

BRIGHTER FUTURES FASTER

TG THREE

A VALUES-DRIVEN STRATEGY COMPANY

EXCLUSIVELY SERVING CHRISTIAN HIGHER EDUCATION

A DIFFERENT KIND OF CONSULTANCY

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

A DIFFERENT KIND OF CONSULTANCY

Rooted in Conviction

TG Three was founded on a deep conviction that Christian higher education possesses the power to transform lives, shape communities, and impact the world for Christ. At the same time, we understand the complex challenges Christian colleges face in today's rapidly changing environment. TG Three was created out of a desire to come alongside Christian leaders and their organizations, not merely to support their survival, but to empower their growth—helping them stay anchored in their mission while expanding their reach, influence, and growth.

Born Out of Necessity

TG Three recognized a critical gap in higher education consulting—Christian institutions facing declining enrollments, unclear strategic direction, and financial uncertainty weren't receiving the tailored guidance they needed. Large firms often offered one-size-fits-all solutions that overlooked the unique values and missions of these organizations. TG Three was created to meet this specific need. With deep experience as former practitioners, we craft customized strategies that honor each institution's mission and goals, empowering them to face challenges with renewed confidence, clarity, and purpose.

Committed to Results

At TG Three, we do more than consult—we partner to drive lasting change. By working closely with our clients, we create tailored strategies and coach leaders on how to create sustained results. Together, we achieve measurable success, from stronger leadership to compelling strategic plans and brands to record-breaking enrollments. **Our results speak for themselves.**

TG THREE'S VISION

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

RECENT CLIENTS



THE LEADERS OF TG THREE USED STRATEGY TO TURN AROUND ENROLLMENT CHALLENGES AT GEORGE FOX UNIVERSITY, AND FOUNDED A COMPANY TO

equip and train leaders at Christian institutions to use strategy to improve results. As the only strategy company exclusively dedicated to Christian higher education, TG Three continues to empower partner schools to achieve success in challenging conditions.



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 leadership transitions.

SUCCESS ACROSS THE COUNTRY



- ▶ 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 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."



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.
- ▶ In 2024, LCU **increased incoming freshman by 12%**, representing the second largest freshman class in the last 12 years.

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 UNIQUE

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

TG Three helps Christian colleges get from where they are to where they want to be. We focus on strategy and coaching to help institutions address three kinds of work: *hard work* (the fundamentals), *smart work* (best practices), and *different work* (competitive advantage).

OUR MOST COMMON ENGAGEMENTS

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



ROB WESTERVELT, MA, CIE – FOUNDER

Rob is a Stanford-trained innovator and strategist. Robert A. Sevier calls him “One of the most forward-thinking leaders in higher education today.” As executive vice president, Rob led the turnaround at George Fox University. He currently serves as the chief strategy and innovation officer at Lindenwood University near St. Louis. Over his 26-year career, Rob has successfully led multiple departments including strategy, innovation, marketing, data analytics, IT, human resources, fundraising, legal affairs, enrollment, admissions, financial aid, institutional research, and PR. He founded TG Three in 2017.



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 while listening and asking good questions. For 20 years, Ryan led teams at George Fox University that set enrollment records, built a new athletics brand identity, and delivered exceptional results. He spent a decade in executive management, including as vice president. In that time, Ryan led traditional undergraduate enrollment growth by 26% and average freshman net tuition revenue by 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.



NICK WILLIS, PHD – PARTNER

Nick is a former chief learning officer, faculty president, and tenured professor. He taught advanced mathematics courses for 17 years at George Fox University and Whitworth University. Nick is a data-driven, analytical problem solver who turns forward-thinking ideas into reality. He uses data science and strategic thinking to help colleges get to a brighter future faster. With a Ph.D. in theoretical mathematics, Nick provides unique insights into data analysis and helps colleges see new opportunities.

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