ASHFORD
UNIVERSITY
FOUNDED 1918

## Enrollment Representative Matrix 1

CA

Performance Criteria

| Category | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Outbound Calls Per Week (average) | 375+ | 375-326 | 325-275 | 274-200 | <200 | 2% |
| Lead-to-Contact % | >85% | 85-81% | 80-75% | 74-70% | <70% | 2% |
| Lead-to-App % | >14% | 14-13% | 12-10% | 9-8% | <8% | 2% |
| Lead-to-Net Start % | >8% | 8-7.6% | 7.5-7% | 6.9-6.5% | <6.5% | 2% |
| Net Starts | >45 | 45-36 | 35-25 | 24-18 | <18 | 30% |
| Gross Apps to Gross Starts % | >94% | 94-90% | 89-85% | 84-80% | <80% | 12% |
| Gross Starts to Net Starts % | >91% | 91-87% | 86-83% | 82-78% | <78% | 12% |
| Gross Apps to Net Starts % | >80% | 80-76% | 75-70% | 69-65% | <65% | 12% |
| Applications Per Week (average) | 5+ | 4 | 3 | 2 | 1 | 2% |
| Total Referrals Per Month | >20 | 20-16 | 15-12 | 11-8 | <8 | 2% |
| | | | | | | 78% |

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## Judgment

| | | | | | | |
|---|---|---|---|---|---|---|
| Administrative/Organization | Paperwork is always completed on time, with no errors | Paperwork is completed on a regular basis, with minimal errors | Paperwork is typically completed on a regular basis, with few errors | Paperwork is typically late, with few errors | Paperwork is always late, with many errors | 2% |
| Demonstrates effective problem solving skills | Has virtually no student issues because expectations are clearly set for student prior to starting | Resolves student issues before they are passed on to others and communicates with all personnel | Attempts to resolve student issues rather than passing to others | Usually passes student issues onto others | Does not attempt to resolve student issues | 2% |
| Customer Satisfaction Survey | Consistently has a rating of 95% or higher on the customer satisfaction survey | Consistently has a rating of 90% or higher on the customer satisfaction survey | Consistently has a rating of 85% or higher on the customer satisfaction survey | Consistently rates below 85% on the customer satisfaction survey | Consistently rates below 75% on the customer satisfaction survey | 2% |

**_Definitions:_**

PDL's: An individual that has at least 50+ units from a regionally accredited institution

Leads: An individual with less than 50- units from a regionally accredited institution

Starts: A student that attends their first course of study and is enrolled in a degree program
Lead-to-Start %: Number of students started divided by the number of leads
Lead-to-Appt % (PDL's): Number of appointments divided by the number of leads (PDL's)

Lead-to-Appt % (leads): Number of appointments divided by the number of leads
Appointment: An individual that has had an interview with an Rep
Show Rate: Number applications divided by the number of starts
Appt-to-App %: Number of applications divided by the number of appointments

| | | | | | | |
|---|---|---|---|---|---|---|
| Reporting/Forecasting | Weekly and monthly reports are completed on time, with no errors | Weekly and monthly reports are completed on time, with few errors | Weekly and monthly reports are typically completed on time, with few errors | Weekly and monthly reports are typically late, with few errors | Weekly and monthly reports are always late, with many errors | 4% |

## Communication

| | | | | | | |
|---|---|---|---|---|---|---|
| Communicates effectively- oral | Contributes during meetings with positive contributions | Voluntarily contributes during meetings | Contributes during meetings when called upon | Rarely contributes during meeting | Never contributes during meetings | 4% |
| Communicates effectively- writing | Consistently manages information in Campus 2000 with creative use of contact management strategies | Is creative in the use of Contact Management strategies | Written work is generally free errors and is effective in the use of Contact Management strategies | Written work must always be edited and rarely uses Contact Management | Written communication is unclear and does not use Contact Management effectively | 4% |

## Working Relationships

| | | | | | | |
|---|---|---|---|---|---|---|
| Informs supervisor and affected personnel of status of current assignments relative to the company strategic plan and goals | Team achieves 120%+ of their performance goals as stated in the company operational plan | Team achieves 110% of their performance goals as stated in the company operational plan | Team achieves 100% of their performance goals as stated in the company operational plan | Teams achieves less than 100% of their performance goals as stated in the company operational plan | Team achieves less than 90% of their performance goals as stated in the company operational plan | 2% |
| Shows flexibility by accepting new ideas | Identifies opportunity through change. | Welcomes well-thought out change. | Accepts change and is cooperative in making new ideas work | Grudgingly accepts change | Is resistant to change. | 2% |
| | | | | | | 22% |
| **Salary Ranges** | >$54K | $54K - $45K | $44K - $35K | $34K - $25K | <$25K | |

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| Performance Summary | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Self- Evaluation | | | | | | |
| Managers Evaluation | | | | | | |
| | | | | | | |
| Salary Ranges | >$54K | $54K - $45K | $44K - $35K | $34K - $25K | <$25K | |
| Final Evaluation and Salary | | | | | | |

## Enrollment Representative Matrix 1-Point Assignment

_CA_                                                    Performance Criteria

| Category | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Outbound Calls Per Week (average) | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-Contact % | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-App % | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-Net Start % | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Net Starts | 30 | 22.5 | 15 | 7.5 | 0 | 30% |
| Gross Apps to Gross Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Gross Starts to Net Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Gross Apps to Net Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Applications Per Week (average) | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Total Referrals Per Month | 2 | 1.5 | 1 | 0.5 | 0 | 2% |

## Judgement Judgment

| | | | | | | |
|---|---|---|---|---|---|---|
| Administrative/Organization | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Demonstrates effective problem solving skills | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Customer Satisfaction Survey | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Reporting/Forecasting | 4 | 3 | 2 | 1 | 0 | 4% |

## Communication

| | | | | | | |
|---|---|---|---|---|---|---|
| Communicates effectively- oral | 4 | 3 | 2 | 1 | 0 | 4% |
| Communicates effectively- writing | 4 | 3 | 2 | 1 | 0 | 4% |

2

## Working Relationships

| | | | | | | |
|---|---|---|---|---|---|---|
| Informs supervisor and affected personnel of status of current assigments relative to the company strategic plan and goals | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Shows flexibility by accepting new ideas | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Points | 100 | 75 | 50 | 25 | 0 | |
| Point Range | 81-100 | 61-80 | 41-60 | 40-21 | 0-20 | |
| Salary Ranges | >$54K | $54K - $45K | $44K - $35K | $34K - $25K | <$25K | |

| Performance Summary | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Self- Evaluation | | | | | | |
| Managers Evaluation | | | | | | |
| | | | | | | |
| Salary Ranges | >$54K | $54K - $45K | $44K - $35K | $34K - $25K | <$25K | |
| Final Evaluation and Salary | | | $ 27,400.00 | | | |

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## Enrollment Representative Matrix 2

*CA.*                                    Performance Criteria

| Category | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Outbound Calls Per Week (average) | 375+ | 375-326 | 325-275 | 274-200 | <200 | 2% |
| Lead-to-Contact % | >88% | 88-83% | 87-75% | 74-70% | <70% | 2% |
| Lead-to-App % | >15% | 15-14% | 13-11% | 10-9% | <9% | 2% |
| Lead-to-Net Start % | >8.4% | 8.4-7.9% | 7.8-7.3% | 7.2-6.7% | <6.7% | 2% |
| Net Starts | >80 | 80-71 | 70-60 | 59-50 | <50 | 30% |
| Gross Apps to Gross Starts % | >94% | 94-90% | 89-85% | 84-80% | <80% | 12% |
| Gross Starts to Net Starts % | >91% | 91-87% | 86-83% | 82-78% | <78% | 12% |
| Gross Apps to Net Starts % | >80% | 80-76% | 75-70% | 69-65% | <65% | 12% |
| Applications Per Week (average) | 6+ | 5 | 4 | 3 | <2 | 2% |
| Total Referrals Per Month | >20 | 20-16 | 15-12 | 11-8 | <8 | 2% |
|  |  |  |  |  |  | 78% |

## Judgment

| | | | | | | |
|---|---|---|---|---|---|---|
| Administrative/Organization | Paperwork is always completed on time, with no errors | Paperwork is completed on a regular basis, with minimal errors | Paperwork is typically completed on a regular basis, with few errors | Paperwork is typically late, with few errors | Paperwork is always late, with many errors | 2% |
| Demonstrates effective problem solving skills | Has virtually no student issues because expectations are clearly set for student prior to starting | Resolves student issues before they are passed on to others and communicates with all personnel | Attempts to resolve student issues rather than passing to others | Usually passes student issues onto others | Does not attempt to resolve student issues | 2% |
| Customer Satisfaction Survey | Consistently has a rating of 95% or higher on the customer satisfaction survey | Consistently has a rating of 90% or higher on the customer satisfaction survey | Consistently has a rating of 85% or higher on the customer satisfaction survey | Consistently rates below 85% on the customer satisfaction survey | Consistently rates below 75% on the customer satisfaction survey | 2% |

**_Definitions:_**

PDL's: An individual that has at least 50+ units from a regionally accredited institution

Leads: An individual with less than 50- units from a regionally accredited institution

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Lead-to-Start %: Number of students started divided by the number of leads
Lead-to-Appt % (PDL's): Number of appointments divided by the number of leads (PDL's)

Lead-to-Appt % (leads): Number of appointments divided by the number of leads
Appointment: An individual that has had an interview with an Rep
Show Rate: Number applications divided by the number of starts
Appt-to-App %: Number of applications divided by the number of appointments

| | | | | | | |
|---|---|---|---|---|---|---|
| Reporting/Forecasting | Weekly and monthly reports are completed on time, with no errors | Weekly and monthly reports are completed on time, with few errors | Weekly and monthly reports are typically completed on time, with few errors | Weekly and monthly reports are typically late, with few errors | Weekly and monthly reports are always late, with many errors | 4% |

## Communication

| | | | | | | |
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| Communicates effectively- oral | Contributes during meetings with positive contributions | Voluntarily contributes during meetings | Contributes during meetings when called upon | Rarely contributes during meeting | Never contributes during meetings | 4% |
| Communicates effectively- writing | Consistently manages information in Campus 2000 with creative use of contact management strategies | Is creative in the use of Contact Management strategies | Written work is generally free errors and is effective in the use of Contact Management strategies | Written work must always be edited and rarely uses Contact Management | Written communication is unclear and does not use Contact Management effectively | 4% |

## Working Relationships

| | | | | | | |
|---|---|---|---|---|---|---|
| Informs supervisor and affected personnel of status of current assignments relative to the company strategic plan and goals | Team achieves 120%+ of their performance goals as stated in the company operational plan | Team achieves 110% of their performance goals as stated in the company operational plan | Team achieves 100% of their performance goals as stated in the company operational plan | Teams achieves less than 100% of their performance goals as stated in the company operational plan | Team achieves less than 90% of their performance goals as stated in the company operational plan | 2% |
| Shows flexibility by accepting new ideas | Identifies opportunity through change. | Welcomes well-thought out change. | Accepts change and is cooperative in making new ideas work | Grudgingly accepts change | Is resistant to change. | 2% |
| | | | | | | 22% |
| Salary Ranges | $110-$76 | $75K - $51K | $50K - $37K | $36K - $25K | <$24K | |

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| Performance Summary | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Self- Evaluation | | | | | | |
| Managers Evaluation | | | | | | |
| | | | | | | |
| Salary Ranges | $110-$76 | $75K - $51K | $50K - $37K | $36K - $25K | <$24K | |
| Final Evaluation and Salary | | | | | | |

## Enrollment Representative Matrix 2-Point Assignment

*CA*                                 Performance Criteria

| Category | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Outbound Calls Per Week (average) | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-Contact % | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-App % | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Lead-to-Net Start % | 2 | 1.5 | 1 | .5 | 0 | 2% |
| Net Starts | 30 | 22.5 | 15 | 7.5 | 0 | 30% |
| Gross Apps to Gross Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Gross Starts to Net Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Gross Apps to Net Starts % | 12 | 9 | 6 | 3 | 0 | 12% |
| Applications Per Week (average) | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Total Referrals Per Month | 2 | 1.5 | 1 | 0.5 | 0 | 2% |

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## Judgement

| | | Judgment | | | | |
|---|---|---|---|---|---|---|
| Administrative/Organization | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Demonstrates effective problem solving skills | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Customer Satisfaction Survey | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Reporting/Forecasting | 4 | 3 | 2 | 1 | 0 | 4% |

## Communication

| | | | | | | |
|---|---|---|---|---|---|---|
| Communicates effectively- oral | 4 | 3 | 2 | 1 | 0 | 4% |
| Communicates effectively- writing | 4 | 3 | 2 | 1 | 0 | 4% |

## Working Relationships

| | | | | | | |
|---|---|---|---|---|---|---|
| Informs supervisor and affected personnel of status of current assignments relative to the company strategic plan and goals | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Shows flexibility by accepting new ideas | 2 | 1.5 | 1 | 0.5 | 0 | 2% |
| Points | 100 | 72 | 50 | 25 | 0 | |
| Point Range | 81-100 | 61-80 | 41-60 | 21-40 | 0-20 | |
| Salary Ranges | $110-$76 | $75K - $51K | $50K - $37K | $36K - $25K | <$24K | |

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| Performance Summary | Always Exceeds | Often Exceeds | Meets Expectations | Requires Improvement | Unsatisfactory | Weighting |
|---|---|---|---|---|---|---|
| Self- Evaluation | | | | | | |
| Managers Evaluation | | | | | | |
| | | | | | | |
| Salary Ranges | $110-$76 | $75K - $51K | $50K - $37K | $36K - $25K | <$24K | |
| Final Evaluation and Salary | | | | | | |