



MCA
Cooper Associates



Chartered Institute of
Management Accountants

CIMA ANNUAL AWARDS
2010 WINNER

Consultant of the year

www.mcacoopers.com

Services We Offer



Who are we?

MCA Cooper Associates are financial and general management specialists providing consultancy and interim management support to education providers across the UK. We were established in 2001 and have developed a settled team of very experienced core consultants, all with detailed knowledge of the sector.

What do we offer?

We offer a range of support services to FE Colleges, Independent Schools and other training providers.

These are just some of the services that we offer:

- MCA Map Pro - Process Mapping Solution
- Interim Management - Business Support
- Interim Management - Curriculum and Quality
- Recruitment Services
- Recovery and Improvement Planning
- Reorganisation Planning including Mergers and Formation of Federations
- Student Acquisition & Retention Analysis (SARA)
- Efficiency Reviews
- Feasibility Studies
- Due Diligence
- Business Planning and Forecasting
- Resource Planning
- Pre-Inspection Planning
- Acquisition Planning and Support
- Financial Modelling and Scenario Planning
- Financial Management Expertise
- Diagnostic Reviews
- Cost Reduction Advice
- Topical Seminars



A selection of quotes from clients

“The analysis was far more meaningful and intelligent than just a benchmarking exercise”



“The service provided was excellent”

“The Company has great experience and expertise”



“Their track record is first class”

“They have earned an enviable reputation”



“They worked efficiently with the staff without creating any additional burden on their time”

“I would recommend MCA events to others without reservation”



Interim Management Support

We appreciate that a client looking to fill a gap in their management structure, either because of a change of direction or because of sickness or other absence is looking for quality support that can “hit the ground running”. We pride ourselves on being able to satisfy this need. We work hard to ensure that all our Interim Managers have appropriate experience for the role to be filled. There is a tendency amongst suppliers of interim support to charge a fee plus expenses. We do not agree with or adopt this approach. The fee we quote is inclusive of all travelling and accommodation expenses so all our client has to do to control the cost is to control the number of days. No surprises!

Benefits we offer

By using an MCA Cooper Associates Interim Manager you are accessing a wealth of specific experience in the role to be filled, the security of knowing that our Associates have adequate Professional Indemnity cover and you also obtain access for advice to our whole skills network which covers all functional disciplines.

These are just some of the benefits of using our Interim Managers:

- Access to experienced FE managers
- Access to a range of advice in various specialisms through the one contract
- Appropriate Professional Indemnity cover
- An all-inclusive price covering fees and all expenses
- A completely flexible contract allowing changes to be made as circumstances change

Off-Payroll Working (IR35)

Where an interim we supply is covered by the Off-Payroll (IR35) Intermediaries regulations, we are equipped to handle all necessary payments to HMRC on behalf of our clients.



MCA Map Pro - The Route To More Efficient Processes

What is Map Pro?

Many college processes are not designed, but evolve, often in a very ad hoc way, with changes in circumstances and personnel making matters worse. Where major reorganisations happen this can lead to a situation in which the original process no longer fits the revised organisation structure. In this situation the personnel involved often need to find a workaround solution. This is stressful, inefficient and almost always expensive.

Problems also occur where processes are not adequately documented and key members of the team leave, taking with them valuable procedural knowledge.

College mergers are another example of where processes need attention. The most successful mergers are those in which the systems and processes are harmonised soon after the merger takes place. Being able to systematically examine the different methodologies in the merging organisations is key.

MCA Map Pro provides an ideal and totally transparent way to harmonise, re-align and/or just generally improve processes to effect beneficial change.

Who Is It For?

Anyone who manages/leads college systems, processes and people or who has an interest in ensuring that their college is as efficient and cost-effective as possible.

How It Works

Anyone who manages/leads college systems, processes and people or who has an interest in ensuring that their college is as efficient and cost-effective as possible.

The initial process mapping review is carried out by one of our trained process mapping consultants leading iterative group workshops with the personnel who are involved in each process. A process map is created and successively modified using input from those same personnel. During the initial review the different roles involved are discussed and a bi-product of the exercise is clear job descriptions which fit the new documented process.

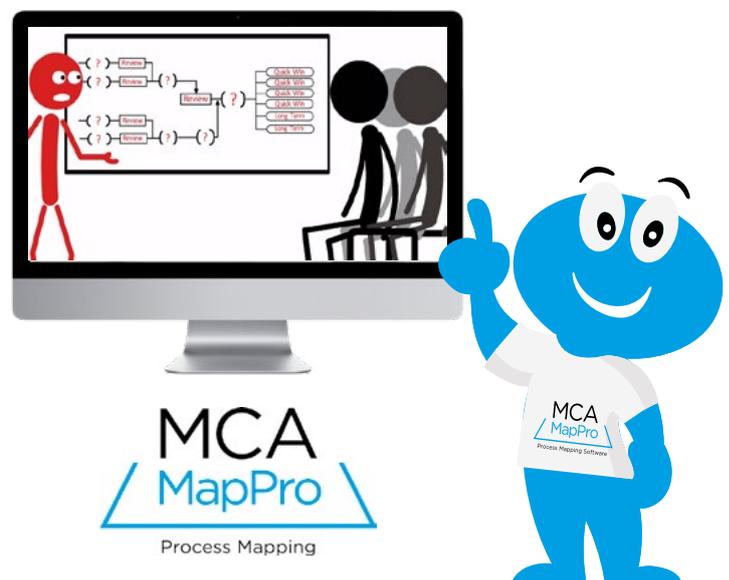
Outputs include:

- A more efficient/harmonised process
- A clearly documented process map
- Clear and concise job descriptions that fit the process
- A process that fits the organisation structure
- An accurate evidence base for stakeholders including regulatory bodies such as OFSTED

We offer a range of support packages following our initial review. All of these include a combination of the software licence itself and MCA consultancy support. It is inevitable following the initial mapping exercise that future changes will occur. We anticipate this and during the initial review we will train your staff to manage the recording of such changes.

| MCA MapPro Packages | |
|---------------------|---|
| Bronze | Annual Licence fee for software allowing 4 editors and 100 viewers plus 2 days MCA support per annum |
| Silver | Annual Licence fee for software allowing 4 editors and 100 viewers plus 8 days MCA support per annum |
| Gold | Annual Licence fee for software allowing 4 editors and 100 viewers plus in excess of 8 days MCA support per annum to be agreed with the college |

Additional editor and viewer licences can be added at extra cost.



Consultancy Services

Our clients often comment upon how well we integrate with their staff and how little disruption we cause to the work of others during our assignments. They also acknowledge our wide-ranging skills, the professionalism of our approach and the added value that we bring to projects in which we are involved. Clients welcome our practice of ensuring that the personnel from MCA who discuss the project with the client before we are appointed are the ones who will also undertake the work.

Benefits we offer

By appointing MCA Cooper Associates, you are accessing not only an additional resource but also sector-wide experience and skills that can act as a catalyst to increase the value added not only by our consultants but also your own staff.

These are just some of the benefits that we bring:

- Additional resource
- Experience of other similar situations
- Specialist skills in all business support areas
- Up to date knowledge of sector parameters and standards
- Structure to planning and implementation
- An external view to add value to the work of your own team
- A fast-track to a solution



Improvement & Recovery Planning

As the Company that has successfully project managed a number of recovery plans since 2001, we appreciate what is needed to turn a college's finances around. We have developed an approach that has been adopted by the FE funding bodies as a standard which bases the plan on a detailed review of the providers curriculum offer.

Benefits we offer

We have been involved in improvement planning since 2001 and can point to a number of providers that have successfully recovered or improved their performance by following our advice. We co-authored the sector's improvement planning advice which was commissioned by the Learning and Skills Council in 2008 and we have maintained our close contact with the funding and regulatory bodies since.

The benefits of our service include:

- A detailed knowledge of the sector
- Many years' improvement/recovery planning experience
- A settled, experienced team with an excellent track record
- Constant feedback to senior managers, governors and other stakeholders throughout
- A carefully controlled and documented timetable for successful outcomes
- A tried and tested process which we know leads to improvements
- An approach based upon an analysis of the curriculum
- Balancing resource demands with availability
- Advice and guidance for the client throughout



Recruitment of Senior Finance Personnel

There is a view amongst general recruitment organisations that all accountants are very similar in their approach and that provided they have the necessary qualifications they all offer similar outputs. This is not a view we share. Our years' of working with and managing accountants has taught us that there are many different types of accountant. Although most qualified accountants should be technically competent, thereafter there is a variety of different skills that some have and some do not. These include interpersonal and presentational skills and an ability to empathise with others, especially where such people are in other technical functions but are managed by the accountant.

The process we recommend places candidates in real-life situations which give a realistic and reliable indication of whether they would fit into the organisation. They interact with governors, senior and other managers and those personnel with whom they would be working.

Benefits we offer

By appointing MCA Cooper Associates, you are accessing not only an additional resource but also sector-wide experience of recruiting excellent senior finance personnel.

These are just some of the benefits that we bring:

- Additional resource
- Experience of what different types of accountant can offer and knowledge allowing us to sort the "wheat from the chaff"
- An ability to set appropriate practical exercises to test the abilities of the applicants
- Up to date knowledge of sector parameters and standards relating to finance
- Up to date knowledge of remuneration levels in FE finance positions
- Knowledge of the advertising media which are likely to offer the best chance of success
- Complete management of the process from Job/ Person Specification to final interviews
- Structure to the recruitment project



Student Acquisition & Retention Analysis (SARA)

Which Colleges Would Benefit?

Any college looking to increase the number of learners and/or extend the time they spend with the college.

This could be an existing college, a college that has recently merged or has decided to expand their course offering.

The service is also relevant to any college looking to maximise their return on marketing spend and review their marketing strategy and activity.

What Does The Analysis Involve?

- **Student Recruitment Review** - Highly detailed outcome led review in the high-risk area of student recruitment. .
- **Progression Analytics** -Mapping ROI, multi-channel metrics and integrating core SIS means progression analytics and progression modelling can give core insight into potential shifts in progression and or early indication of progression trends.
- **Educational Omni-Channel Marketing Consultation** -Marketing strategy and review including impact analysis, metric analysis and ROI from enquiry to enrolment. Including internal marketing, progression strategy and analysis.
- **In depth outcome led system metric analysis/visualisation/remodelling** - Systems led data analysis, CRM/enquiry line/Website and UX/UI analysis including usability testing and E2E process validation. If you increase lead conversion and the subsequent enrol conversion, significant income can be re-profiled.
- **MCA Map Pro - Process & Systems Mapping** - MCA Map Pro is an additional service that compliments SARA. MCA Map Pro is a revolutionary, market leading process mapping software that involves a whole support system and input from trained process mapping specialists. Once the process map is complete; the next potential stage is to map the integrated systems that work across the processes. Integrating the right systems on top of the mapped processes ensures the continued delivery of efficiencies across the roadmap of changes.

What Are The Benefits?

- Increased student enquiries
- Increased student conversion
- Increased student progression and retention
- Extended student journey
- Increased ROI on all marketing activity
- Immediate efficiencies and cost saving across systems and curriculum
- Team and resource efficiencies to produce a higher ROI per team member
- New and updated processes that are embedded into the college
- Enhanced understanding of the student population which will make decision making more effective



“With one college, metric analysis revealed that 80% of web traffic to enquiry form was being lost because of poor UI/UX, form design and poor lead tracking/management.

Based on a conversion of 2% this results in catastrophic potential income loss of over £410k.”

Independent Schools

A typical Independent School must cope with a very difficult balancing act in which there is the need and desire to provide a quality service to satisfy very demanding parents whilst offering competitive fees at a level that allows them to remain financially viable. We offer a range of services designed for Independent Schools.

Benefits we offer

Our services that we offer to Independent Schools focus on a number of key areas:

Improving The Bottom Line

One area in which this challenge can be made more difficult is in the efficient utilisation of teaching resource. In our experience, over time the amount of teaching resource that the School employs can become out of balance with what is actually required to deliver the curriculum effectively. Schools must have a clear curriculum plan which identifies the resource needed and this must then be compared with available resource.

Often, our clients have found that it is beneficial to call on an outside, objective view of this process. MCA can provide this objective view. We can use our experience of other situations and call upon what we know can work to suggest improvements which can prove to be substantial.

Support Review Functions

At the heart of an efficient “back office” function is a well thought out organisation structure. It is sometimes difficult for school managers and governors who are very close to the situation on a daily basis to form an objective view. We can provide the completely independent and objective view that is needed. We have years of experience of undertaking such studies and understand what to look for.

Recruitment Of Senior Finance Personnel

MCA have years of experience in recruiting top-level finance personnel for educational organisations. Schools are now typically choosing to use the designation Business Manager or Finance Director rather than Bursar, although in most cases the Bursar is what the post holders actually are. The role however, does need to be wider than pure finance and Senior Finance Managers in modern Independent Schools also need to be commercially aware and astute and be able to advise and reassure the Senior Leadership Team and the Board on not only finances but other business support functions as well. The MCA recruitment service takes responsibility for the whole recruitment process from advising on the job and person specifications to the selection of the most suitable candidate. Our service combines many years’ experience in finance and education with appropriate recruitment methodologies.

“After only one meeting we were confident that they would deliver us the answers we were looking for. They are a compact organisation and very responsive, and highly relevant to our considerations. I would be happy to recommend them to other schools to perform similar work.”

Christopher Neave, Chair of Governors, Teeside High School

“Following the success we had in mapping our MIS processes it was an easy decision to extend MCA Map Pro to other processes in the College.

The response from everyone was very positive”.

Carole Kitching

Principal, Lewisham Southwark College

“MCA Cooper Associates provided the College with interim financial management for a period during 2012. The service provided was excellent. The member of staff supplied had considerable experience and expertise and did a great job for us. The service provided by Malcolm and his team at MCA was professional and responsive. I would feel happy to recommend MCA Cooper Associates to other colleges in need of interim financial management solutions”.

Amanda Mosek, Principal, Boston College

“The MCA team worked well with school staff. They respected the need to get on with normal school business and had a good understanding of how busy managers in the school were. Their report was well structured and clear. I would recommend them to other schools”.

Gill Wetherill, Head of HR and Administration, The Grammar School at Leeds

Contact us

Contact us by any of the following means. We offer a twenty-four hour response service seven days a week throughout the whole year:



MCA
Cooper Associates

Education consultancy
and interim specialists

MCA Cooper Associates

The Quadrant, 99 Parkway Avenue, Sheffield S9 4WG

T: 01226 767 628

E: enquiries@mcacoopers.com

www.mcacoopers.com