



LICENSING AND ACCREDITATION CONSULTING

COMPANY PORTFOLIO

Open, License, and Accredit *Your University* *in the U.S.*

One team for every step: state authorization, accreditation, curriculum, staffing, and technology. 115+ institutions launched across all 50 states.

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We Help You Build *Your Framework*



Starting your own university is a challenging process. There are many hurdles to overcome, and that is before you handle the complex regulations you need to follow.

Expert Education Consultants has a track record of equipping ambitious founders and international investors with the knowledge, tools, and continued support they need to make their institution a success.

We are a licensing and accreditation consulting firm. We help founders build a successful, privately owned institution from scratch. Unlike firms that handle one piece, we offer the full range of services, from the first day we work with you through the years after your institution is approved and operating.

That includes the legal requirements unique to your state, your business plan, your curriculum, your faculty, your license, your accreditation, and everything in between.

International Investors

Open a U.S. university from abroad. We handle entity formation, state licensing, SEVIS certification, and accreditation planning.

U.S. Founders

A clear roadmap before you invest: the best state, realistic timelines, licensing requirements, and costs.

Existing Institutions

Already licensed? We guide you through accreditation, from self-study to site visit.

Education Investors

Acquire an existing licensed institution. We help you evaluate targets and manage due diligence and the ownership transition.

50

We have filed in all 50 U.S. states. We know what each regulator expects, which means fewer revision cycles and fewer surprises.

Proven Results, *Not Promises*



115+

Institutions successfully launched

Degree-granting universities, colleges, and online schools across all 50 U.S. states.

\$45M+

Cumulative client revenue

Revenue generated by the institutions we helped open, license, and accredit.

18

First-time accreditations

Guided with zero critical findings.

0

Failed state license applications

In our firm's history.

35+

Specialists across 9 disciplines

One contract, one team, no gaps between vendors.

65+

Years of combined leadership

Dr. Norderhaug and senior team members in higher education and accreditation.

Family-Operated, *Personally Led*



Dr. Sandra Norderhaug

FOUNDER AND CHIEF EXECUTIVE OFFICER

Dr. Norderhaug holds a PhD in Education from Aalborg University in Denmark, a Doctor of Medicine, and an MBA. She brings 30 years of leadership in starting, building, and managing universities in both the United States and Europe, and has served as licensing and accreditation advisor to private universities across the U.S.

Richard Norderhaug

CHIEF OPERATING OFFICER AND CHIEF TECHNOLOGY OFFICER

Richard has over 30 years of experience developing computer and network solutions and leading teams in Fortune 500 companies including HP, SAP, and PG&E. He oversees operations, client success, project management, quality assurance, and information security.

35+

Behind the founders is a bench of 35+ specialists across 9 disciplines. Each client gets a dedicated pod of experts, with our CEO and COO personally overseeing every engagement.

Licensing *and Accreditation*



State Licensure and Approvals

We guide you from start to finish in the approval or licensing process of your university, in any of the 50 states.

01

- Business and state licenses to operate
- School catalog, business plans, and forms
- Policy and procedure manuals
- All curricula
- Annual reports
- State compliance issues and on-site visits

Accreditation

A flexible suite of services to support your university or college through the accreditation process, from basic education on standards to full oversight of the preparation process. We suggest strategies to strengthen compliance, prepare you for the self-study and site visit, and provide quality management throughout.

02

- National: DEAC, ACCSC, COE, TRACS
- Regional: SACSCOC, HLC, MSCHE, WSCUC, NECHE, NWCCU
- Programmatic: ABHES, ACEN, CAEP
- K-12: Cognia

Compliance Services

03

We help you with federal and state filing requirements, licensing, recertification, permits, internal compliance, license renewals, and ongoing reporting after you open.

Educational Company *Formation*

Entity Formation in All 50 States

A one-stop solution for all the paperwork needed to start a new company or expand an existing one. Our team takes ownership of your business setup and keeps you compliant with federal, state, and local regulations. If what you need is not listed here, ask us.

04

- Sole Proprietorship
- Partnership
- Limited Liability Company (LLC)
- Limited Liability Partnership (LLP)
- C Corporation
- S Corporation
- Professional Corporation
- Nonprofit Corporation
- Business Name Search and Reservation
- Fictitious Business Name (DBA)
- Trademark Search and Registration
- Registered Agent Services
- Business Licenses and Permits
- Federal Tax ID Numbers (EIN)
- Sales and Use Tax Permits
- Payroll Tax Registration (SUI/SIT)
- Compliance Monitoring and Alerts
- IRS Forms and Filings
- Operating Agreements
- Annual Meeting Minutes
- Initial and Annual Reports
- Articles of Amendment
- Articles of Conversion
- Certificates of Good Standing
- Certified Copies of Documents
- Apostille
- Reinstatements
- Articles of Dissolution
- Corporate and LLC Kits
- LLC Member Share Certificates
- Corporate Stock Certificates

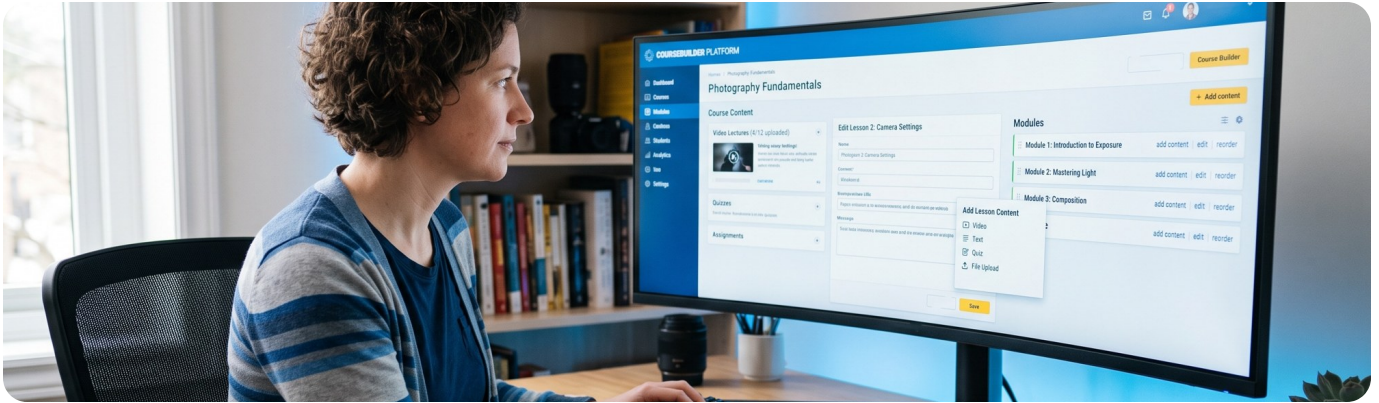
Operational Services

05

We provide the foundation for your institution by crafting all policies, handbooks, curricula, and program learning outcome maps. We also help you establish your online presence through your website and social media pages.

Grant proposals. We help institutions develop and review federal, state, and privately funded grant proposals: collecting data to show need, building the budget and personnel plan, setting performance objectives, and writing the evaluation plan.

Curriculum *and Technology*



Curriculum and E-Learning

06

We manage instructional design from start to finish for online, hybrid, and on-campus courses. We begin with a needs assessment, then design curricula, write storyboards, build e-learning materials with tools such as Adobe Captivate and Articulate, and evaluate outcomes through assessments.

LMS and SIS Setup

We deploy and run your Learning Management System (Moodle) and Student Information System (Gibbon) on reliable cloud hosting.

07

- System setup and customization
- Secure database management
- Theme integration across devices
- Admin accounts with access levels
- Course and category organization
- Online meeting integration
- Admin team training
- One month of launch support

After launch, we can handle full administration: updates, user management, and real-time support.

Campus Courseware NEW

08

Plug-and-play, LMS-ready course packages that reduce development time and support faster launches. Up to 60% cost reduction compared with building in-house. 8 programs ready to deploy now, with custom builds on request.

Staffing *and Growth*



Recruitment and Staff Augmentation

09

We help you find qualified faculty and administrators and streamline your hiring process. Need specialist hours instead of full-time salaries? Our staff augmentation model gives you experts on demand.

Digital Marketing

SEO, advertising, and student recruitment built for new institutions.

10

- **Personalized content** tailored to the interests and needs of your prospective students
- **Analytics and optimization** so your marketing keeps improving
- **Interactive content** such as quizzes, live streams, and virtual tours
- **Localized marketing** for regional audiences inside and outside the U.S.
- **Influencer partnerships** to reach new student audiences
- **Accessibility** so your marketing works for every student
- **Long-term engagement** with prospective students throughout their journey
- **Measurable outcomes** with transparent reporting

Academic Leadership

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Dr. Norderhaug has acted as Chief Academic Officer of several start-up universities on an hourly basis, helping organizations stay within budget. In that role she hires and manages deans and faculty, reviews the program mix each year, and represents the university with regulators, accreditors, and industry leaders.

Running Your University

12

Launching is only the first step. We stay with you for day-to-day operations management, license renewals, compliance, and the path to accreditation.

Buy a *University*

Looking to acquire an existing licensed or accredited institution? We guide you through each step, from analyzing your market and shortlisting institutions to completing due diligence before your purchase.



PHASE 1

Locate a University for Sale

Market analysis

Identification and shortlisting

Initial assessment

PHASE 2

Coordinate With a Local Business Broker

Broker identification and vetting

Broker engagement

Due diligence collaboration

Local market insights

Negotiation assistance

Ongoing coordination

Post-agreement services

PHASE 3

Due Diligence on the Identified University

State authorization

Academic

Operational

Financial

Legal

SEVP I-17 status and SEVIS good standing (if applicable)

Accreditation verification (if applicable)

We help investors evaluate targets, navigate license transfer requirements, and plan a smooth ownership transition, so you take over a compliant, operational institution.

One Team. *Every Discipline.*

Most firms offer licensing or accreditation, not both. We are built to support the entire launch, from entity formation through operations and accreditation.



Expertise

We do more than tell you what the law says. We give you strategies to handle it. We do not hand you templates and leave. We learn your institution's needs and build solutions that fit your goals.

Project Management

Our project managers coordinate everything from the first conversation to final delivery. Weekly client meetings. Minutes sent after every meeting. A recruiter and other specialists added when you need them.

A Sense of Ownership

We take ownership of your success. We call it hand-holding, and we believe it is one of the most important things we do. Getting your university off the ground is just the beginning of our relationship.

The Pod Model

Instead of relying on one consultant, you get a pod of experts chosen for your project. Need a SEVIS expert this month and a data analyst next? We adjust your team with no downtime. One contract, one point of accountability.

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One coordinated team instead of five disconnected vendors. A lawyer, curriculum designer, accreditation consultant, recruiter, and LMS integrator hired separately costs more and takes longer.

CASE STUDY 1

Institute of Brain Education

LOCATION

Arizona

PARTNERSHIP

2021 to today

FOCUS

DEAC Accreditation



The Story

What started in 2021 as a request to add new degree programs grew into one of our deepest partnerships. Over five years, we worked hand in hand with the leadership team and faculty to expand their academic offerings, develop their LMS and SIS systems, build instructional design for every course, and train their faculty on instructional design best practices, a key requirement for DEAC accreditation.

What We Did

- Degree program expansion
- LMS and SIS development
- Instructional design
- Faculty training
- DEAC accreditation

RESULT

Full DEAC accreditation awarded in 2026 with zero critical findings.

"They felt like true members of our team, and thanks to their honesty, dedication, and effectiveness, we earned accreditation on our planned timeline with no critical findings."



Hope Ihm

Chief Academic Officer, Institute of Brain Education

CASE STUDY 2

Jala University

ORIGIN

Latin America to U.S.

PARTNERSHIP

2021 to today

LAUNCH

4 months from engagement to operations



The Story

Jala University came to us from Latin America in 2021 with a bold vision: a fully operational, accredited university in the United States. We partnered with them from day one. We secured their U.S. state authorization, guided them through ASIC accreditation, developed all institutional policies, built their technology infrastructure, and recruited their U.S.-based team.

What We Did

- State authorization
- ASIC accreditation
- Policy development
- Infrastructure build
- Team recruitment
- DEAC accreditation

RESULT

University launched in 4 months. Successful DEAC site visit completed in 2026.

"Expert Education Consultants were more than just a consultant agency, they quickly became our most valuable partners in this journey. They helped us and guided us not only to get the authorizations we needed, but building our management team with excellent professionals that are now an indispensable part of our organization."



Juan Salinas

Chief Executive Officer, Jala University

CASE STUDY 3

Orlando School of Nursing

LOCATION

Florida

PARTNERSHIP

2023 to today

FOCUS

CIE License and Board of Nursing



The Story

Two successful Orlando physicians saw the critical need for trained nurses in Florida. They had the passion and the vision, but no academic background in building a school. They came to us in 2023, and we built their school from the ground up.

We developed all nursing curricula, recruited and hired all staff and faculty, and completed both their CIE license application and their Florida Board of Nursing application. Today we continue to work closely with them to maintain compliance, renew their licenses, and guide them toward accreditation.

What We Did

- Nursing curricula development
- Staff and faculty recruitment
- CIE license application
- Board of Nursing application
- Ongoing compliance

RESULT

A licensed nursing school built from scratch for founders with no academic background.

Want to speak with a past client? During your strategy call, we can arrange introductions to clients who went through a similar process.

What Our *Clients Say*

★★★★★

"Expert Education Consultants was the partner we relied on from day one at Florida Coastal University. From entity formation and curriculum development to faculty hiring and facility setup, they helped us obtain our CIE provisional license in only 11 months. They deliver, they communicate clearly, and they stand behind their work."



Raghuw Gopal

Past President, Florida Coastal University

CIE provisional license in 11 months

★★★★★

"In pursuing our vision to establish a new university in the United States, we had the privilege of collaborating with Dr. Sandra Norderhaug of Expert Education Consultants. Her exemplary guidance and expertise were instrumental in the successful establishment of our new university in Jacksonville, Florida."



Prof Dr Selva Pankaj

Founder and President, Regent American University

University launched in 8 months

★★★★★

"Our institution has been working towards expanding into North America for almost a decade and I am so grateful for the efforts of Dr Sandra Norderhaug in making this long-standing dream a reality. She has been instrumental in facilitating this vision in a cost-effective manner within a short period of time."



Prof Dr Amiya Bhaumik

Founder President, Lincoln University

Malaysia to U.S.

★★★★★

"Dr. Sandra Norderhaug and her team exceeded all expectations during our application process. They ensured everything was completed on time with outstanding professionalism. If you haven't hired them for your higher-education needs, you should do it now."



Dr. Ehab El Shamy

Vice Chancellor, AITU University

University launched in 6 months

★★★★★

"The folks at Expert Education Consultants were instrumental in helping us go from a newly founded university to an accredited university in less than two years. They assisted us with every step of the process providing timely advice on staffing, licensing, types of accreditors, as well as outlining a strategy to help us achieve our goals."



Joy Miller

President Emeritus and Founder, Kenner University

Accredited in under 2 years

★★★★★

"We enlisted Sandra and her team's services last spring to facilitate our securing the ASIC accreditation. I applaud them for the stellar professionalism and logistical excellence that characterized the entire process. Needless to say, we secured the accreditation in grand style!"



Dr. Ademola Akinrinola

Director, Learning and Academics, AltSchool Africa

ASIC accreditation secured

Some of Our *Proud Clients*

A sample of 115+ client engagements across all 50 U.S. states and 4 international regions.





Your institution starts with *one conversation.*

Book a free 30-minute strategy call. We will review your model, answer your licensing and accreditation questions, and show you the right next steps.

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Jacksonville, FL · Serving all 50 states



2023 Best of Jacksonville Award · BBB Accredited Business

Recognized by the Jacksonville Award Program for service to our clients and community. Accredited by the Better Business Bureau.