

CORE[®]

HIGHER EDUCATION GROUP

C U L T U R E

X O L P
V C A E C

*Company culture is the backbone of
any successful organization.*

- Gary Vaynerchuk

*Company culture is what motivates
and retains talented employees.*

- Betty Thompson

Company culture is a religion, not a sermon.

- Gary Vaynerchuk

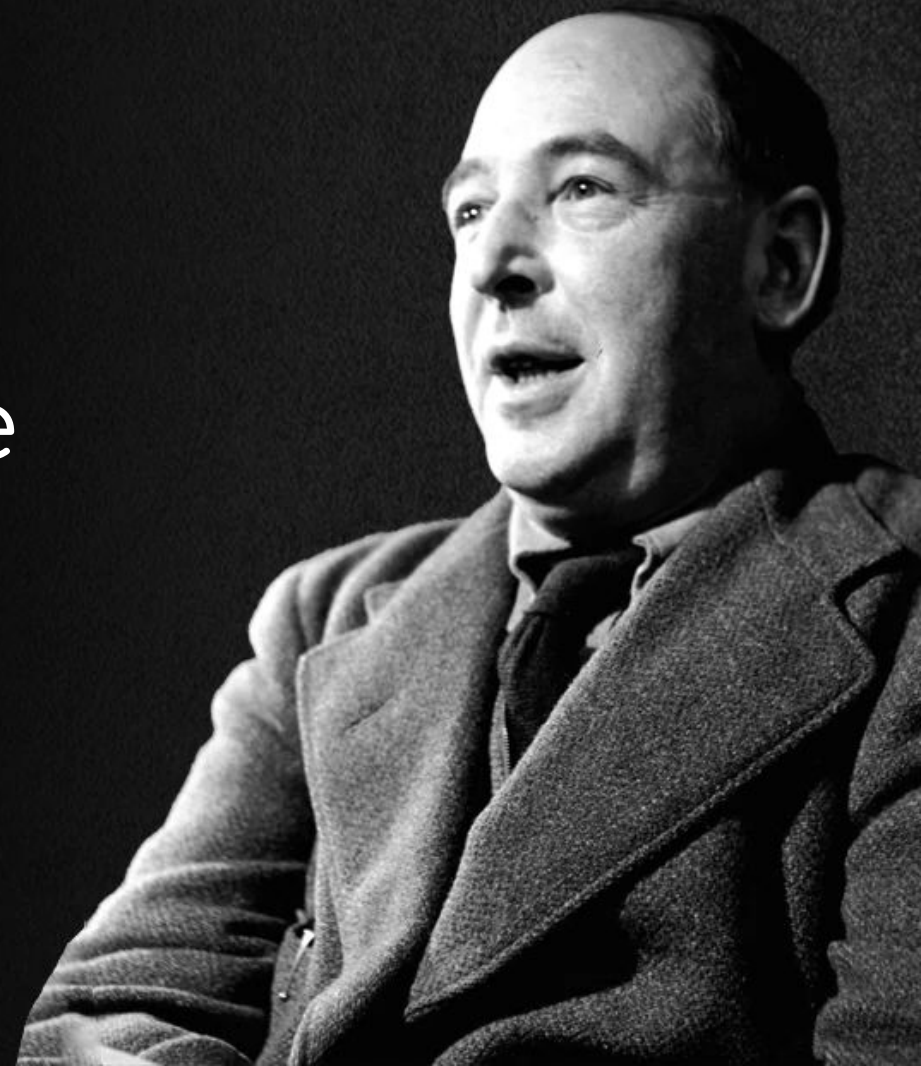
OUR FOUNDATION

VISION | MISSION | GOALS | VALUES | CHARACTER | PRIDE

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“Integrity is doing
the right thing,
even when no one
is watching.”

C.S. Lewis



VISION

Our vision is to build a highly successful and respected EdTech company serving academic and corporate institutions through every stage of the student journey.



MISSION

Our mission is to “WOW” our clients and colleagues by exceeding their expectations with our products, professionalism, and reputation.



GOALS

1. Meeting or beating established timelines and budgets
2. Ensuring effective and consistent communication
3. Actively managing projects (driving the bus/being proactive)
4. Conducting ourselves professionally in every interaction
5. Embracing a “how can I help” approach
6. Leaving every personal interaction better
7. Continuous improvement
8. Transparency through documentation and communication
9. Continuous growth for individuals (development/responsibility)
10. Profitability



VALUES

Our vision, mission, and goals are built upon our CORE values:

1. Sense of urgency
2. Proactive action and initiative
3. Professionalism and mutual respect
4. Cooperation, coordination, communication
5. Positivity
6. Curiosity
7. Honesty



CHARACTER

Qualities we value in our fellow (and future) coworkers include...



Integrity
Competence
Professionalism
Shared Values
Positivity
Passion
Maturity
Mutual Respect
Initiative
Self-Awareness
Appreciation
Pride

We take great pride in our success and accomplishments.



We hang our client's shirts throughout the office.



We showcase "client profiles" on the office TV monitors.



We continually invest in our brand, products, and staff.

ENCOURAGEMENT

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“People often say that motivation doesn’t last. Well, neither does bathing - that’s why we recommend it daily.”

Zig Ziglar



ENCOURAGEMENT

We continuously recognize and encourage each other.

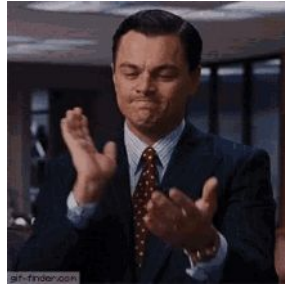


ENCOURAGEMENT

And your work matters!

ENCOURAGEMENT

We go out of our way to recognize one another and celebrate the individual by sending fun gifs company-wide...



ENCOURAGEMENT

We celebrate “closed sales deals” by sending fun gifs to everyone as well...



ENCOURAGEMENT

We present awards...



ENCOURAGEMENT

Everyone works hard to support one another...



ENCOURAGEMENT

Managers have an open-door policy...



ENCOURAGEMENT

...and we encourage personal growth with roles and paths.



- Team Lead
- Product Expert
- Onboarding Lead
- Training & BOOT CAMP Lead
- CORE ACADEMY Dean
- Report Master

- Tech Guru
- Help Center Manager
- Implementation Specialist
- Implementation Manager
- Invoicing/Contracts Lead
- Client Outreach Coordinator

- Social Chair
- Sales Technician
- Special Services Lead
- User Conference Lead
- Strategic Accounts Manager
- Software Q&A

WORK ENVIRONMENT

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“If everyone is moving forward together, then success takes care of itself.”

Henry Ford

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WORK ENVIRONMENT

We strive to provide a great working environment
and work-life balance.



WORK ENVIRONMENT

We offer exceptional benefits...



WORK ENVIRONMENT

We offer a “Summer Fridays” policy...



WORK ENVIRONMENT

We are offering a flexible “work from home” policy...



WORK ENVIRONMENT

We offer multiple team bonuses...



WORK ENVIRONMENT

We continually invest in quality and up-to-date tools...



WORK ENVIRONMENT

We provide snacks and drinks...



WORK ENVIRONMENT

...and we work in A-rated office space.



WORK HARD &
PLAY HARD

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“Things turn out best
for the people who
make the best of the
way things turn out.”

John Wooden

UCLA Basketball Coach 1948-1975

10 NCAA National Championships

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WORK HARD & PLAY HARD

Having fun is important and we enjoy getting together socially.



WORK HARD & PLAY HARD

We celebrate wins by throwing receptions and parties...



Summer company reception at the **OceanCliff** mansion in Newport.



Christmas parties at venues like **Chapel Grille**, **Safe House**, and **Circe**.

WORK HARD & PLAY HARD

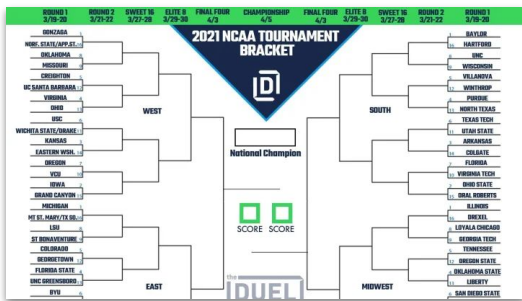
We host office “cook-off challenges”...



Past challenges included **dips**, **guacamole**, **cookies**, **margaritas**, and **chili**.
Great food and bragging rights are at stake!

WORK HARD & PLAY HARD

We have many staff competitions...

A 'BABY POOL' game sheet. It has a header with 'Your Name', 'Date', 'Time', 'Weight', and 'Leapt'. Below the header is a grid of empty rows for recording data. The 'DUQU' logo is in the bottom corners.

Prizes and bragging rights are at stake with **trivia** challenges, **March Madness** brackets, **fantasy football** leagues, **LCR** games, **cellophane ball** games, **caption** contests, **baby due-date** pools...

WORK HARD & PLAY HARD

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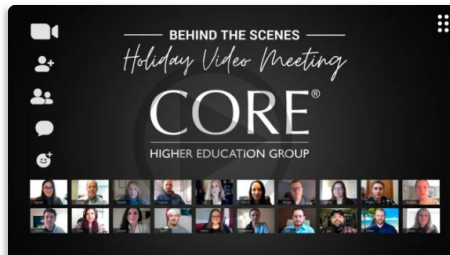
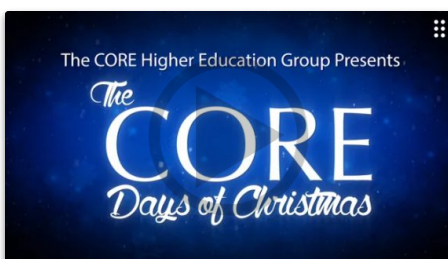
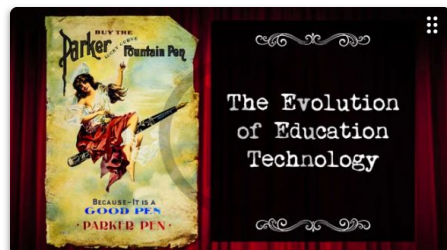
We go out together...



Favorite haunts include **Blu on the Water**, **Nautika**, **La Massaria**, **LineSider**, **Cirque**, **BACCO**, and **The Trap**.

WORK HARD & PLAY HARD

We create fun & quirky videos...



Check out our Vimeo channel: <https://vimeo.com/corehighered>

WORK HARD & PLAY HARD

We organize company Cornhole tournaments in the parking lot...



WORK HARD & PLAY HARD

We decorate the office for Christmas...



RE

WORK HARD & PLAY HARD

We have a fun “joke gift” Yankee Swap for Christmas...



WORK HARD & PLAY HARD

Some of us run in charitable 5Ks together...



WORK HARD & PLAY HARD

Some of us play in charitable golf tournaments together...



WORK HARD & PLAY HARD

Some of us get together at Bonnet Shore Beach Club for a little sun...



WORK HARD & PLAY HARD

Some of us get together at Elite Gun Club for a little fun...



WORK HARD & PLAY HARD

We celebrate our families, sidekicks, and lives...



WORK HARD & PLAY HARD

...and we oftentimes enjoy a Friday afternoon beer in the office together.



CLIENT RELATIONSHIPS

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“You can have everything out of life you want, just if you help enough people get what they want.”

Zig Ziglar



CLIENT RELATIONSHIPS

Building professional relationships is important and we enjoy spending meaningful time with our clients.



CLIENT RELATIONSHIPS

We host “client receptions” at national trade shows and meetings...



Boston
Top of the Hub



Chicago
Smith & Wollensky



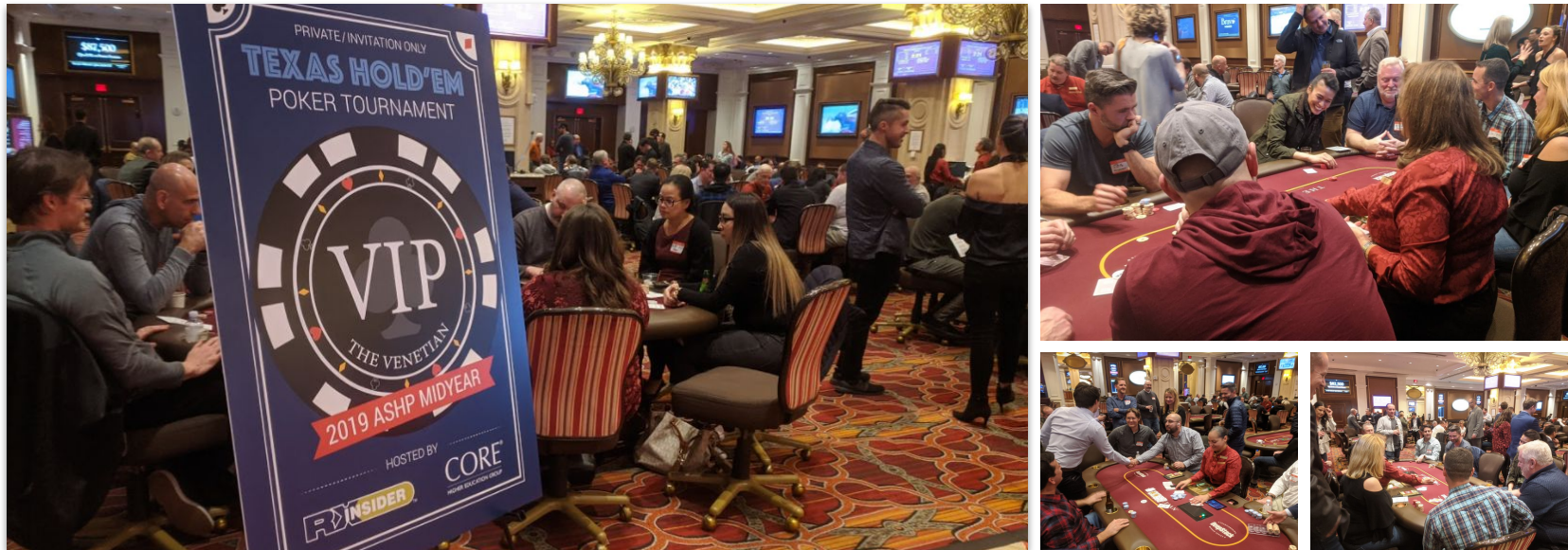
Nashville
Gaylord Hotel



Washington DC
Rosa Mexicano

CLIENT RELATIONSHIPS

We host private poker tournaments...



We have an “in” at the **Venetian**, so whenever we attend a trade show or meeting in Las Vegas, we host an invitation-only **Texas Hold Em** poker tournament for our clients in the world-renowned Venetian Poker Room. We had 120 players in 2019!

CLIENT RELATIONSHIPS

We host March Madness NCAA tournaments...



In 2021, we awarded **\$2500 in prize money** to the top 5 winners in the form of student scholarship contributions.

CLIENT RELATIONSHIPS

We send our clients Christmas gifts...



Snack towers for their teams

The
TOMORROW
FUNd
for children with cancer

Donations in their names

CLIENT RELATIONSHIPS

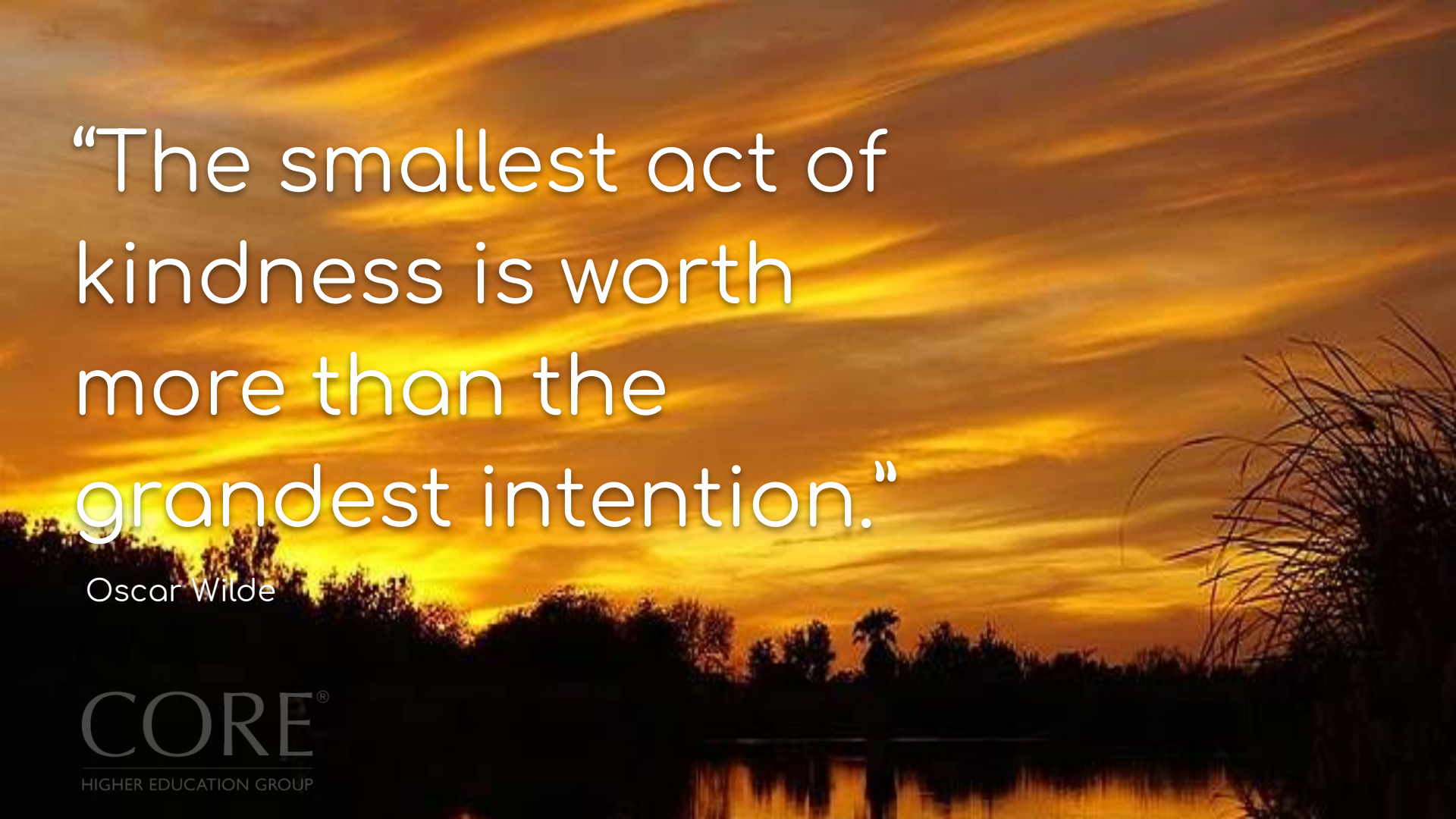
...and we host our annual Users Conference in Providence, RI.



Learn more on our website: <https://www.corehighered.com/user-conference-2020>

GIVING BACK

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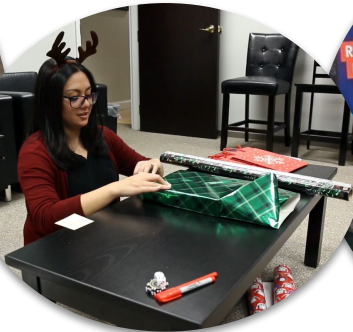
A sunset over a body of water with silhouettes of trees and reeds. The sky is filled with warm, golden light, and the water reflects the colors of the sky. The silhouettes of trees and reeds are visible in the foreground and middle ground.

“The smallest act of
kindness is worth
more than the
grandest intention.”

Oscar Wilde

GIVING BACK

We feel supporting our local community is important and we work together to support multiple causes.



THANK YOU

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