

GROWING CHRISTIAN COLLEGES

TG THREE

VALUES-DRIVEN STRATEGY

EXCLUSIVELY SERVING CHRISTIAN HIGHER EDUCATION

A DIFFERENT KIND OF CONSULTANCY

OUR VALUES

WE TELL THE TRUTH | WE CHALLENGE THE STATUS QUO | WE INSPIRE CONFIDENCE | WE FORGE DEEP PARTNERSHIPS

A DIFFERENT KIND OF CONSULTANCY

We've Sat In The Hot Seat

Plenty of consultants have worked in enrollment. Few have moved the needle. The leaders of TG Three turned around enrollment at George Fox University, hit consecutive record-breaking enrollments, and built TG Three to bring that work to other Christian institutions.

We Don't Sell a Playbook

Christian colleges face declining enrollment, unclear direction, and financial pressure, and most higher ed consulting firms answer with the same playbook they sell to everyone else. That playbook often ignores what makes your institution worth fighting for: its Christian mission. We start there. Every strategy we build holds your mission fixed and works the growth around it, because a plan that compromises why you exist isn't a plan worth pursuing.

We Do the Work, Not Just the Deck

We don't hire "gig" consultants or hand you a deck and then leave. We work alongside your team, coach your leaders, and stay until the results hold. We help you develop stronger leaders, sharper strategy, brands that land, and record enrollments. What follows is the proof, from campuses across the country.

TG THREE'S VISION

To strengthen the Church by adding 10,000 new students to faithful Christian institutions.

RECENT CLIENTS



THE GEORGE FOX TURNAROUND One year. 46% more freshmen.

Here's how the rest played out:



GEORGE FOX UNIVERSITY

- ▶ In the first year of the new enrollment strategy, **freshman increased by 181 (46%)** and resulted in **\$7M of surplus net revenue**.
- ▶ New **students of color increased by 68%** and the new student discount rate dropped.
- ▶ In just five years, the **strategy generated an excess of \$40M in surplus net undergraduate revenue**, and momentum has continued through two leadership transitions.

RESULTS ACROSS THE COUNTRY



LUBBOCK CHRISTIAN UNIVERSITY

- ▶ LCU (TX) engaged with TG Three on a **Needs Assessment, brand strategy, sales training, Financial Aid Consult, and coaching** for a new Admission VP.
- ▶ When we began, LCU was struggling to fill their dorms. Now they have a waiting list.
- ▶ In Fall 2025, LCU **welcomed its largest incoming freshmen class, an increase of 42%** over the previous year.



- ▶ Northwestern College (IA) first partnered TG Three to develop a compelling brand which led to a **9% increase in enrollment the first year**.
- ▶ The partnership expanded to include **coaching** for a new enrollment VP and new admissions director, **financial aid consultation, sales training, and an institution-wide strategic plan** launched in 2024.
- ▶ As of 2024, the college boasted **six straight years of record enrollment**, including their **largest freshman class** in 10 years.



ASBURY UNIVERSITY

Academic Excellence & Spiritual Vitality

- ▶ Asbury University (KY) engaged TG Three in a **Strategy Consultation** to **holistically evaluate the university**, specifically around enrollment. The partners **delivered a strategy roadmap** to help the president transform his organization and improve results.
- ▶ TG Three then partnered on a financial aid consult and ongoing coaching with the new VP for Enrollment & Marketing.
- ▶ Asbury had **20% growth** in 2023 and overall **record enrollment in 2024**.



CROWN COLLEGE

- ▶ Crown College (MN) partnered with TG Three to **create a transformative strategic plan** and later on **coaching and brand strategy**.
- ▶ With a compelling **strategic plan, new brand promise, and record enrollment**, President Denton noted, "I have high expectations and they hit a homerun. They nailed it."

WHAT LEADERS ARE SAYING ABOUT TG THREE



When it comes to assessing and appraising opportunities to better execute our mission, it is valuable to have someone outside of our context ask questions and bring fresh eyes. TG Three was very effective in this sense. I have spoken to many consultants and experts within the higher education landscape, but TG Three is at a different level. They were worth every penny.” — *Dr. Kevin Brown, President, Asbury University*

“The results we received from the work with TG Three are number one, we have a clear vision. We have a clear vision on who we want to be, who we are becoming, and who we believe we will be in five years. That was huge for our institution.” — *Dr. Andrew Denton, President, Crown College*



THREE THINGS MAKE TG THREE DIFFERENT

1. We think differently (no prepackaged, status quo solutions).
2. We have real-world success as Christian college practitioners.
3. We do the actual work with your team (not just the sales pitch).



“We are excited to have TG Three as a part of the IACE network. The good work that they do in the areas of strategic thinking and their genuine commitments to the work of distinctive Christian Higher Education will be a great blessing to the overall work of IACE. We could not be more excited about this partnership.”

— *Dr. David Dockery, President, IACE & Southwestern Baptist Theological Seminary*

“We first engaged TG Three to assist us in a new brand initiative. That process and result was excellent. Our new brand was widely embraced internally and externally and won a Gold Award through CASE. We could not be more pleased with the value added to assist us in continuing to thrive.” — *Greg Christy, President, Northwestern College*



“TG Three’s impact, first and foremost, has been on me individually—helping me as a leader, as a president of an institution understand strategy. They get the work of Christian higher education. They get who we are, they get the complexities, and they get the purpose for why we exist.”

— *Dr. Drew Flamm, President, Grace College & Seminary*

“When I took my first Vice President role, I wanted help navigating the complexity of leading at this level. TG Three was a valuable partner. In my first year as VP, we brought in the largest incoming class in our history and set records for overall enrollment and revenue. More importantly, I led from my values and with intentionality.”

— *Lindsay Knox, VP Enrollment and Marketing, George Fox University*



ABOUT TG THREE

Most Christian colleges aren't short on activity. They're short on strategy. Too many efforts pull in different directions, and they never seem to add up. We help leaders see the big picture, align the pieces, and put a plan into action that produces results.

OUR MOST COMMON ENGAGEMENTS

- ▶ Needs Assessment
- ▶ Enrollment Strategy
- ▶ Financial Aid Strategy
- ▶ Strategic Planning
- ▶ Brand Strategy
- ▶ Executive Coaching



ROB WESTERVELT, MA, CIE – FOUNDER

Rob founded TG Three in 2017 and works closely with presidents and senior leaders. He's a Stanford-trained strategist whom Robert A. Sevier calls "one of the most forward-thinking leaders in higher education today." As executive vice president, Rob led the enrollment turnaround at George Fox University (OR), where freshman enrollment grew 46% in the first year and set records for five consecutive years, generating \$65 million in new revenue. He later served as SVP and Chief Strategy Officer at Lindenwood University near St. Louis, helping grow enrollment by more than 10,000 students and revenue by \$139.7M. Across a 28-year career, he's led enrollment, marketing, student financial services, IT, analytics, and strategy.



RYAN DOUGHERTY, MBA – PRINCIPAL PARTNER

Ryan takes ideas from conception to reality, and believes great teams and brands start with clarity and trust. He gets there through honest conversations, listening and asking good questions. He worked that George Fox turnaround alongside Rob, leading teams there for 20 years that set enrollment records and built a new athletics brand identity. He spent a decade in executive management, including as vice president, where he grew traditional undergraduate enrollment 26% and average freshman net tuition revenue 15%. During his 24-year career, he's guided teams and leaders in admissions, marketing, financial aid, the registrar's office, sports marketing, and data analytics.

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