

**Excerpts, selected by the HELP Committee, from a larger document**  
**produced by the company**



OHE - SuO/AuO/AIO	3rd Party Pay	Grow 3rd party pay	Short term non-title IV programs leading to a nationally recognized or state licensed certification	Kline	Whorowski	☺
OHE - SuO/AuO/AIO	3rd Party Pay	Grow 3rd party pay	Get on preferred provider list with Ed. Corp - company that administers corporate tuition benefits programs	Kline	Hurst	☺
Brown Mackie College	Military	Grow military students (active+vet)	Develop a structured approach to Military and Employer Assistance	Finuf		☺
EDMC Foundation	3rd Party Pay	Expand scholarships to our students	Quadruple the amount of employee contributions and school fund raising activity	Them		☺
<b>COMPLETED</b>						
Brown Mackie College	Tuition Gap	Increase tuition to create larger gap	Increase tuition rates by 13%	Finuf	Finuf	☺

[Two new tabs have been created (Early Stage & Inactive) to house items that are too early stage or being handled internally an





# 90-10 EARLY STAGE

STATUS:



## EDMC CONFIDENTIAL - INTERNAL USE ONLY



Business Unit	Category	Goal	Project Description	Accountable person	Responsible person	Status
EDMC - Marketing & Admissions	Military	Military spouse program MyCAA	Capitalize on \$6K lifetime spouse benefit and the ability of spouse to use funds from new GI Bill	Digovanni		?
Argosy University	3rd Party Pay	Grow 3rd party pay	Tuition deferral - Collection of employer tuition benefits prior to requiring loans	Swenson	Evenson	?
Argosy University	Increase Credit Load	Increase registered credits/student	More Full Time students	Swenson		?
South University	Military	Grow military students (active+vet)	Start location next to a military base	South		?
South University	Target Affluence	Attract more affluent students	Locate new schools & relocations in more affluent areas	South		?
Argosy University	3rd Party Pay	Grow 3rd party pay	Large Company Tuition Benefits - get on preferred provider list with tuition benefits programs	Swenson	Evenson	?
EMDC	3rd Party Pay	Corporate Training programs/tuition benefits	Evaluate acquisition in corp. training space to increase cash	Charlson/ Guida	Garrett	?
Argosy University	Military	Grow military students (active+vet)	Military friendly ADAs	Swenson	Evans	?
OHE - SuO/AuO/AIO	Increase Credit Load	Increase registered credits/student	Increase credit load per student	Kline		?

Revised by HELP Committee

**On Track**

**Minor item**

**Major risk item**

**90/10 Impact Targets/Actuals**

Status Description	FY'10 Q1		FY'10 Q2		FY'10 Q3		FY'10 Q4		FY'11 Q1		FY'11 Q2		FY'11
	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr
Looking into it													

Setting-up tuition deferral program for students whose employer's program pay later, to avoid students taking out loans to cover interim period. Should see some results now? Snapshot on Friday, September 18th.

Moving Undergrad students to Full-Time with a blended format by bundling 2 courses per evening instead of 1 for Fall 1 start. Need to estimate impact. Caveat - greater chance of drops.

Looking at acquiring or opening a location next to a military base in GA. Met with President - waiting. Deeply discount tuition to \$166/credit hour for Active Duty. Yellow Ribbon.

Market Research to recommend more affluent segments to target by modeling desirable locales

Changing the mandate of the 21 Business Development Representatives to focus on larger employers offering tuition assistance

Beginning market criteria development - consulting with Them on qualifications and structure

Training for ADAs and call center

Complex issue - Increasing the number of start dates.

**90-10 INACTIVE**

STATUS: 😊

**EDMC CONFIDENTIAL - INTERNAL USE ONLY**

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Business Unit	Category	Goal	Project Description	Accountable person	Responsible person	Status
Argosy University	3rd Party Pay	Grow 3rd party pay	Large Company Tuition Benefits - get on preferred provider list with tuition benefits programs	Swenson	Evenson	?
South University	3rd Party Pay	Grow 3rd party pay	Short term non-title IV programs leading to a nationally recognized or state licensed certification	South		?

**Redacted by HELP Committee**



On Track

Minor item

Major risk item

90/10 Impact Targets/Actuals

Status Description	FY'10 Q1		FY'10 Q2		FY'10 Q3		FY'10 Q4		FY'11 Q1		FY'11 Q2		FY'11
	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr	Denomtr	Numertr
Changing the mandate of the 21 Business Development Representatives to focus on larger employers offering tuition assistance. Collecting info - need to add Employee field - CARS and CampusVue													

Redacted by HELP Committee