

John Dolezal

jdolezal.bittersweet@gmail.com

580-830-0297

the Learning Center

Encouragement for the value of learning!

Access to affordable, flexible,
and innovative learning solutions!

Table of Contents

Introduction

Targeted Market

Stakeholders

Legal Structure

Mission Statement

Core Values

Investment and Working Capital

Start-up Costs

Measures of Success

Critical Factors

Vision

Offerings

Strategic Differentiation

the Learning Center

Introduction Section

This document is a key communication resource and is designed to create awareness and understanding for the audience of key stakeholders prior to launching this new business.

Market Area
Northern Oklahoma

Primary
Target

High School
Students for
Concurrent
Courses

Training/Continuing
Education Goals
of employees
Small/Medium sized
Businesses

Junior High/
High School
Students seeking
Tutoring

Secondary
Target

Adults Seeking
a GED

**Partnering with stakeholders to create access to
affordable, flexible,
and innovative learning solutions in Perry.**



Mission Statement

Encouragement for the value of learning

Perry Learning Center LLC

- Perhaps, as a “not for profit” corporation

Philosophy:

When the learner is ready,
the teacher will appear! (Tao Te Ching - Laozi)

Core Values:

- Life-Long Learning
 - Respect
 - Coaching
- Exchange of Value

Investment Capital

- Personal investment by John Dolezal

Working Capital

- Scholarship funding by local individuals and organizations or businesses
 - Grants
- User Fees/Tuition

Start-up Costs

- Rent of Building
- 4 PC's or Laptops
- Tables/Desks
- Chairs
- Internet Service
- Projector and Monitor
- Zoom License
- Printer, toner, paper
- Insurance
- Marketing
- Domain fee for website
- Wages, etc. for 1 part-time

Measures of Success

- Participation of Stakeholders
- Investment of local businesses

Critical Factors

- Volunteers
- Commitment from individuals, organizations, and businesses to fund scholarships, etc.
 - Involvement of key stakeholders
 - Offerings and Services targeted to interests and needs
- Success with promotion of ZOOM for Delivery of Instruction/Tutoring

the Learning Center

VISION

Associate Degree Programs

- Partnership with area college;
- Associate of Business;
-
-

Learner Services

- Tutoring;
- Financial Aid;
-

Adult Learning

- GED;
- Money Matters
- Gardening;
- Art;
- Culinary;
- Computer Skills;
- Health Education

Continuing Education Classes

- Business Management;
- Interpersonal communication;
- Teamwork;
- Conflict Resolution;
- Computer Software Skills;
- Goal-Setting;

On-Line Learning

- Courses;
- Research;

Academic, Family & Youth Enrichment

- GED Preparation
- SAT Preparation
- Test Preparation
- Tutoring
- Learning the ABC's

Leadership Development

- Organizational;
- Personal;

Business Training & Consulting

- Local businesses;
- Ditch Witch Dealer Organization;
- Partner with Meridian Technology/Autry Tech;
- Other;

the Learning Center

Interactive Television (ITV):

Interactive Television courses are broadcast live from the delivering institution. You watch the class on television and talk to the instructor during televised class time by utilizing microphones and the ITV studio.



Online Instruction (Internet):

Online Instruction is delivered through the Internet. You need a computer with Internet access as well as a printer. You can log-on at your own convenience and work at your own pace. You may work at home, at your work site, or use the computer labs at the Learn Center. If necessary, the Learn Center staff can proctor tests for you at no charge.



On-site instruction:

Some institutions have chosen to provide On-site Instruction. In these cases, faculty members from the institution come to Perry to deliver the instruction. You come to the Learn Center at Perry to take the class.



the Learning Center

**Associate Degree
Programs**

On-Line Learning

**Continuing
Education
Classes**

**Academic, Family &
Youth Enrichment**

**Leadership
Development**

**Business Training
&
Consulting**

Learner Services

Strategic Differentiation

- John Dolezal's
Knowledge, Experience, Leadership