



HIGHER EDUCATION CASE STUDY

THE CHALLENGE: A university based in the Northeast recently brought on a new president whose primary initiative was to oversee a multi-year \$300 million capital campaign.

The new president needed to find a way to successfully raise donations in person from diverse locations around the country including San Jose, CA; Bellevue, WA; Plano, TX; and Aspen, CO, while still maintaining his daily responsibilities on campus in the Northeast. Additionally, the university was located in a secondary commercial air market served only by commuter flights,

making it difficult to arrange flights without additional travel to a larger airport.

While the prior administration owned a fractional interest in a private jet, the new president insisted on selling it as one of his first acts. As the president described it, "The school needs to divest itself of all wasteful luxury items in order to reinvest in the students and faculty."

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THE SOLUTION:

The university contacted PJS to explore solutions for moving the president on-demand. PJS immediately identified a number of specific challenges that this university faced, including:

- Accessing areas that are hard to reach with commercial aviation.
- Requiring on-demand access with a consistent point of contact, uniform billing and a developed client profile.
- Needing to freely interchange aircraft types to meet different itineraries of varying durations.



- A way to pay for all post-flight usage and avoid tying up capital unnecessarily.

- Ability to pre-approve all aircraft.

PJS presented a Total Flight Management (TFM) proposal, which included:

- A dedicated Flight Concierge assigned to the account, who met with the president and his staff prior to the first trip.
- A Blanket Charter Agreement as part of the TFM program, extending payment terms of up to 14 days post-flight.
- Ability to confirm all flight itineraries via email.

THE RESULT:

In consultation with PJS, the university enrolled in the TFM program, obtained the reach and flexibility needed to run a multi-year capital campaign and avoided the balance sheet implications of owning an aircraft.

Due to the cost savings and the increased time efficiencies (fewer overnight stays in hotels, fewer per diems, less money spent on extra luggage fees), the university saw a positive ROI on its capital campaign. The TFM program played an integral role in streamlining the university's travel program while meeting its long-term fiscal goals.

Private Jet Services Group (PJS) is a corporate aviation consultancy providing mission-critical flight services to a global clientele of corporations, professional and collegiate athletic teams, live entertainment tours, governments, and others who recognize the cost of their transportation is far exceeded by the cost of failure. PJS procures on behalf of those clients both VIP and standard configured airliners, regional aircraft, as well as light, midsize, and large cabin executive jets. PJS acts as agents for its clients in negotiating and facilitating transportation with licensed air carriers. PJS does not own or operate aircraft.

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