



Leaving Effective Messages

1. Smile, they can hear it.
2. Say the students name frequently throughout the message.
3. Say your name, where you work and your phone number.
4. Leave your number slowly so it gives them time to write it down correctly.
5. Leave the time you're available during the day as well as the time zone you're in.
6. Personalize the message to reflect your student's interest. Use adjectives like YOU and YOUR.
7. Give them two to three reasons for them to call you back (use hooks).
8. Set expectations.

Have a consistent introduction and consistent closing, but open yourself up to change the body of your message to implement something creative and different to make the call stand out! Ask: Would I call myself back?

Reasons to call you back

“When you call me back, we will discuss...” (Write down 6 and circle 2-3 you might use)

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Effective Message Tips

1. Inform the student that you will call them back and tell them when.
2. Leave a message the first time you call the student on the day you receive the lead.
3. If you are not getting a reply or a returned call it does not mean that he/she is not interested.

Sample LMs and Strategies from ^{Redacted}
_{by HELP} **Learning and Development Manager**

LM1 Example:

Hi **Bill**, this is ^{Redacted}
_{by HELP} and I'm responding to **YOUR** request for additional information about earning your degree online. I represent Ashford University ...

I would like to make myself available to answer your questions and get the appropriate information out to you as soon as possible so you can obtain that degree you've always wanted!

Again **Bill**, my name is ^{Redacted}
_{by HELP} and I will be in the office from 9am to 6pm PST my number is ^{Redacted}
_{by HELP}. **Looking forward to hearing from you!**

- Or -

I would like to make myself available to answer your specific questions and get the appropriate information out to you as soon as possible. When you call me back we can discuss tuition cost and financial option opportunities you might not be aware of.

I would like to make myself available to answer your specific questions and get the appropriate information out to you as soon as possible. When you call me back we can discuss transfer credits and how long it would take you to complete your degree at Ashford University.

I would like to make myself available to answer your questions and get the some background information about your previous college experience, like when and where you last attended college.

I'm responding to your request for additional information, but in order to get you the right information I need to know a little more about yourself and your educational goals.

LM2s and LM3s

I'm sorry we have been unable to connect, I've left a few messages for you and I know how important completing your education is to you so I'm going to keep trying to get in touch with you so you can make an informed decision.

I know this must be important to you since you took the time to request information and I'm sure you're also very busy and the decision to go back to school is not an easy one, I'm here to answer any question you have to see how Ashford University can help you reach your educational goals.

Be Persistent!

If I don't hear from you today I will try to reach you again tomorrow!

If I don't hear back from you this morning, I will try to reach you again this afternoon!

*My job is to help you get the information you need to make an informative decision so I will continue to try and reach you **OR** you can call me before 6pm **YOUR** time at ^{Redacted by HELP}*

It's important to mix things up a little with your message to avoid sounding like a broken record.

Sample LMs from Redacted by HELP **, Learning and Development Manager**

LM1

Hello _____, my name is Redacted by _____ and I am YOUR enrollment advisor for Ashford University. My phone number is Redacted by HELP _____. My job here is to help YOU to make an informed decision about YOUR educational future, regardless of if YOU decide to attend Ashford University, so feel free to use me as a resource. I would love to talk to YOU about how YOU can fit this into YOUR busy schedule and how school is often more affordable than many think. In order to do this we will need to connect. Call me or email me and let me know how I can help. My office hours are ___ to ___ your time Monday-Friday and YOU can reach me at Redacted by HELP _____. I have also sent you an email, so keep YOUR eyes out for that as well. I look forward to talking to YOU soon _____, until then.

LM2

Hello _____, this is Redacted by _____ calling you again from Ashford University. I trust that you are looking into a few schools right now and are likely getting many calls. I suggest that you contact me as soon as possible so I can help you get the information you need to make an informed decision. Currently 97% of our students would recommend Ashford to a friend due to our affordability and flexibility. I would love to talk to you more about this and explain why so many people are choosing Ashford over other options. If you can, call me at Redacted by HELP _____ and let me know how I can help... until then.

LM3

Hey _____, this is Redacted by _____ at Ashford University making another attempt to contact you. The next step involves us having a very brief phone conversation to determine if Ashford would be a good fit for you or not. I look forward to showing you how Ashford can fit around your schedule versus you having to fit your schedule around school. Again, my number is Redacted by HELP _____ I will be here from ___ to ___ your time Monday thru Friday and I hope to be able to connect with you soon... until then, have a great day.

ISLM

Hello _____, this is Redacted by _____ calling you again from Ashford University. I am going through some of my student files and contacting you to see if you still have interest in getting your degree online. I assume you are still researching different ways to get your degree and I look forward to answering any and all of your questions. When we connect I will show you exactly how the online environment works and how you can use what you learn in class in your every day life. My number here is Redacted by HELP _____. I look forward to talking to you soon _____, til then, bye.

Sample LMs and Strategies from
Lead Learning and Development Specialist

Your LM1 particularly is your first impression for the student. It is also a communication of how you feel about education and what you believe an education can do for your students. Each message becomes more and more firm. The ISLM is much like a defibrillator. (Are you still out there student?) Ask yourself, would you call you back?

LM1

(Smile) Hello _____. This is Redacted by _____ from the Admissions Office at Ashford University. I understand that you are interested in getting your degree. That's so exciting! You could not have picked a better time! When you call me back, I will be glad to answer any questions you may have. And _____, I have a couple questions for you to see if you'd be a good fit for Ashford. I will be in the office until _____ your time. Again, this is Redacted and my number is Redacted by HELP _____. I look forward to your call.

LM2

Hi _____. This is Redacted by _____ from the Admissions Office at Ashford University. I apologize that we have not been able to connect. Whatever the reason, I know that getting your degree is a priority for you and I want you to know that I have not forgotten about you. I sent you an email questionnaire. Fill that out, email it back and when you call me back, we can talk about how you are going to reach those goals. And _____, I have a couple questions for you to see if you'd be a good fit for Ashford so the sooner we get in touch the sooner you will be to completing your degree. I will be in the office until _____ your time. Again this is Redacted from Ashford and my number is Redacted by HELP _____. Look forward to your call.

LM3

Hey _____. This is Redacted from the Admissions Office at Ashford University. Hope you're doing well. As we understand it, you are interested in getting your degree. We've attempted to contact you a couple of times. You may be out of town or may not have been receiving my voicemails or emails. _____ maybe you're having some reservations about going to school. I am here to provide solutions and advise you on your educational goals, at this point, you need to contact me. I sent you that email with a questionnaire. Take some time and fill that out and when you call me back, we can get a head start on completing your degree. You can contact me at Redacted by HELP _____. Again, this is Redacted from Ashford University. Take care! Look forward to hearing from you later ***today.***

ISLM: Hey _____. This is Redacted from Ashford University's Admissions office. We've attempted to contact you several times via email and voicemail. If you are still interested in completing your degree, please contact me at _____. As your enrollment advisor, I have done my best to contact you. If you are no longer interested, you'll need to let me know via email or by leaving a message so that you will no longer be contacted. Again, my name is Redacted and I can be reached at Redacted by HELP _____. Look forward to hearing from you. Wish you well in achieving your educational goals.

Statusing Cheat Sheet

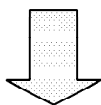
Uncontacted

- ❖ **NEW** - This status should be changed within 24 hours of receipt of the lead.
- ❖ **LM1** - First Attempt: Left Message and sent first email
- ❖ **LM2** - Second Attempt: Left Message and sent second email
- ❖ **LM3** - Third Attempt: Left Message and sent third email
- ❖ **ISLM** - Information Sent- Left Message. Use this status after multiple messages and emails.
- ❖ **EM1** - First Attempt: The # is bad or there is no voicemail. Send email.
- ❖ **EM2** - Second Attempt
- ❖ **EM3** - Third Attempt



Contacted

- ❖ **HSHP** - a High-priority Shopper can be used for someone that was not able to commit to an appointment but is very interested.
- ❖ **SHOP** - Use this status for leads that are interested in our programs but would like to see information first before committing to an appointment. These leads should want to start within 1-3 months.
- ❖ **LOLU** - Use this status for leads who are not committing to a start date within the next 6 months or have already started another program.
- ❖ **SCHD** - Use this status after qualifying sequence and you schedule an appointment within 48 hours. Send Appointment Reminder email.
- ❖ **NOSH** - A prospective student was a no-show for an appointment.
- ❖ **DUP*** - A duplicate lead is a lead that already exists within the system.
- ❖ **BAD LEAD*** - Use only if lead is 30 days or less and a Datamark lead (not a CL, referral, or call-in lead) and one of the following criteria is met:
 1. Contact information incorrect- both phone and email is verified as bad (i.e., email bounces back, phone disconnected, etc.). Phone ringing without an answer is NOT a bad lead.
 2. Incentive Lead- Lead filled out request for an incentive
 3. Duplicate- Same lead came in from two different Datamark vendors (see Source)
 4. Test Lead (i.e., Johnnie Test)...but verify that it's a test lead
 5. Fake Name- (i.e., Superman, Mickey Mouse)
 6. Too Young- If lead is under 22 for BA level AND not interested in AAB; or if lead is under 18 for AAB.
- ❖ **NQ** - A lead is Not Qualified (Under Age only and not interested in AAB).
- ❖ **NQP** - A lead who is seeking a program and/or degree that we do not offer.
- ❖ **NQD** - A lead that is not qualified for a degree because they do not have a HS diploma or GED.
- ❖ **NQI** - A lead who is not qualified because they are an International lead and do not meet the admissions requirements to attend AU.
- ❖ **NCIA*** - Use this status only if the phone # **and** email are bad and it has been longer than 30 days since we received the lead.
- ❖ **NFA** - Use this status only if a lead explicitly states “do not call again” or asks to be removed from our database. Must document reason in notes.

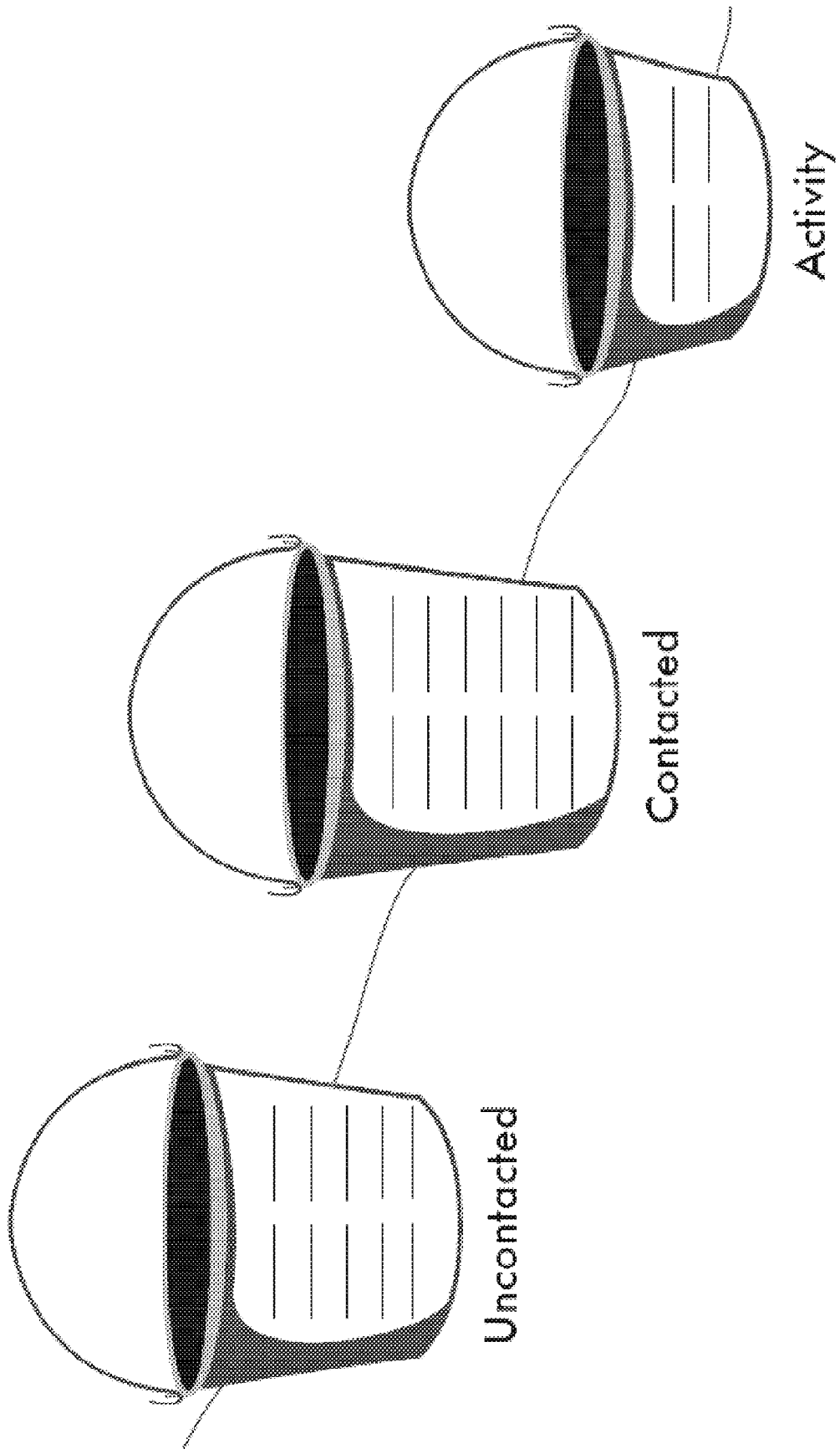


Activity

- ❖ **APPT** - Use this status after an appointment. Never change the status from APPT to any other status except APND (or if the lead requests to be NFA'd). NOTE: In order for a lead to be switched to APPT, they must be in SCHD first.
- ❖ **APND** - The appointment has occurred and the prospective student commits to turning in the application, but has missed the application deadline.
- ❖ **APPIN** - Only used by Management after completed application is submitted.
- ❖ **START** - Indicates student is in class and participating. Only used by Management.

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EA Call Strategy

Day	Status	Activity
Day 1	New to LM1	Leave LM1 on first call and send EM1, call 2-3 more times later
Day 2	LM1	Call 2-3 times; no change of status, messages or EM's
Day 3 (4)	LM1 to LM2	Leave LM2 and EM2, call 1-2 more times that day
Day 4-7	LM2	Call once per day; no change of status, messages or EM's
Day 8	LM2 to LM3	Leave LM3 and EM3; no more calls this day
Day 9-15	LM3	Call once every other day or less; no change of status
Day 16	LM3 to ISLM	Leave LM4 and EM4 (ISLM); no more calls this day
Day 17+	ISLM	Call every week or so; no change of status, messages or EM's

A FEW TIPS

- * Most people decide to enroll in the first week of us getting the lead, most in the first three days.
- * Every day, do something to get better at your job
- * Spend your time wisely and focus on meeting the students needs
- * Take each day in stride and remember we picked you for a reason
- * Focus on motivation, dig deeper and ask follow up questions
- * Keep a positive attitude
- * Slow down and listen to your students
- * Set deadlines for everything

Statusing Activity

1. The advisor contacts the student and the student is extremely motivated to go to college. The advisor goes through Motivation but is not able to go through Admissibility, Payment and Start date because the student has to go but would like to speak with the advisor tomorrow. The call lasted five minutes. How should the advisor status the student?

- A. Scheduled
- B. Lolu
- C. Highly-motivated Shopper
- D. Appointment

2. The advisor contacts an old ISLM that is older than 30 days. While talking to the student, the advisor discovers that the student is 14-years-old. The advisor realizes that the student is not admissible to AU. Which would be the correct status for this student?

- A. Bad Lead
- B. Not Qualified
- C. Scheduled
- D. Highly-motivated Shopper

3. The student picks up phone and replies, "I am not interested, do not call me!" The appropriate status is...

- A. Lolu
- B. Highly-motivated Shopper
- C. Bad Lead
- D. NFA

4. The advisor contacts the student and goes through MAPS. The student is very interested but does not want to start school for about 8 months. Which is the appropriate status?

- A. Scheduled
- B. Shopper
- C. Lolu
- D. Bad Lead

5. The advisor goes through MAPS and schedules an appointment but the student does not show. What should the advisor status the student?

- A. Scheduled
- B. Lolu
- C. No-show
- D. Shopper

6. The advisor goes through MAPS and the student shows for appointment but after talking to the student for 30 minutes, the student states that they are not interested in starting school for two months. The advisor statuses the student as...

- A. Shopper
- B. Appointment
- C. Lolu
- D. NFA

7. The lead the advisor is contacting is in Appointment Status. The student is no longer interested in information and is currently attending another college. Once the conversation ends, how should the advisor status the student?

- A. Shopper
- B. NFA
- C. Lolu
- D. Appointment

8. The advisor goes through the qualifying sequence and schedules the student for the appointment. The advisor calls the student and they are a no-show. Later in the week the advisor receives an email from the student stating they are still interested in the program but does not include a new time to speak. How would you status this lead?

- A. Scheduled
- B. No-show
- C. Appointment
- D. Lolu

9. The advisor has completed MAPS and the appointment and is now waiting on the application. The student has been given a 48 hour deadline for the application. The student calls within the 48 hour deadline and says after speaking to her husband she would like to start three months from the original start date. How would you status this lead?

- A. Appointment
- B. Scheduled
- C. Application Needed
- D. Lolu

10. As the advisor goes through the Qualifying Sequence; the student states that she is in default on student loans but is making payments. The student has two payments left before she will be eligible for Financial Aid. How would you status this student?

- A. Lolu
- B. Not Qualified
- C. Shopper
- D. Bad Lead

11. While the advisor is speaking with a new lead he recently received, the student informs the advisor that he was filling out a form to win a television and never wanted any information about colleges. How should the advisor status this lead?

- A. NFA
- B. Lolu
- C. Bad Lead
- D. Shopper

12. The advisor completes the MAPS sequence with the student, but the student is unable to commit to an appointment. The advisor moves the student to Highly-motivated Shopper status. The next week the advisor contacts the student and completes the appointment. What status must the advisor move the student to before the student can be in appointment status?

- A. Shopper
- B. Scheduled
- C. Move Directly to Appointment
- D. Lolu



Lead Policy (Updated 3/10/2009)

Proper Lead and “New” Lead Follow Up Guidelines

New leads – EAs must attempt to contact all NEW leads within 24 hours of the working day lead is received and status must be changed. New leads are identified in REAP.

A new lead must be in a contacted status within 24 hours real time* from the time the lead was assigned in REAP. If lead is not contacted within the 24 hours it is open for distribution on the uncontacted list (borrowed leads). Leads that have originated after 4 pm on Friday will be protected until 2 pm Monday (after 4pm Saturday is protected until 2pm Tuesday for Tues-Sat teams).

- *Exception* - Referral leads. Because of DNC policy, EAs have 72 hours real time from the time lead is assigned in REAP.

When calling borrowed (lists from other teams provided by Auditor/EM) leads, voicemails may not be left on LM1's and LM2's, but may be left for LM3's, ISLM's and all EM's. **NO EMAILS SHOULD BE SENT TO BORROWED LEADS.**

- *Exception* – When calling lists from within the team, EM's may approve voicemails and emails being left. Within division, the Director may approve voicemails and emails being left.

Uncontacted Leads

Uncontacted Lead lists are distributed by the Auditing team and may **ONLY** be supplemented with lists of leads from the same division with permission from the division's Director. Lead switches that are generated from lists that don't fall into these parameters will be declined and creating such a list is grounds for disciplinary action.

Contacted Leads

Proper lead follow-up on Contacted leads is defined by an attempt to contact via phone that is made within last 15 days. If lead shows documentation of a non-working number, as noted in activity section, email attempt at contact is sufficient. The EA must use REAP email template or attach a copy of email being sent from Outlook.

Status Changes / Notes in REAP

All lead updates (status changes, contacts, etc...) must be accompanied by an EA entered note within 3 hours of contact with lead. If a student connects with another advisor within the 3 hour window and the status has not been updated, the advisor with the first status change accompanied by proper notes will keep the lead. REAP generated icons/notes are only acceptable documentation for an attempt to contact.

Manipulation of lead statuses (example: moving “new” leads to “shop” before contact is made), OAP push on uncontacted leads or mining of leads by one EA that belong to another is grounds for disciplinary action.

Lead Switch Requests

All Contacted and Uncontacted lead switches will be requested through a dedicated email address: lead.switch@ashford.edu, one lead per request. Requesting EA must document policy that applies to lead switch in REAP activity notes. The Auditing team will make the requested lead switch if it meets policy. If a request does not meet policy, the Auditing team will not make the switch and will notify the EA of the denial. Inquiries to decisions must never be sent to lead.switch@ashford.edu. If EA disagrees with decision they need to discuss with their EM. Only EM or Director may contact Auditing Manager to discuss.

Eligible requests to lead.switch@ashford.edu need to have a registered call in REAP, a note within 3 hours of the registered call, the status changed to LOLU / HSHP / SHOP, the contact must have occurred within 24 business hours. The request is not eligible if the student requests no further contact.

See “Reassigning Leads” section below for time parameters of Lead Switch availability.

Live Chat Leads

If a Live Chat occurs on a Contacted or Uncontacted lead, the receiving EA must make notes then request the lead switch at lead.switch@ashford.edu

LivePerson/LiveChat – When the student contacts an EA through LiveChat or LivePerson, that EA will keep that lead regardless of lead policy.

- **Exception** - If the student is currently in a SCHD status and scheduled for an appt within 3 days, with an APPT Reminder email from REAP templates or in an APPT or APND status, and there is an attempt to contact within the last 3 business days or the lead was entered as a referral in the prior 3 days, the LiveChat EA will refer the student back to the Enrollment Advisor listed in REAP. LiveChat EAs must document in the REAP activities the details of the LiveChat conversation.
- **Exception 2** – If the student requests to work with a specific EA, the LiveChat EA must transfer the student to the EA requested (unless student prefers LiveChat process and requested EA is not a LiveChat EA)

***Unless otherwise noted above, all elements of lead policy also apply to Live Chat leads.**

Reassigning Leads

A Director or Assoc. Director may move leads within their division at any time, without notice, to ensure leads are being worked properly. An EM may move leads within their team at any time, without notice, to ensure leads are being worked properly. Neither Director nor EM may switch leads during the hours of 6:00am to 5:00pm PST, M-F if the lead belongs to another Division or EM.

Duplicate Leads

The EA who has the earliest REAP assigned date/time lead, and adhered to proper lead follow-up activities will be given the opportunity to work with the duplicate lead.

- *System* generated Duplicate’s will be given to the EA whom makes first documented attempt (phone call) and adheres to proper lead follow up.
- *EA* generated duplicates will always go to the original EA as long as there has been proper lead follow up.
 - **EXCEPTION** – *When inbound call or LiveChat (NEW lead) is received by an EA and the same lead is assigned during the call/Chat in REAP (Datamark, Military, CL, etc...) to another EA, the EA who received the inbound call/Chat will retain the lead.*
- If there is a pattern of entering duplicate leads by any EA or team, there may be disciplinary action taken.

Non-Traditional Team

The non-traditional team, on campus has access to and the ability to call online leads that reside within 75 miles of the campus. If the non-traditional team makes contact with a potential student and establishes that the student would like to attend on campus, then the lead will belong to the non-traditional team. The exception to this would be if the online lead were already in a status of APIN. In this case, the non-traditional team can enroll the student for the program on campus, but the enrollment would belong to Online.

Lead Dispute Resolution

Required process: EAs resolve with EAs before EM's get involved; EM's resolve with EM's before Director gets involved. All parties must refer to lead policy to support their stance.

Referrals

Referrals are subject to the same lead protection and follow-up rules as all other leads. Referral is defined as a lead developed by an EA asking a current student, prospect or acquaintance for the name of an individual(s) interested in Ashford University or when a new prospect calls in asking for a specific EA and indicates they were referred to that EA.

To ensure that an EA gets credit for a referral, all of the following items **MUST** be complete and accurate in REAP:

- First and last name in the "lead properties" section
- A working telephone number and working email address
- Name and relationship of the referring person in the contact activity notes
- Sourced as referral

A lead is considered a referral and can be entered and worked by an EA when:

A lead calls in, walks-in, e-mails or sends any form of correspondence and specifically asks for an EA; or an EA receives leads from family, friends and associates; or an EA receives leads from potential and current students. Lead cannot already exist in REAP under a different EA. If lead does exist, switch may be requested if proper lead follow up has not occurred. Original lead source may not be changed. Notes must indicate who referred the lead to the new EA.

A lead is *not* a referral if assigned from OAP floor, floor call or anything other than what is stated above.

Floor Calendar

The Director Team will determine the monthly floor calendar. Floor hours are 6:00 am PST to 6:00 pm PST daily. If an EA is scheduled for floor, the EA is expected to be available during these posted hours. The EM reserves the right to make changes to the floor calendar or re-distribute floor days at any time. These changes must be communicated ASAP to the appropriate parties.

OAP Unassigned

The Admissions Operations Coordinator team will monitor OAP traffic. If OAP unassigned lead is already assigned in REAP, and proper lead follow up has occurred, assigned EA will be notified. If proper lead follow up has not occurred, EM will be notified and distributed at EM's discretion.

OAP unassigned leads that are not assigned in REAP will be distributed at the EM's discretion. Leads should be assigned within 24 hours of receipt. If they are not, the Director team may reassign or remove the EM from OAP floor rotation.

Corporate Leads

Proper lead follow-up applies as stated above.

Corporate leads are distributed to the Dedicated Corporate Enrollment Team (DCET). Distribution is determined by the EM. At their discretion, the EM may involve the Corporate Liaison (CL) in the process of deciding how leads will be distributed.

When any Ashford University EA refers a company lead to any CL and that CL is able to set up a corporate event/visit from said referral, that EA is entitled to 100% of the leads produced from the first event/visit. Leads from subsequent visits will be distributed to the DCET via auto-distribution or at the EM's discretion. To qualify the corporate referral must contain the following; company name, address phone number and contact name.

CLs are credited for all unique leads generated from their efforts with each respective organization. Referrals generated from a CL's original unique leads will be credited to the respective CL with regards to lead and application. This will be extended to all 1st generation referrals (referrals that tie directly back to the original lead generated). All subsequent referrals generated from the initial referral generation will be counted as the standard Advisor Generated Referral sourcing. These referral leads will be credited for:

60 days starting April 1, 2009
45 days starting May 1, 2009
30 days starting June 1, 2009

Corporate Partnerships will be treated in the same manner.

Referrals generated by the EA will be credited as an EA Generated Lead. (See referral definition above)

Military Leads

Proper lead follow-up applies as stated above.

Military Development Specialist (MDS) leads are distributed to the Dedicated Military Enrollment Team (DMET). Distribution is determined via auto-distribution or by the EM. The EM may involve the MDS in the process of deciding how leads will be distributed.

When any Ashford University EA refers a military entity to any MDS and that MDS is able to set up an event/visit from said referral, that EA is entitled to 100% of the leads produced from the event/visit. These leads will then be transferred to the DMET for proper follow-up. To qualify the military referral must contain the following; contact name, phone number and military base name and location.

When a MDS submits leads generated from a military base visit or event, the MDS has "protected status" for 90 days from the visit or event. Any referrals from inbound calls or floor received from the visit/event within the protected timeframe will also be credited to the MDS.

Any Military Tuition Grant eligible lead must be transferred to the DMET for proper follow-up. The transferring EA must complete the Military Transfer Form and submit to the designated Admissions Operations Coordinator.

Leads that qualify for Ashford University's Military Tuition Grant:

- Active Duty Military Personnel
- National Guard and Reserve (uniformed) members
- Spouses of Active Duty, National Guard, and Reserve members (Copy of I.D. Card required)
- Retired Military Personnel w/ remaining VA Benefits (GI Bill)
- Separated/Discharged Military veterans w/ VA Benefits (GI Bill)
- Department of Defense Employees

Leads that do not qualify for Ashford University's Military Tuition Grant:

- Spouse or Dependents of separated/discharged veterans (regardless if the veteran is utilizing VA benefits)
- Separated/Discharged Military veterans w/o VA Benefits
- Retired Military Personnel w/o VA Benefits
- Active Duty Military Dependents (other than Spouse)
- Civilian Employees
- Government Employees (other than DOD employees)

When a MDS submits leads generated from a military event, the MDS has protected military referral status for 90 days from the event. Referrals generated by the EA will be credited as an EA Generated Lead. (See referral definition above)

Graduate Leads

Any lead interested in a Graduate degree program must be transferred to the Graduate Dedicated Enrollment Team (GDET) for proper follow-up. The transferring EA must complete the Graduate Lead Transfer Form and submit to the designated Admissions Operations Coordinator. This applies to all other specialty areas including Military, LiveChat, Corporate, etc...

Any undergraduate leads received by the DGET must be transferred to the Admissions Operation Manager for distribution to the appropriate party.

Employee Leads and Applications

All employees and family members who are eligible for the AU tuition benefit that are considering enrollment in any degree program, must work through the AOM (Admissions Operations Manager). These leads/applications will not constitute applications or enrollments for any enrollment team, regardless of payment option.

V2V Transfer/Hunt Group (for live calls)

Extensions for internal use only – do not give to students.

To see which Financial Aid Hunt group is for your team in CA, look up your FSA and use the number that corresponds with their manager using the address book (to help distribute calls evenly). If you do not yet have an FSA, feel free to call any of the numbers below and then transfer students with questions once an FSA picks up, until you are assigned an FSA.

1909	Financial Aid (Iowa)	1911	Financial Aid (Leo)
1921	Financial Aid (Wyntress)	1931	Financial Aid (Fran)
1941	Financial Aid (Kerry)	1951	Financial Aid (Mario)
1961	Financial Aid (Dune)	1971	Financial Aid (Anita)

Other Hunt Groups and V2V transfers

1918 IT Support Hunt Group

1922 Live Transfer of any BA Military leads to the Military Team

1964 Live Transfer of any MA Military leads to the Master's Military EAs

1965 Live Transfer of any MA Non-Military leads to Master's Team

If the student or prospect is not on the phone you will transfer the lead via email:

A Bachelor's team that gets a Bachelor's military lead will email the lead information (via hyperlink) to military.switch@ashford.edu. Entitle the email "Military Lead" to identify the lead. Military Enrollment Advisors will then send lead switch to lead.switch@ashford.edu for auditors to switch the existing student to their database.

A Bachelor's team that gets a Master's lead will email the lead information (via hyperlink) to gradlead.switch@ashford.edu. Entitle the email "Grad Lead" to identify a Master's lead and "Military Lead" if it is a Master's Military lead. Graduate Enrollment Advisors will then send lead switch to lead.switch@ashford.edu for auditors to switch the existing student to their database.