



**Emerging Africa Resource Centre**  
Building Capacity



# Relooking the Non-Profitability model for Educational Institutions

## Is it Time to Review?

### See Pictorials First!

itugi ngure

## The Current Scenario

Non-Profit model

Working Profitabilty models(Educational Institutions reporting sustainable Surpluses)

Survival models- controversial?



## Legal restrictions on the Profitability model for Educational Institutions

## Economic Restrictions

Parents/Sponsors purchasing power

Cultural orientation of Schools as not-for-profit

Need to Break from the Past!

Educational Institutions should work for SURPLUSES( not PROFITS)

Revenues should SUSTAINABLY exceed Costs

These Surpluses will guarantee:

Better service delivery and fulfilment of MANDATE

Accumulated Surpluses will help manage future RISKS

Fire at the CENTURY OLD France Cathedral

Did they have to seek DONATIONS to rebuild?

Churches too should seek self insurance through surpluses-  
Controversial?



How then could Educational Institutions seek Sustainable Surpluses?????

While **MANAGEMENT OF COSTS** is critical, IT MAY NOT BE THE KEY!

## BEYOND COSTS MANAGEMENT



## Pricing

The Coke and the Juice guy

Determine the True Cost/Student ( Elephant in the OVERHEADS allocation)

## The Brand Delivery

Strathmore University case study

Remember Article on Nova Schools?

Can Brand delivery be done at a lower cost for the mass market?  
opportunity at the Bottom of the Pyramid

Steve Jobs had this vision for Apple! An excellent but  
inexpensive phone for the mass market.....Tim Cook & co.  
have other ideas.....

## Marketing & Branding

Are Educational Institutions getting it right to drive numbers?

Some not very good courses being marketed EXCELLENTLY by not so good providers.....can good courses from good providers borrow a leaf?



Leveraging on Faculty

46500 \* 18pax



Need for Publishing Houses at Educational Institutions

## Surplus making Foundations & Trusts

How did Stanley Kamau see the Jiggers ( Ahadi Trust)

Bill & Melinda Gates – may be its not about Bill Gates Money! Could be the Thinking Power, and Social Economic sincere concerns

Education Institutions should be a hotbed of Thinkers and Social Economic ‘ concerners’

## Successful Lecturers in Unsuccessful Institutions

Who is fooling who?

Dr teaching 'Factors of Production' and from old rusty notes

## Diversification through Enterprise Units

Case study.....Nairobi University UNES





## Devolution and the New Constitution

How much money has Educational Institutions made or positioning to make?

Leveraging on Alumni

The Nairobi University Alumni case study

Delocalising An African & Global perspective



Entrepreneurial Leadership in the Knowledge sector, including Boards & Councils



## Sponsorships & Scholarships

If Parents/Sponsors purchasing power will weaken in the long term

Pursue Sponsorship & Fundraising



Leveraging on Technology



Collaborations for Synergy

Case studies Nairobi University Leadership Conference, MKU

Collaborations in the Headlines