Ed.D.**  
*Dean, School of Applied Leadership  
City University of Seattle*



# Course & Program Development

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Every program can be customized to fit your needs, and we protect our clients' interests at every turn. We sign non-disclosure and confidentiality agreements and do not share information among universities, colleges or schools. We have experts in competency-based education, instructional design, and school/program/course-level outcome mapping.

We have the ability to expedite any process or project as a custom modification to proposed plans. From single-course projects to full-scale program design, we have the team in place to help with your curriculum needs. Most solutions are customized from the following options, and can include intellectual property rights, multimedia pieces and more:

## Standard Options Include:

- ✓ Complete course overview
- ✓ Create course title(s)
- ✓ Create course objectives
- ✓ Identify the Subject Matter Experts (SMEs)
- ✓ Release project to institution

## Advanced Options Include:

- ✓ Create program overview
- ✓ Curriculum-map courses to programs or specializations
- ✓ Interview and hand-select the best Subject Matter Experts
- ✓ Train SMEs on school-specific platforms
- ✓ Create template for course materials
- ✓ Create content for course from school template
- ✓ Manage entire course development progress and release completed course or program to institution
- ✓ Conduct first-hand market research on potential reach of new courses or programs
- ✓ Help schools and universities find new areas of specialization for competitive advantages
- ✓ Identify potential groups and methods to market new programs or courses
- ✓ Conduct competitor analysis
- ✓ Enter the course into the school's learning management system (LMS)
- ✓ Quality Matters review

***Partner institutions can choose from any of our standard or advanced options and we will customize a solution to meet your every need.***

# Career Services & Coaching

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We bring the best subject matter experts with real-life experience and education in each field to advise students, allowing you to outsource your entire career services center or enhance your existing solution.

Regulations have increased the need for institutions to provide the best career services possible to students. The Babb Group, Inc. provides customized career service solutions to deliver superior service to students while staying within an institution's budget. We use an online scheduling system which allows students to schedule time with their career counselor through Facebook, your website, our website, email, phone, or any combination you choose. We have 24/7 live options available to learners, as well.

Schools that choose our solutions typically pay less than they would for one or two full-time staff members who cannot be experts in every area. Institutions pay based on the number of students enrolled in the career services program.

## Flexibility and No Hidden Fees

- ✓ We have no fees for calling out and can use your school's dial-out or our own
- ✓ We have fully supported conferencing accounts, or we can use yours
- ✓ We can use your school phone number for dial-out when given access, or we can use ours
- ✓ Students can book through your website, our website or social media
- ✓ Students can stay in the program as long as you choose. If you would like graduates to have access to services after degree completion, you have the option of keeping them in the program
- ✓ We can augment your existing career center, or provide a full-service solution

A custom package can be created for your institution by choosing any of the options listed below.

## Standard Options Include:

- ✓ Online scheduling through school website
- ✓ Online scheduling through The Babb Group website
- ✓ Maximum three business day email and phone response time
- ✓ Student history report
- ✓ Email and phone access to counselors for students

## Advanced Options Include:

- ✓ Support for chat through FaceTime, Skype, Adobe
- ✓ Online scheduling through school Facebook page
- ✓ One business day email and phone response time
- ✓ Access to resume templates
- ✓ Student access to career courses on Babb Academy
- ✓ Student access to writing, APA and math courses on Babb Academy
- ✓ Social Media Option: Moderated group discussion to build sense of community

# Faculty Recruitment & Training

With our reach of more than 7,000 highly trained educators, The Babb Group, Inc. is able to hand-select the best candidates for your needs and provide customized training and onboarding.

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Our candidates have experience in a wide variety of subjects, including:

- ✓ Health Sciences
- ✓ History
- ✓ Humanities
- ✓ Social Sciences
- ✓ Liberal Arts
- ✓ Psychology
- ✓ Business, Management and Leadership
- ✓ Technology
- ✓ Law, Homeland Security and Criminal Justice
- ✓ Education and Instructional Technology
- ✓ And Many More!

We have experience creating new programs, recruiting candidates for your open positions, mentoring new faculty to work with online students, and training faculty on various learning management systems and best practices.

The process is simple. You define the criteria for your faculty. Eighteen graduate hours in a subject? Ten years of professional experience? Terminal degree? Faith-based affiliation?

We use your specific criteria to find the best candidates. Whether you simply want CVs of interested candidates forwarded or full-scale recruiting and qualification assessment, we will tailor our solution to your requirements and budget.

We offer the choice of working with your human resources department and administration every step of the way, or we can complete a project and deliver you quality, pre-screened and interviewed candidates, fully trained if you so choose.



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*“The Babb Group’s services increased faculty engagement and student satisfaction, helping faculty become more supportive and involved with our learners.”*

**Chelsea Hansen, Ph.D.**  
*Provost, Allied American University*

# Professor Outplacement Services

Let's face it—downsizing and layoffs stink. When it is necessary to have those difficult conversations, we offer the best outplacement services to your team, similar to the best-in-class services found in the business environment.

**We offer three different packages that are available at an institutional level. Each package can be customized to fit your needs:**

**Our Tier 1 service** offers a curriculum vita review and job leads for six months to your professors, along with access to our networking groups.

**Our Tier 2 service** offers curriculum vita writing, job leads for six months and access to our hyper-networking ExclusiveEDU group, offering your professors more support and additional help finding new jobs.

**Our Tier 3 service** offers curriculum vita and cover letter writing, job leads for six months, access to our hyper-networking ExclusiveEDU group, and job application services for three months.

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*The Babb Group provides our institution with amazing customer support. They are responsive, caring professionals who exceed expectations without fail.”*

**Randy Plunkett, Ed.D.**  
Dean, EC-Council University





# Lectern to Laptop Series

## Helping Instructors Navigate from Traditional to Online Education

The Lectern to Laptop series of courses was developed and is taught by subject matter experts who bring their expertise as traditional, online, and hybrid professors and administrators to assist instructors in developing proficiency in the distance education model. From the first introductory course, “Preparing for Excellence: Transitioning to Online Learning,” to our more advanced courses and specialized training, the series will help educators achieve excellence in online teaching as they master the move from lectern to laptop. Individual courses can be customized based on institutional needs.

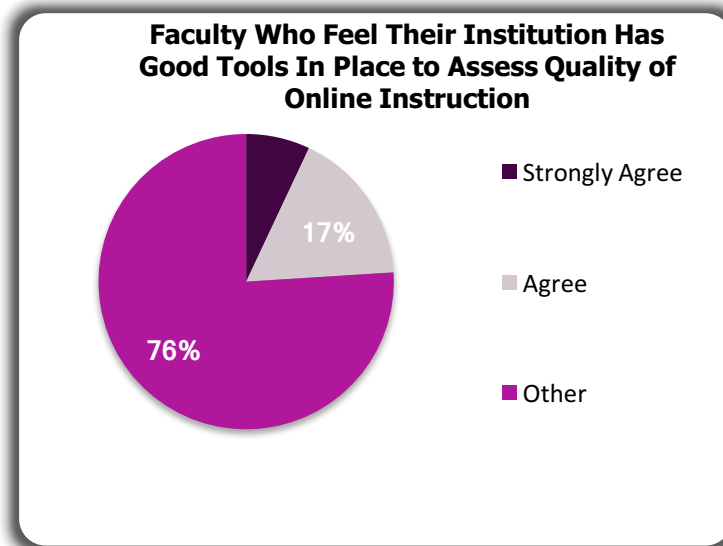


### Instructor Preparedness & Attitude Toward Online Education

The Babson Survey Research Group reports a strong positive correlation in educators and administrators between exposure to online education and a positive attitude about it.

Professors who are teaching online and blended courses hold the most favorable view of online education, and those with no experience online are more likely to express fear than faculty with experience.

It is vital for institutions to prepare faculty for their role as online educators.



# Other Courses in the Series

Rubrics in the Online Classroom

Formative Feedback

Boosting Participation in Discussions

Empowering Activities for Learners

Building Critical Thinking Tools

Creating a Course in an Online Environment

Converting to Online: How to take your class and put it into an online format

Video and Multimedia Lecture Integration in the Online Class

Grading in the Digital Age

Engaging first-year students online

Online Discussions That Make a Difference and Boost Participation

Plagiarism: Writing Plagiarism-Proof Assignments and Detection Tools

Teaching to Write Online

Transformative Teaching Online

Advanced Engagement Techniques

Advanced Assessment Techniques

Advanced Course Design Techniques

Advanced Strategies to Promote Critical Thinking

Requiring research beyond using "The Google"

Embracing APA

Design of Competency-Based Deliverables: A Win-Win paradigm

Effective Design and Management of Group Projects in the Online Environment

Measuring and Meeting Student Engagement Hour Requirements

# Customization & Faculty Readiness Assessment

Courses in our Lectern to Laptop series can be completely customized. Institutions can modify courses, add units, change topics covered, or include school-specific requirements in curriculum. Reporting on faculty readiness assessment to teach in the online environment is available upon request.

Pricing for the Lectern to Laptop series is determined by institutional needs and can include an on-site training option.



[www.thebabbgroup.com](http://www.thebabbgroup.com)

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Contact us to learn more

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