

To: [Redacted], Enrollment Advisor
 From: [Redacted], Online Manager
 CC: [Redacted], Associate Director of Admissions
 Subject: Discussion Memo
 Date: Monday, October 27, 2008

It is extremely important that Ashford University Enrollment Advisors fully understand every aspect of our programs, policies and procedures. To that end, Enrollment Advisors must be able to advise prospective students properly so they can make an informed decision on whether or not they enroll in our programs.

[Redacted] I'm concerned with the lack of progress you've made in your position as Enrollment Advisor for Ashford University.

Your goals for the next two weeks is as follows:

- Prepare a daily performance plan, one that will give you better focus on daily outcomes
- Schedule a minimum of 3 appointments per day
- Conduct a minimum of 8 appointments/interviews per week
- Collect a minimum of 4 applications by November 7, 2008

You and I will meet every day to monitor your progress. [Redacted] I believe you have the skills necessary to be successful in your position as Enrollment Advisor. Please know that if satisfactory progress is not made, further disciplinary action may occur, up to and including termination.

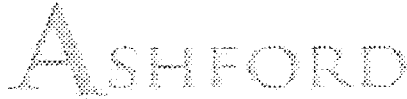
Your signature below serves as your acknowledgement of understanding and receipt of this Discussion Memo.

[Redacted]
 (employee's name)

10-27-08
 Date

[Redacted]
 (manager's name)

10-27-08
 Date



Ashford University

Memorandum

TO: [Redacted] Enrollment Advisor
 FROM: [Redacted] Online Enrollment Manager
 CC: Jodi Jeffs, Associate Director of Admissions
 RE: Written Warning
 DATE: November 10, 2008

[Redacted] I am concerned with the lack of progress you've made in your position as an Enrollment Advisor for Ashford University. On October 27, 2008, you and I met to discuss your progress to date and you received a discussion memo. At this time, you are still performing below expectations. Specifically, you need to focus on the following areas:

- Schedule a minimum of 3 appointments per day
- Conduct a minimum of 8 appointments/interviews per week
- Enroll a minimum of 4 students by November 24, 2008

I will continue to make myself available for additional coaching. [Redacted], please make sure you are focusing on the activities that will enroll students: outbound phone calls, appointment setting, and conducting interviews. I have complete confidence in your ability to get the job done, however I need to see improvement immediately. You and I will meet every day to measure your progress. Continued lack of progress may result in further disciplinary action, up to and including termination.

Your signature below serves as your acknowledgement of understanding and receipt of this Written Warning.

[Redacted]
 (employee's name)

11-10-08
 Date

[Redacted]
 (manager's name)

11/10/08
 Date