



Standards of Performance

The matrix below outlines Standards of Performance that Admissions Representatives must strive to achieve in order to contribute to the overall success of the organization. Each Standard should be used as a guideline when assigning individual goals to achieve personal success. In addition, Representatives will have standards of monthly volume and start standards for each class which are outlined on subsequent pages.

Standards							
	Campus		Field	National		Online	
	Westwood	Redstone	All	Ground	Online	WW	SPS
Start Rate	65%	48%	40%	38%	42%	45%	58%
Internal Internet Conversion	12.0%	10.0%	11.0%	9.0%	9.0%	8.0%	24.0%
*Screened Ext Int Conversion	6.0%	6.0%	6.0%	6.0%	6.0%	6.0%	
Unscreened Ext Int Conversion	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	
Television Conversion	10.0%	5.0%	10.0%	4.5%	4.5%	4.5%	
SPS Transfer Lead Conversion							11.5%
Leads Attempted in 24 Hrs	80%	80%	varies	80%	80%	80%	
Leads Attempted in 48 Hrs	90%	90%	90%	90%	90%	90%	
Outbound Calls per Day	75	75	25	75	75	75	
Call Time per Day (in minutes)	120	240	varies	240	240	240	
Appointments per Week	15		6				
Interviews per Week	6	10	4	8	8	8	5
Productivity per Week	2.50	2.25	2.00	2.00		1.50	2.50
RGL Productivity per Week	0.50	0.25	0.35	.125		.125	
% of Active Volume Accepted	90%	75%	80%				
% of Active Volume at FA6 or >	90%	65%	65%				
% of Active Volume at FAA				92%	92%	92%	
Sr. Career Interest Cards/Week			Terr. Std				
HS Lectured/Week			2				
HS Classes Lectured per/Week			6				

* Includes all vendor or transferred leads



Volume Standards

- Volume standards will be adjusted for time off for approved leave of absences or pre-approved vacation of five days or more
- Volume standards will not be adjusted for sick leave of three days or less, vacation in less than five day increments, unapproved vacation, or any other unapproved leaves
- Volume will be set within the designated ranges by the Director of Admissions based on representative tenure and level
- New Hire standards and start-up school monthly standards will be adjusted according to the charts below
- Standards may vary with input and prior approval from the Area Vice President of Admissions

Month	Level	Campus/WW	Campus/RS	Field	National	Online	SPS
January, April & October	Adm	10-11	10-12	7-9	7-9	8-10	13-15
	Senior	11-12	12-14	9-11	9-10	10-12	16-18
	Master	12-14	14-16	11-13	10-11	12-13	19-21
	Exec	14-15	16-17	13-14	11-12	13-14	22+
February & March	Adm	8-10	10-12	6-8	6-8	6-8	10-13
	Senior	10-11	12-14	8-10	8-9	8-10	14-16
	Master	11-12	14-15	10-11	9-10	10-11	17-19
	Exec	12-13	15-16	11-12	10-11	11-12	20+
May, June, November & December	Adm	7-9	8-10	6-8	5-7	6-8	10-13
	Senior	9-11	10-12	8-9	7-8	8-10	14-16
	Master	11-12	12-13	9-10	8-9	10-11	17-19
	Exec	12-13	13-14	10-11	9-10	11-12	20+
July	Adm	11-13	11-12	5-7	7-9	8-10	13-15
	Senior	13-14	12-14	7-9	9-10	10-12	16-18
	Master	14-15	14-16	9-11	10-11	12-13	19-21
	Exec	15-16	16-17	11-12	11-12	13-14	22+
August & September	Adm	9-11	10-12	5-7	6-8	6-8	10-13
	Senior	11-12	12-14	7-8	8-9	8-10	14-16
	Master	12-13	14-15	8-9	9-10	10-11	17-19
	Exec	13-14	15-16	9-10	10-11	11-13	20+

New Hire Standards	
First Partial Month	Set at the discretion of the Director of Admissions based on circumstance but not higher than the "Volume Standards" above
First Full Month	70% of Standard
Second Full Month	80% of Standard

Start-up School Standards	
1-3 Months	75% of Standard
4-6 Months	90% of Standard
7+ Months	Standard



Class Start Standards

- Class standards are based on 14-day active starts
- Class standards will not be adjusted due to time off (sick, vacation or any other reason), Representatives need to plan accordingly
- For Representatives hired in the middle of a term writing period, class objectives will be set by the Director of Admissions based on current circumstances
- Standards will be set within the designated ranges according to level by the Director of Admissions based on Representative level

Westwood

Start	Level	Campus	Field/A	Field/B	Field/C	Natl	Online	SPS
Period I	Adm	10-16	1-2	1-2	1-2	5-7	7-9	13-15
	Senior	14-20	2-3	2-3	2-3	7-9	10-12	16-18
	Master	20-24	3-4	3-4	3-4	9-12	13-15	19-21
	Exec	24-30	4-5	4-5	4-5	12-14	16-18	22+
Period II	Adm	10-16	1-2	1-2	1-2	5-7	7-9	13-15
	Senior	14-20	2-3	2-3	2-3	7-9	10-12	16-18
	Master	20-24	3-4	3-4	3-4	9-11	13-15	19-21
	Exec	24-30	4-5	4-5	4-5	11-13	16-18	22+
Period III	Adm	9-13	1-2	1-2	1-2	4-6	7-9	13-15
	Senior	11-17	2-3	1-2	1-2	6-8	10-12	16-18
	Master	17-21	3-4	2-3	2-3	8-12	13-15	19-21
	Exec	21-27	4-5	3-4	3-4	12-14	16-18	22+
Period IV	Adm	13-17	20-30	18-25	14-25	13-15	8-10	13-15
	Senior	15-21	30-40	25-35	25-30	15-18	11-13	16-18
	Master	21-25	40-50	35-45	30-35	18-21	14-16	19-21
	Exec	25-30	50-55	45-55	35-45	21-24	17-19	22+
Period V	Adm	13-17	3-4	2-3	3-4	8-10	8-10	13-15
	Senior	15-21	4-5	3-4	4-5	10-13	11-13	16-18
	Master	21-25	5-6	4-5	5-6	13-16	14-16	19-21
	Exec	25-30	6-7	5-6	6-7	16-18	17-19	22+
Total	Adm	55-79	26-40	23-34	20-35	35-45	37-47	65-75
	Senior	69-99	40-54	32-46	33-42	45-57	52-62	80-90
	Master	99-119	54-68	46-60	42-51	57-72	67-77	95-105
	Exec	119-147	68-77	60-74	51-65	72-83	82-92	110+
First Two Classes for Start-up Schools is 75% of Standard								



Redstone

Start	Level	Campus	Field/A	Field/B	Field/C
Period I	Adm	8-12	1-2	1-2	1-2
	Senior	11-16	2-3	2-3	2-3
	Master	16-19	3-4	3-4	3-4
	Exec	19-23	4-5	4-5	4-5
Period II	Adm	8-12	1-2	1-2	1-2
	Senior	11-16	2-3	2-3	2-3
	Master	16-19	3-4	3-4	3-4
	Exec	19-23	4-5	4-5	4-5
Period III	Adm	7-10	1-2	1-2	1-2
	Senior	9-13	2-3	1-2	1-2
	Master	13-16	3-4	2-3	2-3
	Exec	16-21	4-5	3-4	3-4
Period IV	Adm	10-13	20-30	18-25	14-25
	Senior	12-16	30-40	25-35	25-30
	Master	16-20	40-50	35-45	30-35
	Exec	20-23	50-55	45-55	35-45
Period V	Adm	10-13	3-4	2-3	3-4
	Senior	12-16	4-5	3-4	4-5
	Master	16-20	5-6	4-5	5-6
	Exec	20-23	6-7	5-6	6-7
Total	Adm	43-63	26-40	23-34	20-35
	Senior	54-77	40-54	32-46	33-42
	Master	77-93	54-68	46-60	42-51
	Exec	93-115	68-77	60-74	51-65
First Two Classes for Start-up Schools is 75% of Standard					



Minimum Performance Guidelines

The focus of all Admissions team members is on achieving the goals agreed upon with their supervisor according to the Standards of Performance. While the requirements of each office or team may vary by region and Division, the following matrix highlights the absolute minimum requirement of an Admissions Representative.

Minimum Acceptable Performance									
Metric	Campus		Field			National		Online	
	WW	RS	A	B	C	Ground	Online	WW	SPS
Start Rate	55%	45%	Local : August 35% All Other 55% Non-Local: 30%			32%	38%	40%	52%
Weekly Productivity	1.75	1.50	1.00			1.25		1.00	1.75
Weekly RGL Productivity	.25	.125	.25			.06		.06	
% Volume Accepted	75%	65%	75%			65%			
% Volume at FA6+	75%	55%	55%			55%			
% Volume at FAA+							92%	92%	
Period I Starts	11	7	1	1	1	5		6	10
Period II Starts	9	7	1	1	1	4		5	10
Period III Starts	9	6	1	1	1	3		5	10
Period IV Starts	11	10	18	16	14	9		6	10
Period V Starts	10	10	7	5	3	7		6	10
Annual Total Starts	50	40	28	24	20	28		28	50
Sr. CIC/week (not incl. summer)			50	40	30				

Reaching the established minimum requirements is not acceptable as standard performance; Representatives who are not progressing appropriately or fail to achieve minimum requirements are subject to corrective action up to and including termination. Guidance and feedback will be provided through One on One's, Observations, 30-60-90 Reviews, Term Reviews, Action Plan Guides, coaching and other periodic reviews.