

# Program Advantages – What you gain as a SBC Affiliate

## 1. Administrative Support & Training

- a. Academic Management System: *Grader™*
  - Student Registration System
  - Student enrollment software
  - Student Data and Administration Reporting Suite
  - Student finance management system
  - Simple and Accessible Student Reports
- b. Leadership & Team Building Seminars and Training
- c. Curriculum Design and Analysis
- d. Virtual Office Creation & Maintenance: *a combination of off-site live communication and address services that allow users to reduce traditional office costs while maintaining business professionalism*
  - Automatic Online Testing
  - Online Classroom Video Coordination and Support
  - Bookstore Creation & Maintenance

## 2. Recruitment Training – Attaining & Retaining Students

- a. The Recruiting Mentality, One-on-One, and Team Recruitment techniques
- b. Friendship Farming, Net Fishing and Vision Casting Techniques
- c. Employee, Professor, and Board of Directors Recruitment and Development

## 3. Media Marketing and Technology – Training & Education

- a. Web design & Maintenance
  - High-quality websites for sales
  - Web Maintenance
    - i. Updating your current content
    - ii. Adding new content to existing pages
    - iii. Adding additional pages
    - iv. Editing existing graphics
    - v. Adding new graphics
    - vi. Repairing dead links and damaged pages
  - SEO training
    - i. **Search Engine Optimization** tools will help to increase your web based leads, sales, revenue and profit.
- b. Social Media Marketing Seminars & Training
  - Discover social media tools plus do's and don'ts for social media marketing
  - Learn the who, what, where, when and why of blogging and blog marketing
  - Understand the mechanics measuring the social web including **online reputation management**
  - Learn to leverage your digital assets for social media promotion including images, video & podcasts
  - Explore how micro blogging, social bookmarking and media can extend your reach online
  - Pull together social media basics, tools and examples to develop a practical social media strategy
- c. Video & Radio Marketing Education
  - Discover how to promote your ministry online using the latest ministry marketing strategies, video marketing, and social media for online promotion.
  - Online ministry video plan for preaching, promotion, and evangelism on the internet
  - How to create your own audience
  - Ads, Commercials, PSA, and Media Construction and Presentation