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

Education Management Corporation **Document 2, Page 1**

90-10 Project Tracker - Student Mix

Redacted by Brown Mackie College **Business Unit** OHE - SuO/AuO/AiO **EDMC CONFIDENTIAL - INTERNAL USE ONLY** 3rd Party Pay Category Military Goal Grow 3rd party pay Grow military students (active+vet) ELP Committee or state licensed certification generate inquiries leading to a nationally recognized Short term non-title IV programs Hire military call-center and **Project Description** person Kline Accountable |Responsible Cooper person **© (**:) **(((** (3) **(!**)

©	Finuf	Finuf	Increase tuition rates by 13%	Increase tuition to create larger	Tuition Gap	Brown Mackie College
						COMPLETED
			Uq	students		
Ð		Them	Quadruple the amount of employee	Expand scholarships to our	3rd Party Pay	EDMC Foundation
			Military and Employer Assistance	(active+vet)		
©		Finuf	Develop a structured approach to	Grow military students	Military	Brown Mackie College
			benefits programs			
			administers corporate tuition			
			Ed. Corp - company that			
①	Hurst	Kline	Get on preferred provider list with	Grow 3rd party pay	3rd Party Pay	OHE - SuO/AuO/AiO
			or state licensed certification			
			leading to a nationally recognized			
①	Wnorowski	Kline	Short term non-title IV programs	Grow 3rd party pay	3rd Party Pay	OHE - SuO/AuO/AiO

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

gap

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 EDMC-916-000000484

On Track

Minor item

Major risk item

FY'10 Q1

FY'10 Q2

FY'10 Q3

90/10 Impact Targets/Actuals

FY'10 Q4 FY'11 Q1 FY'11 Q2

Redacted by **Status Description** IELP Committee

students from Yellow Ribbon by mid-September. Working with Redacted by HELP Committee to target 500 military initiative within FY'10. \$166/Credit-Hour. Hired Military Developing short-term certification programs leads/month \$350K incremental cash for SuO based on military Looking for 20 incrementa

prioritizing list of 150 programs (Phlebotomy

credential. January 2010 launch. 20-25 programs and Certification, real estate CEUs, etc) leading to recognized Planning for \$1.5-million year-end run-rate translating to

Redacted by HELP Committee

Redacted by **HELP Committee**

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Determine who is coming with tuition benefits, building	
a master list. Estimate 2-3% of new students are have	
corporate or military tuition benefits. Analysis expected	
by 10-25-09	
Take an online approach to start given varying state laws	
regarding discounts - 10% discount. who	
are their larger clients? 3nd Reseased by HELP Comm BMC -	
Louisville.	
Just hired Business Development Director for military	
and 3rd party employer tuition benefits programs.	
Redacted by HELP Committee	
- named EDMC Foundation chair. \$1 million	
in annual donations - being evaluated by outside	
counsel.	
Done - will go into effect in October. 13% versus 8%	
increase is expected to have a 5 percentage point	
impact on 90-10. Need to communicate the forecasted	
henefit to track actual impact of net increase	

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id not expected to have meaningful impact on 90-

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EMDC

3rd Party Pay

Corporate Training

OHE - SuO/AuO/AiO

Increase Credit

Increase registered

Increase credit load per student

Kline

(active+vet)

credits/student

Load

Argosy University

Military

programs/tuition benefits Grow military students

space to increase cash
Military friendly ADAs

Swenson

Evans

Argosy University

3rd Party Pay

Grow 3rd party pay

get on preferred provider list with

Large Company Tuition Benefits -

Swenson

Evenson

more affluent areas

tuition benefits programs

Evaluate acquisition in corp. training Charlson/

Garrett

South University

Target Affluence

Attract more affluent students

Locate new schools & relocations in South

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90-10 EARLY STAGE EDMIC CONFIDENTIAL - INTERNAL USE ONLY

Business Unit Category	Goal	al	Project Description	Accountable person	Responsible person
EDMC - Marketing & Military Admissions	Miii	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	Redacted by HELP Committee
South University Military	Gro (act	Grow military students (active+vet)	Start location next to a military base South	South	

STATUS:

Status ©

On Track

MINOR Item				90/10 Impac	90/10 Impact Targets/Actuals	
Major risk item	FY'10 Q1	FY'10 Q2	FY'10 Q3	FY'10 Q4	FY'11 Q1	FY'11 Q2
Status Description	Numertr Denomntr	Numertr Denomnitr Numertr Denomnitr Numertr		Numertr Denomntr	Denomntr Numertr Denomntr Numertr Denomntr Numertr Denomntr	Numertr Denomntr
Looking into it						

employer's program pay later, to avoid students taking out loans to cover interim period. Should see some Setting-up tuition deferral program for students whose

Market Research to recommend more affluent Duty. Yellow Ribbon. Deeply discount tuition to \$166/credit hour for Active military base in GA. Met with President - waiting. Caveat - greater chance of drops. instead of 1 for Fall 1 start. Need to estimate impact. blended format by bundling 2 courses per evening Looking at acquiring or opening a location next to a Moving Undergrad students to Full-Time with a results now? Snapshot on Friday, September 18th.

with Them on qualifications and structure Beginning market criteria development - consulting Training for ADAs and call center

tuition assistance

Representatives to focus on larger employers offering Changing the mandate of the 21 Business Development segments to target by modeling desirable locales

Complex issue - Increasing the number of start dates.

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Numertr

90-10 INACTIVE

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Business Unit Argosy University

3rd Party Pay Grow 3rd party pay

Category

Goal

Project Description

Large Company Tuition Benefits -

Swenson

person Evenson

©

② ①

Redacted by HELP Committee South University 3rd Party Pay Grow 3rd party pay or state licensed certification leading to a nationally recognized Short term non-title IV programs get on preferred provider list with tuition benefits programs South

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Minor item							90/10	90/10 Impact Targets/Actuals	Targets/	Actuals	
Major risk item	FY'10 Q1	Q1	FY"	FY'10 Q2	FY'10	10 Q3	FY'	FY'10 Q4	FY	FY'11 Q1	FY'11
Status Description	Numertr Der	Denomntr Numertr	Numertr	Denomntr Numertr	Numertr	Denomntr	Numertr	Denomntr Numertr	Numertr	Denomntr Numertr	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 HELD Committee	#00										
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