

Redacted

### **October 10, 2008- First Day on the floor**

#### **The following steps have been taken to ensure [Redacted]'s success**

10/10/2008 – [Redacted] completed basic new hire training and began on floor.

10/13/2008-10/14/2008 – [Redacted] was seated with various team members to gain further experience in hands-on job duties.

10/27/2008 – One on one with [Redacted] about her frustration about making calls and not getting applications. Told her to settle into the position and to work her database in segments, making sure to call all leads in all statuses. Explained that once she got comfortable with the information she had learned and with making calls, she would do fine.

10/28/08 – Enrolled 2 students this week.

11/25/08 – One on one with [Redacted] about performance. Went over proper database working and how to make effective phone calls. Trainer splitting with EA as well.

11/28/2008 – Attended referral training. EM Split with EA and told EA to open their training manual to review basics of initial training including Ashford Accreditation.

12/2/2008 – Monitored for proper MAPS and call strategy. Spoke to [Redacted] about product knowledge and working to make students more comfortable on the phone.

12/7/08 – 12/9/08: [Redacted] attended a three day conference and training seminar in Las Vegas. Topics covered included proper MAPS techniques, financial aid topics.

12/15/2008 – Counseled on creating urgency.

12/16/2008 – Monitored [Redacted] for call quality and provided feedback. Told Michelle to be more urgent over phone and to express excitement to student.

12/19/08 – Monitored [Redacted] and provided feedback about her call techniques.

1/2/2009 – Gave feedback on creating urgency and moving towards the next step after listening to a call.

1/14/2009 – Attended refresher training on performing MAPS (back to the basics) call techniques.

1/15/09 – Gave [Redacted] a Verbal Warning about her performance. Explained that failure to meet minimum expectations over next two weeks would result in further disciplinary measures.

1/21/2009 – Attended refresher training on overcoming objections.

1/19/2009 – Attended refresher training on setting up Monday Loads.

1/20/2009 – Ashford trainer [Redacted] split with EA, providing feedback about conversations over phone and product knowledge.

1/21/2009 – Associate Director of Admissions ([Redacted]) split with EA, providing feedback and additional training materials.

1/28/2009 – Recorded conversation with student and forwarded to EA. Then discussed recording with EA for feedback on performance.

2/2/2009 – [Redacted] given Discussion Memo for lack of performance. Explained memo and expectations as well as potential negative results if performance did not increase.

2/5/2009 – One on one with [Redacted] about performance and ability to get off of corrective action. Discussed working her database, talking to students, and obtaining applications.

2/19/2009 – [Redacted] given Written Warning for lack of performance. Explained that she had two weeks to meet minimum expectations.

2/25/2009 – Split with EA to provide feedback for telephone conversations.