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WESTWOOD  
COLLEGE®

A PLACE WHERE YOU CAN SUCCEED<sup>SM</sup>

# Admissions Support

# Book of Operations

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## 1.5 The History of Alta Colleges

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### Overview

The history of the schools that make up the current Alta Colleges system can be traced back many decades. Throughout its history, however, one thing has remained constant: Alta Colleges has offered career-focused education preparing graduates for a career in high-demand technical fields. As career challenges and opportunities are recognized, new programs are developed with the cooperation of industry leaders to meet the needs of our students, graduates and employers. Alta Colleges, Inc. currently has three divisions: Westwood College, Redstone College, and Westwood College Online.

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### Westwood College

Westwood College was founded in Denver, Colorado, in 1953. At that time it was called the Radio and Television Repair Institute. In 1958, the electronics curriculum was expanded to meet the growing demands of the industry and the name of the school was changed to the National Electronics Institute (NEI).

Throughout the 1960s and early 1970s, NEI constantly updated courses and equipment, offering educational programs that were practical in content, intensive in character, and reflective of modern technical practices. In 1974, the Denver Institute of Technology, Inc. (DIT) acquired ownership of the college and began to expand the curriculum to meet the needs of a growing technological society.

In November of 1997, DIT officially became Westwood College of Technology. This change helped facilitate the school's expansion outside the Denver area. In 2004, due to expansion in programs, Westwood College of Technology became Westwood College.

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**Redstone College** Redstone College operates our aviation school. Our Denver Campus located at Jefferson County Airport has been practicing Aviation Training since 1965. Redstone is recognized as the premier training facility for Airframe and Powerplant training.

In 2006, Redstone began offering industrial services related programs in order to meet the increasing demand for graduates in fields such as HVAC/R (Heating, Ventilation, Air Conditioning, and Refrigeration) and Construction Management. With the addition of non-aviation programs, and a decision for the school to develop its own identity and brand, on March 1, 2006, Westwood College of Aviation Technology officially changed its name to Redstone College.

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**Westwood  
College Online**

To meet the changing needs of our students, Alta expanded our offerings to include a complete online only curriculum in 2002. Today, we have over 4,400 students enrolled in 20 online degree programs, in three distinct schools. Our online classes and coursework provide an interactive, hands-on learning approach that uses some of the latest multimedia technologies available to enable a rich, online learning experience.

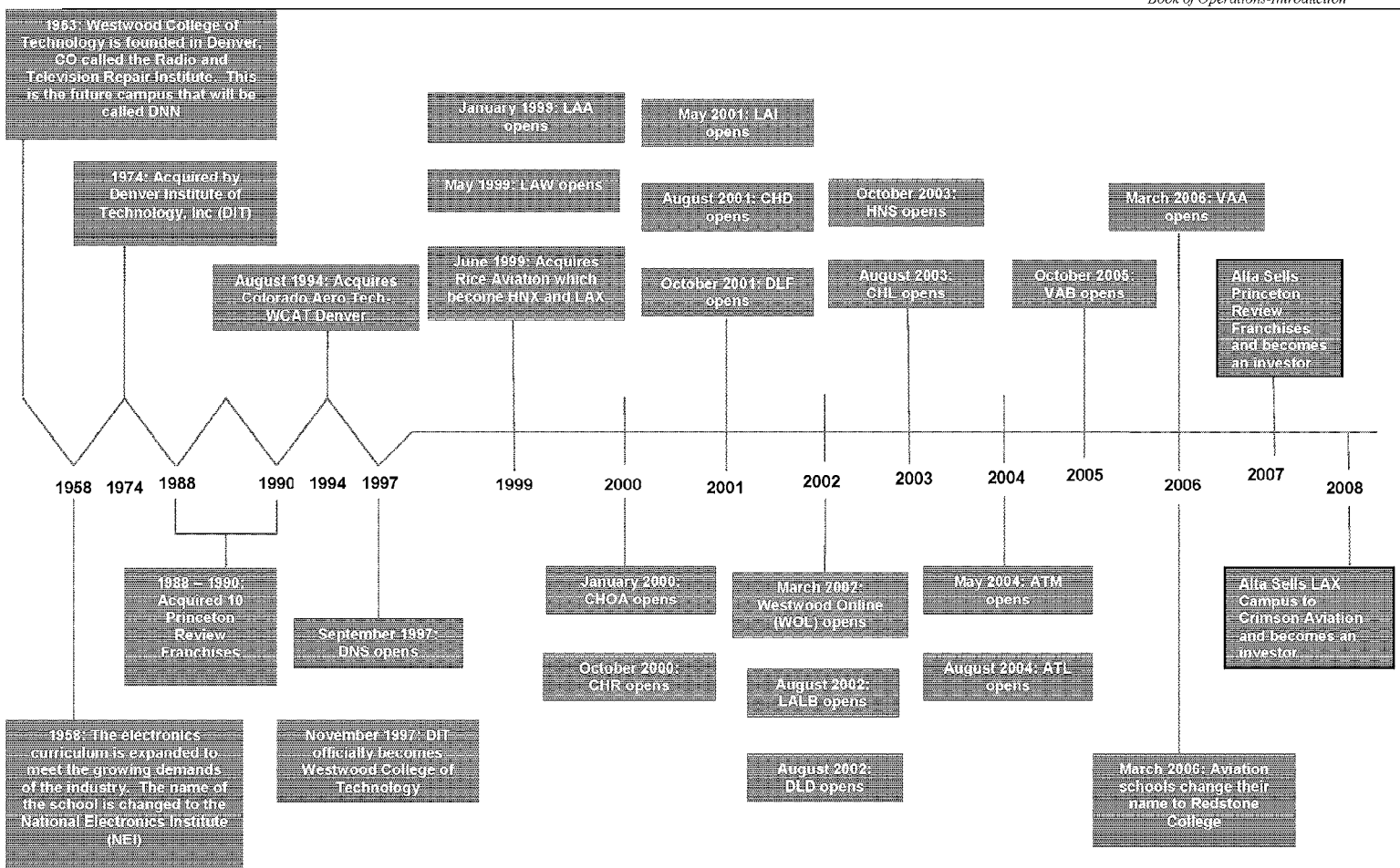
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**Timeline**

On the following page, a timeline is included highlighting key events, acquisitions, and campus openings.

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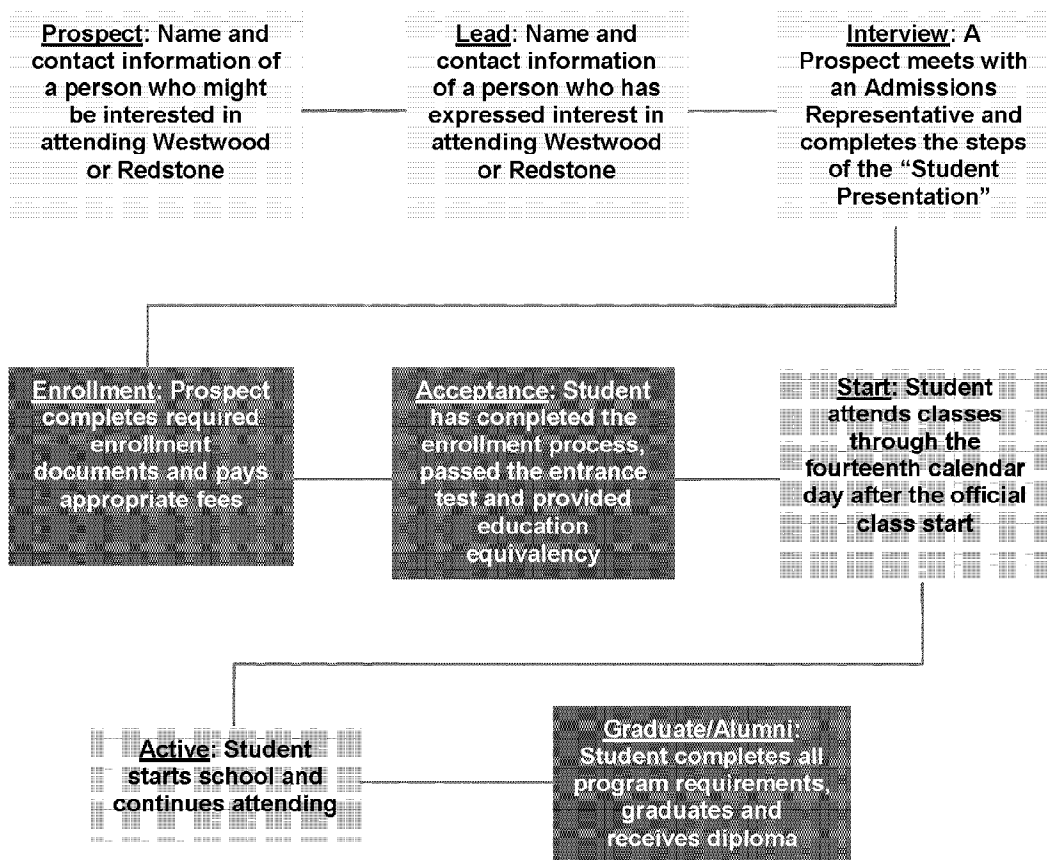
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## 2.4 Admissions Sales Process Outline

**Overview** The Admissions Sales Process involves many steps, starting with the initial contact with the prospect. The Admissions staff is most heavily involved in the early stages of the process however we continue to work closely with other departments to assist our students through the entire enrollment process all the way through to graduation.

The Admissions Support Coordinator must be familiar with the Admissions Sales Process followed by all Admissions Sales Groups as outlined below. The Admissions Support Coordinator has many opportunities for contact with our students and can provide influence and encouragement to assist them through the process of changing their lives!



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## **2.5 Admissions Student Presentation**

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### **Introduction**

The Admissions Support Coordinator should be familiar with the Student Presentation. The Student Presentation is an interactive presentation given by the Admissions Representative to the prospective student and his/her “buying committee” (spouse or parents). The presentation helps to determine the prospective student’s area of interest, commitment to further education and develop a positive relationship with their Admissions Representative. The Admissions Support Coordinator should observe a Representative conducting a presentation at least three times a year. The Student Presentation can be downloaded by following instructions in the Admissions toolbox.

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### **Presentation Script**

Within the Admissions Tool Box you will find the Presentation Script. This file contains an image of every slide within the Student Presentation and the verbiage that goes with it. A general script is included for all Westwood campuses and another script for all Redstone campuses. Please be aware all slides may not apply to your campus.

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## **The Five Key Responsibilities of a Successful Admissions Support Coordinator**

### **Overview**

In this section, you will learn about the Key Responsibilities of every Admissions Support Coordinator. A Coordinator's job is a combination of key technical and customer service activities. Focusing on these key activities will contribute to the success of your team, campus and students. In addition, Admissions Support must have a solid understanding of all current Admissions policies and procedures, most notably in the areas of leads and enrollments.

### **The "Five Keys"**

1. Integrity, Professionalism and Positive Attitude
2. Quality Customer Service
3. Lead Management
4. Timely and Accurate Enrollment Processing
5. Knowledge and Adherence to Policies and Procedures

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### **3.1 Integrity, Professionalism and a Positive Attitude**

#### **Integrity**

Our personal integrity affects how we interact with our students, how we communicate with our managers, and whether or not we trust ourselves to act according to the highest standards of ethics. Conducting ourselves in a manner that is honest and fair even in difficult situations displays our commitment to maintaining the highest ethics and integrity in the workplace. Focusing on the needs of our students while remaining in compliance with our Admissions Policies and Procedures guarantees the objective of the highest integrity. Current Admissions Policies and Procedures can be found on CommunityIsoft in the Admissions Toolbox

#### **Professionalism**

As mentioned previously, Admissions Support is usually the first contact most guests have with the college. The perception our guests have of us will naturally carry over into their perception of the college. That perception must include the utmost professionalism in our conduct and conversation.

Dr. Carol Fleming, founder of the consulting firm The Sound of Your Voice, gives eight suggestions in her article "Guidelines for Professionalism."

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**Professionalism**  
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**1) Own Your Job**

Take your job very seriously, as if you were in business for yourself. Personal pride in a job - any job - will be evident. As they say in the theater world, "There are no small parts, only small players". You will want to be punctual, have a clean work space and handle your work without complaint.

**2) Join the Team**

Make the effort to be familiar with the **business culture and history** where you are employed: the important people, the times of disaster or triumph, the pending decisions, the mission statement, etc.

You will get farther, faster, if you consider yourself part of a group with a common goal, not just one little person doing a particular job. **Team feeling** leads to cooperation and a collegial atmosphere. Make the effort to establish and **maintain good communication** with the people around you, because this will keep you in the loop of information flow. You want that.

**3) Leave your Personal Life at Home**

When you are on the job, show that you identify with the demands and issues of your organization. You are serious about this and keep your conversations within the **boundaries of the business** as much as possible. This demonstrates to people your commitment to the business world and to your employer.

**4) Keep Your Cool**

How you **handle anger** is, perhaps, the most telling indication of your maturity. This includes anger directed at you as well as your own emotional reactions. The display of anger is the most upsetting behavior there is and it constitutes an emergency in human relations. The workplace is absolutely no place for anger, so skills for dealing with it in a calming and constructive manner are valuable.

**5) Look the Part**

Observe the personal appearance of your co-workers and supervisors and determine the 'dress code' in your workplace. You not only want to fit in, you want your **appearance** to reflect well on your employer. This does not mean that you give up all **personal style**. It does mean that you demonstrate a willingness to blend with the group.

**6) Be a Positive Force**

**Criticizing and complaining** are the worst things you can do. Contrary to your motivation, it simply makes you look bad. We need very little help in detecting faults in conditions and in each other.

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**Professionalism**  
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What we do need is support of individuals and solutions to problems. Be a solver rather than a complainer. Try to be for things (rather than against something). It puts you in a positive light and protects you from being perceived as critical.

Are you approachable? You want to be easy to access so that people won't leave you out of the loop of information and friendliness. Check yourself for the following behavior:

- Make eye contact
- Smile and acknowledge people when you first see them
- When people talk to you, look at them and genuinely give them your attention
- Respond to people with a nod, an answer, a confirmation, whatever is appropriate
- Ask your supervisor if your English is clear enough. Sometimes people are not approached when people have trouble understanding their speech

**7) Mind your Old-fashioned Manners**

Nothing is more quickly noted and appreciated than **courtesy**. Learn the standards of good manners appropriate to your setting and practice them with everybody, not just the people you're trying to impress. Make this a part of your own **personal integrity**. Be reminded that you should always use the **formal mode** of greeting until told to do otherwise. The client is "Mrs. Brown" until she says, "Just call me Grace". Appreciation is in short supply; don't add to the deficit. Say your "thank yous" with sincerity if you want people to continue to do nice things for you.

**Get comfortable with introductions** and know how to do it properly. People can really get offended when this social gesture is ignored. Don't be shy about introducing yourself; not only that - don't be shy about reintroducing yourself. All of us forget names.

If you can get yourself someone in a **mentor role**, you might give them permission to point out any of the 'little things' in your behavior that might get in your way to the top.

**8) Develop your Communication Skills**

If people ask you to repeat frequently, or if there are just too many misunderstandings from your interactions, this is pretty **clear feedback** that your speech may not be clear enough for professional standards. Get an **objective evaluation** and do the work that will make you a **clear communicator**. People are incredibly skilled in reading your attitude. If you have resentments, or if you have respect, be assured that it will be communicated and received and reacted to by other people.

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**Professionalism**  
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**Conversational skills** will bring you into comfortable contact with new customers, leads, jobs and friends and you will be grateful for this fluency for the rest of your life.

**Written communication** can (and will) be scrutinized, so don't let your guard down when writing memos, signing documents and leaving e-mail messages. This may be the only contact people have with you. A misspelled name, a scrawl, the evident lack of care will lose you credibility and respect. Clarity and accuracy are especially important when dealing with official documents, but everybody appreciates a written message that is easy to read, gets to the point and doesn't distract attention with errors

**Positive Attitude**

The outward expression of a positive attitude is enthusiasm. It is the way you smile, the way you walk and the way you act. A positive attitude is contagious and all who witness it can be inspired. Displaying a positive attitude can raise you up even when you are not feeling quite up to speed. As the first impression of our college, a positive attitude from Admissions Support enables our guests to feel like they are in the right place. Remember, we are changing lives!

## 3.2 Quality Customer Service

**Introduction** Providing quality customer service is the cornerstone of Admissions. Admissions Support is the first point of contact for a potential student or visitor. Proper decorum and etiquette must always be maintained at the front desk and all public areas.

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**“Guests”** All visitors should be treated as our guest and should be received with a warm greeting, using their name whenever possible. Our guests should feel welcome and comfortable visiting our school. Be responsive to the needs of our guests. Always remember that your interaction could be the influence to help change their life.

Incoming phone calls should be handled in the following manner:

- Calls should be answered as follows: “Thank you for calling Westwood College, this is \_\_\_\_\_, how may I help you?”
- When transferring calls, introduce the call to the person to which you are transferring. Never release the call until you are certain that there is someone available to take the call.
- Always ask permission to place your caller on hold. Never leave a caller on hold for more than 15 seconds.
- If the caller is a new prospect (NOT a warm transfer), proceed with getting their full name, phone number, city, zip code, and graduation date. The prospect should be assigned based on current lead routing policy. If the prospect already has a record in SRM, update all information including adding an inquiry if appropriate. If the prospect does not have a record in SRM, you must add a new one.
- If a caller is warm transferred from a call-center vendor, confirm their name and phone number prior to transferring to a representative.
- Should you receive a non-Admissions call on the main number, you should politely transfer the caller to the requested department or employee. However, you should give the caller the local or toll-free back door number and extension for future use.

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**Front Desk  
Guidelines for  
Professionalism**

- Business professional attire is mandatory during normal business hours for front desk personnel. (For dress code guidelines, consult the Human Resources Employee Policy Manual.)
  - There should be no loitering around the front desk area by students, Admissions Representatives, faculty or staff.
  - Personal internet use at the front desk is not permitted.
  - Personal phone calls should be kept to the absolute minimum
  - To ensure a professional environment, eating at the front desk is not allowed. Meals should be enjoyed outside of campus or in an appropriate location on campus.
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## 3.3 Lead Management

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### Introduction

Alta Colleges utilizes an aggressive marketing plan to produce media leads from a variety of resources including television and the internet. Career Interest Card (CIC) leads are also generated by our Field representatives and Representative Generated Leads (RGLs) are generated by all Admissions personnel. Admissions Support monitors the lead flow and manages lead assignment for various lead sources. Each lead should be considered an opportunity to positively change a life. All leads are highly valuable and must be managed according to our current policies and procedures. The Admissions Support Coordinator **must** have a working knowledge of policies and procedures regarding lead distribution and lead protection. These policies and procedures have been developed to provide consistency amongst all Admissions divisions and most importantly to provide the best service to our prospective students.

The Admissions Policies and Procedure Manual can be found within the Admissions Toolbox on I-soft. The instructions for lead processing can be found in the Admissions Support Users Guide

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### Lead Types

#### Internal Internet

This lead is generated when a prospect goes directly to our website and fills out a request for information

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#### External Internet

This prospect has filled out a request for information from a search engine banner or pop-up ad.

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#### Phone In Answering (PID)

Prospects who look up our number in the yellow pages or were referred by someone directly to the campus.

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#### Phone In Answering (PIA)

These prospects called in after seeing or hearing a commercial or responding to a phone number listed on a direct mail piece or an internet landing page. We use a vendor to answer and route these calls.

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<b>Walk in (WI)</b>	A prospect who has come directly to the campus without an appointment.
<b>Direct Mail</b>	This prospect has replied to some type of direct mail piece, such as the career goals questionnaire.
<b>External Telemarketing</b>	These are prospects that have been contacted by an outside telemarketing agency.
<b>Career Interest Card (CIC)</b>	High school students who have attended a high school workshop and completed the Career Interest Card with at least their name and one means of contact (phone, address or e-mail). CICs are generated by our Field channel.
<b>Representative Generated Lead (RGL)</b>	These prospects have been referred to a specific representative by a current student, applicant, or other prospect. <b>The prospect must ask for the Admissions Representative by name.</b>
<b>Campus Generated Lead (CGL)</b>	Leads generated by non-admissions personnel as a result of non-marketing funded activities.

## Lead Rotation

<b>SRM and Manual Assignment</b>	The SRM system automatically assigns most electronic leads received during business hours to Representatives logged into the SRM system. Admissions support is responsible for assigning leads not automatically assigned. Examples of leads assigned by Admissions Support include some PIAs, PIDs, leads generated from marketing events such as career fairs, and Walk-Ins. Each type of manually assigned lead should have a separate lead rotation process as defined by the Director of Admissions using current lead management guidelines.
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## 3.4 Enrollment Processing

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**Overview** The Admissions Support Coordinator is responsible for the accurate and timely processing of enrollments submitted by Admissions Representatives. Enrollment processing is the first step to starting our prospects on the path to improving their life therefore it is critical all enrollments are processed quickly and efficiently.

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**Introduction** Much of the enrollment process is done through an electronic enrollment process. Use of the On-line Application Center (OAC) for enrolling students automatically processes the enrollment in our database systems and, in most cases, requires minimal intervention of the Admissions Support Coordinator. The OAC is utilized by all Admissions divisions. **All** enrollments for the sales week must be processed by the close of business each Saturday. Further information regarding the OAC and enrollment processing will follow in Section V. Instructions for enrollment processing can be found in the Admissions Support User Guide. Policies regarding enrollment processing (fees, lifespan, etc.) can be found in the Policies and Procedures manual.

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**Fees and Application/ Enrollment Lifespan** The lifespan of an application/enrollment is based on current policy. Refer to the current catalog and the Policy and Procedure manual for direction and/or clarification. Appropriate application and registration fees must be paid prior to the processing of an enrollment. These fees may be dependent on the lifespan of the application or on other circumstances. Refer to the current catalog and the Policy and Procedure manual for direction and/or clarification.

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**First Time Enrollment Processing** First time enrollment processing refers to a student who has not enrolled with Westwood or Redstone at any time in the past. Detailed instructions for processing these students are located in the Admissions Support Users Guide.

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**Previous Enrollment Processing**

Many times, students who have previously enrolled for school but cancelled or dropped will decide to re-apply. Admissions Support is relied on heavily in clarifying procedures regarding these enrollments. Policies governing these enrollments can be found in the Policies and Procedures Manual and detailed instructions for processing these students are located in the Admissions Support Users Guide.

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**Employee Waivers**

Employees of Westwood and Redstone may take advantage of the opportunity to attend one of our schools. Employees and their immediate families (spouse or children) may attend tuition-free according to current benefits as outlined in the Human Resources Employee Policy Manual. Details and requirements are available on Community Isoft. These enrollments are not considered Admissions production and are not included in Admissions reporting. Detailed instructions for processing these students are located in the Admissions Support Users Guide.

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**Education Alliance, Military and Agency Enrollments**

Westwood and Redstone Colleges provide application and/or registration fee waivers or deferrals for some individuals associated with select businesses, certain agencies or military affiliations. The Business Development channel works with select businesses to establish Education Alliance agreements. These agreements provide their employees with tuition reduction as well as a waiver for the application/registration fees. In order to qualify for the fee waiver, these students must provide proof of employment with the select business prior to the enrollment being processed. Detailed instructions for processing these students are located in the Admissions Support Users Guide.

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