

Excerpts, selected by the HELP Committee, from a larger document
produced by the company



Program Portfolio Review

February, 2010

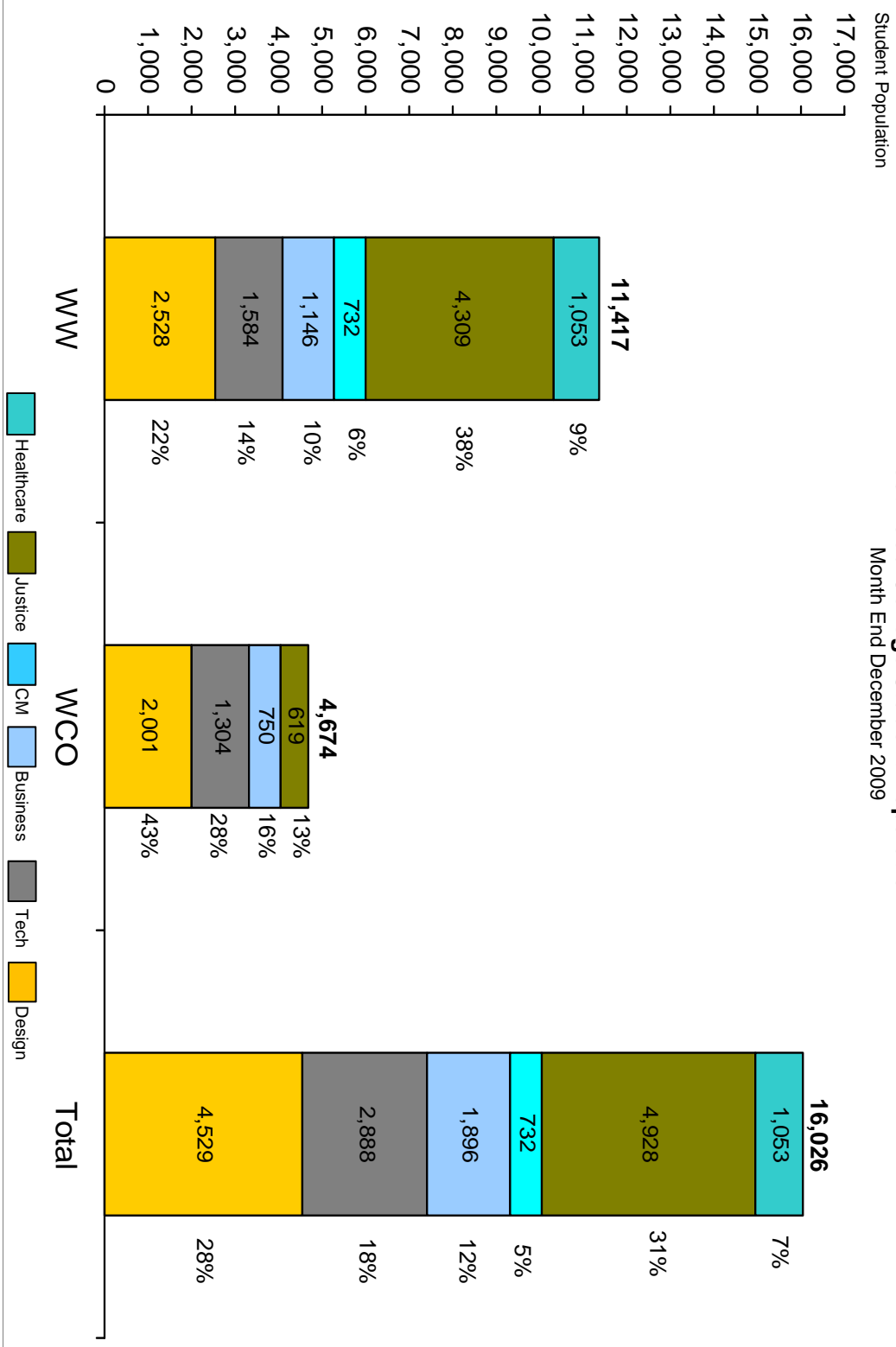




Westwood College Student Population

Westwood College Student Population

Month End December 2009



Note: On-Ground does not include School of Service (65 students)

Source: Earning Population Report by Program Dec. FY10

Program Management —

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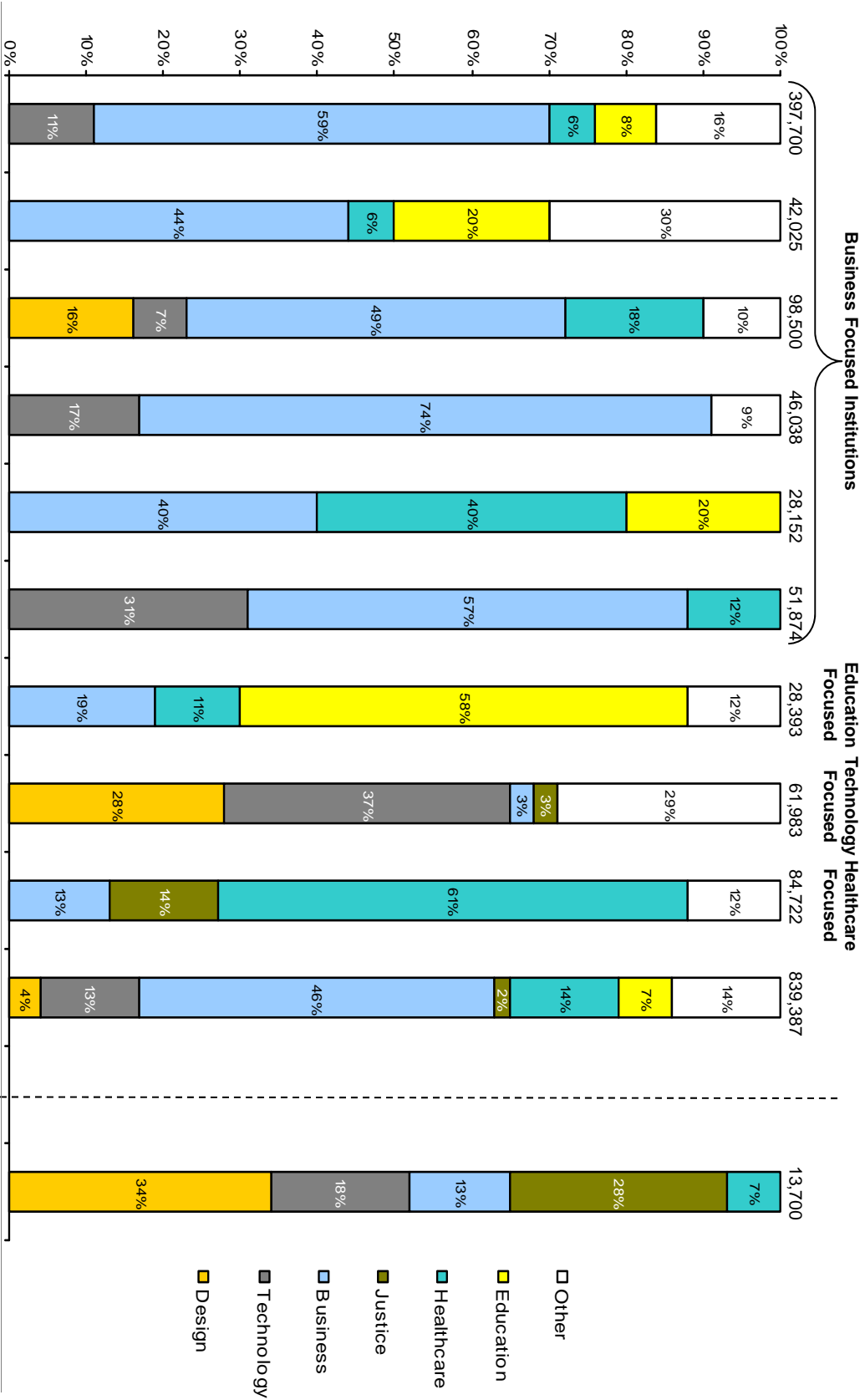


WESTWOOD COLLEGE
REDSTONE COLLEGE



Westwood skews heavily CJ& Design vs our competition. . . Who do we want to look like?

School Mix for Select For-Profit Institutions



Source: BMO Capital Markets, May, 2009
 Program Management —
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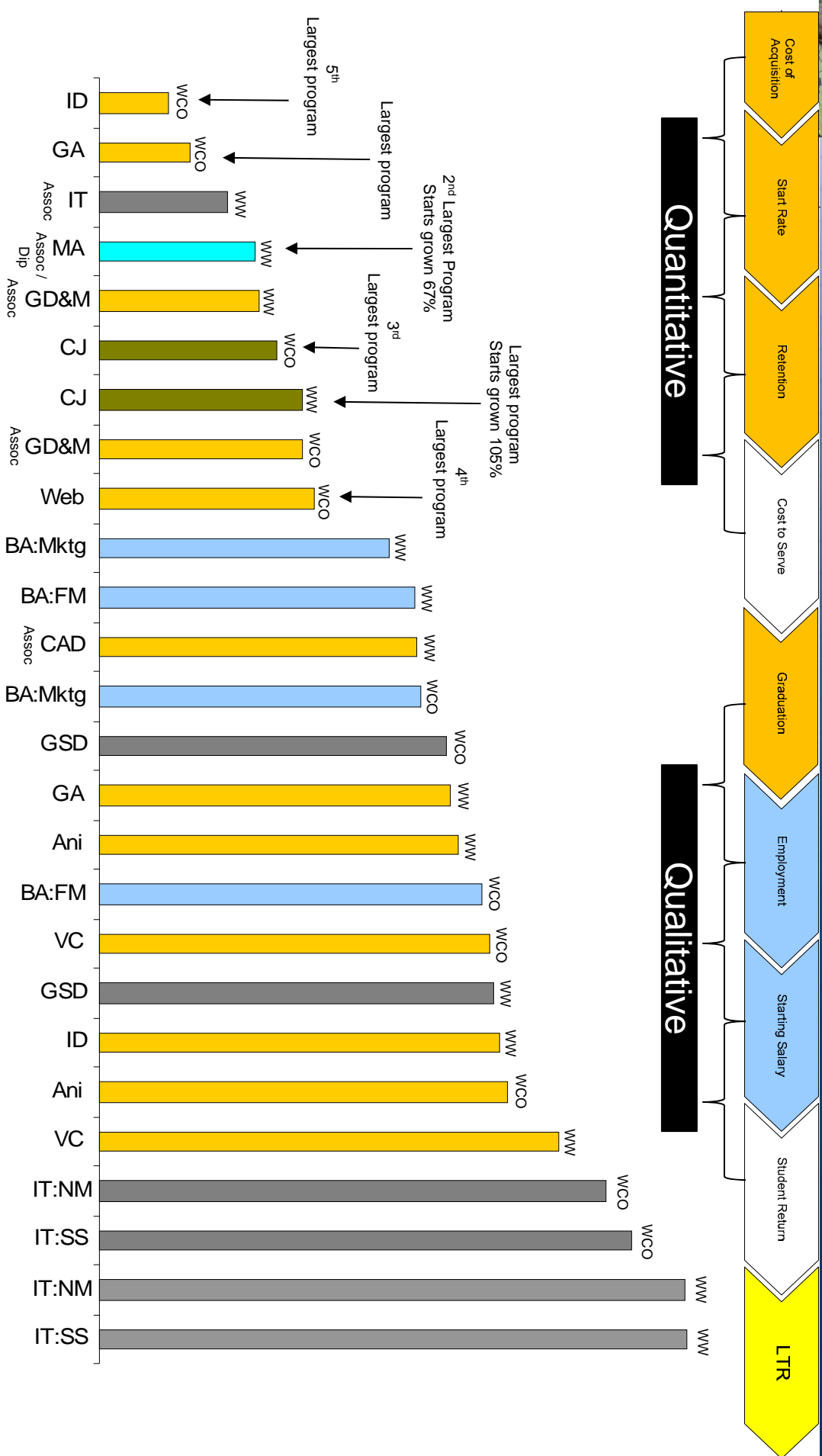
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WESTWOOD COLLEGE
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Westwood On-ground & Online Quant+Qual Lifetime Return



NOTE: Start growth calculated from 2006 - 2009
 NOTE: Program size figures based on Active Stud Analysis R3/1/2009

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Health Sciences Justice Business Tech Design

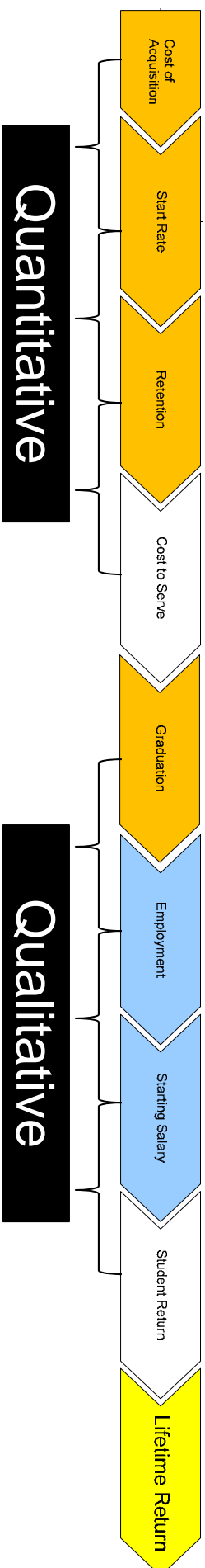
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WESTWOOD COLLEGE
 REDSTONE COLLEGE



Lifetime return is a better metric to measure overall benefit of individual programs



CPA
 - Marketing costs affect number of leads/apps a program receives

Start Rate
 - More students and more efficiency for Marketing & Admissions

Retention
 - Retention rates measures student satisfaction w/ a program
 - Revenue is derived from tuition

Graduation
 - Graduation rates further depict student satisfaction w/ a program
 - Revenue is derived from tuition
 - Agencies monitor completion rates and can revoke approval

Cost to Serve (not available)
 - Cost of faculty, labs, content refresh, classroom space, etc

Employment
 - Employment measures our ability to deliver on brand promise
 - Agencies monitor employment rates

Starting Salary
 - Starting salaries measure the real value of a Westwood education
 - Higher starting salary could be indicative of higher referral rate, lower default rate and lower risk of lawsuits.

Student Return/Debt/Payment load as % of income
 - Programs with high default rates cause lost revenue
 - Default rates could be showing low employment value, low starting salary, etc.

LIFETIME RETURN

- Can be used to simultaneously track the financial and success of all programs in total or in various regions
- Can be used to simultaneously track the success of various initiatives of multiple departments at Westwood/Alta
- Can be used to determine the potential ROI for Marketing initiatives/rests/pilots above the current CPLA/S metrics

Data collection/verification underway

Initial data reflects projected figures

Data matches reporting given to ACICS/ACCSCCT