

## Custom Education

The Georgetown University Center for Continuing and Professional Education (CCPE) offers customized education programs and courses for corporations, government agencies, and nonprofit organizations. Leveraging the innovative research and work conducted across schools and departments at Georgetown University, the Center has developed high-value programs for organizations across industries. The Center has designed and implemented a variety of customized educational programs, from leadership development to communications to public health. Each certificate program offers a commitment to academic rigor, customized content, flexible formats, and a focus on applied learning within the context of the organization.

### REASONS TO PARTNER WITH GEORGETOWN

1. **History of excellence:** Georgetown has a peerless reputation for rigorous scholarship that addresses the most complex issues of the day. Let your organization benefit from the insights of world-class academics.
2. **Content customized for your organization:** We understand that what works in the classroom may not work for your organization. The program content and the format are tailored to your organization's objectives and program participants' unique circumstances.
3. **Flexible formats:** When developing a new program, we carefully consider the physical location, professional demands and personal responsibilities of participants in order to create an ideal structure and context. Each program created through the CCPE seeks to understand these pressures, and craft a program that accommodates student constraints.
4. **High standards, proven results:** Customized programs developed through CCPE deliver lasting and transformative results. We rigorously assess all programs to ensure that our high standards of quality are met. These assessments also measure whether the stated goals of each program are achieved, and provide the organization with evidence of success.
5. **Focus on real-world application of theory:** CCPE programs use case study exercises, consequence and simulation-based activities, small-group exercises and interactions with practicing professionals. The combination of these methodologies means that participants experience the real-world application of their coursework.



### Contact Us

Please visit us online at: [ccpe.georgetown.edu](http://ccpe.georgetown.edu)  
You may also call to speak with program staff.  
**202.687.8700 (option 5)**

### Location

640 Massachusetts Ave NW  
Washington, DC 20001

### Client List

- Dog Tag Bakery
- Boeing
- Booz Allen Hamilton
- Finmeccanica
- Wellpoint
- Food & Drug Administration
- National Institutes of Health
- U.S. Army
- USO
- U.S. State Department
- Consumer Financial Protection Bureau
- Heritage Foundation
- Medstar Health
- China Construction Bank
- Russian Presidential Academy
- Embassy of the Republic of Indonesia
- City of Brasilia

## HOW WE WORK

We take seriously our commitment to develop programs that work within the context of your workplace and delivers results for your workforce. Our 6-phased process ensures that our partner organizations are involved at every step of the way and the desired outcomes are achieved.

- **Inquire and Identify** – Every program begins with an inquiry process that articulates the organizational priorities and goals. Those goals are then aligned with the strengths of Georgetown to identify the program's scope.
- **Content Design and Delivery** – This next phase drills deeper into the content and together we clarify the program design, format, and program management requirements. We also identify the right mix of faculty and subject matter experts to deliver the program's content.
- **Evaluation and Assessment** – A firm belief in continuous improvement means that CCPE programs are evaluated throughout their delivery and changes are made, as needed, to meet the stated goals of the course. A final assessment is conducted to measure student engagement, performance, and organizational outcomes.

## PROGRAM TYPES

CCPE creates programs that meet your organization's business needs. We deliver a variety of programs targeted to make your organization more productive and sustainable.

- **Strategic Programs:** Strategic programs are designed to determine and influence the strategy of the organization. These programs target senior level managers in an organization and assist leaders in driving organizational change or reaching a core strategic objective.
- **General Programs:** General programs are delivered to management on operational aspects of the company. These programs are intended for mid-level and senior managers and address operational issues related to sustaining growth, addressing market trends, or tackling system-wide inefficiencies.
- **Functional Programs:** Functional programs relate to a specific business function – for example, marketing. These programs are aimed at front line staff, mid-level managers, and senior leaders and are designed to fill a critical skills gap within time and budget constraints.

## PROGRAM FORMATS

Course formats are based on the needs and objectives of your organization. The formats outlined below are some of the most common delivery methods used by our partners. Programs can be offered at Georgetown University, your preferred location, or a combination of meeting places.

- **Intensives:** We know that many participants have considerable pressures that do not allow for study over an extended period of time. "Intensives" meet daily for one week to three weeks. The content for this course-type is heavily customized and context-based and designed to close a specific knowledge or skill gap in a short period of time.
- **Symposiums and Seminars:** Shorter in format, these courses are designed to cover a broad range of topics in a specific content area. Symposia and seminars invite thought leaders and subject matter experts to engage in a structured dialogue with participants.
- **Executive Coaching:** Executive coaching modules help rising leaders reach new levels of performance. The coaching methodology is based around open-ended, guided questioning that helps participants uncover new insights and perspectives.
- **Study Tours/ Site Visits:** In order to connect the theoretical learning in the classroom to the operational realities of public and private sector organizations, CCPE creates highly interactive study tours and site visits to relevant venues.
- **Traditional Classroom:** Courses can meet once or twice weekly for a few hours with the expectation that participants complete reading assignments, research and projects outside the classroom.
- **Distance Education:** We recognize that today's organizations often draw upon a geographically dispersed workforce. CCPE has a wealth of interactive and applied distance learning tools. These tools, we have found, are most effective when designed to complement other engagement formats that include face-to-face interaction.