

---

**From:** Finuf, Danny  
**Sent:** Monday, May 04, 2009 7:00 PM  
**To:** BMC PRES  
**Cc:** Redacted by HELP Committee  
**Subject:** 90/10

Presidents,

We are now posting all 90/10 rates on the shared drive as they are updated. Below is the link.

We have a lot of work to do to ensure that compliance with the 90/10 rates are met. Each campus should have a plan in place to ensure you track at 80/20. Make that your internal goal as we do not want to get close to the 90/10 calculation. A few areas to focus on.

Third party funding. WIA, VA, etc. Don't stop pursuing this. Too many say "they won't send them to us because we are too expensive" etc. Look I understand that you may hear that but make an appointment as the president of the college and ensure we are building a relationship with them. Never give up especially when dealing with important issues such as 90/10. The VA is a terrific opportunity. With the new additional funding that takes place in August this could really have a nice impact for your campus and for future VA students. There is also a new program called the Yellow Ribbon Program where the shortage of tuition (between what the VA provides and what the school provides) will be split between the VA and the School. We will be filling out the paperwork for every school where a shortage will exist. More to come.

Cash payments. The big misconception is that if you collect a cash payment it automatically goes towards the 10%. Some locations want every student to make a minimal cash payment. While this is a good idea and could work, the problem is if you still package them through Title IV funds for the entire amount of their tuition and fees (in other words there is no gap but you collect cash anyway), the cash will never count towards the 90/10. I hope that make sense and if not please let me know and I will further clarify.

What you could do is train your FA department to first discuss what they can contribute towards their education. Even if it is \$10 a month it could have an impact. The key is that you package the balance after you have subtracted their cash contribution. If we just fully package them and as I said above there is no gap between what we charge and the Title IV funds they receive the cash will not impact you at all. We need to make sure our FA folks know how to present this as a way to lower their future payments as well as reducing interest charges.

Collect the cash that is owed to you. In school balances need to be collected. I am not telling you to kick students out of school if they do not make their payments (that is for

1

Confidential

EDMC-916-000200233

you to decide when all options have been exhausted and the student balance is getting ridiculously high) but I am saying that you need to look at your current system and see how fluid the process is. Do students really believe you will track them down when they miss a payment? Do they believe you will work with them when they made a commitment that they cannot keep? Look at your process and see where you need to tweak it to ensure you cash flow is improving. In looking at the daily report that Jean sends out it appears we have a lot of past due cash payments.

My point to this is that there are many ways to impact 90/10. You just have to look for them, plan for them and execute.

What do they always say??? "If you keep doing what you're doing, you will keep getting what you're getting."

<http://intranet3.edmc.edu/Css/Sfs/index.htm>

Thanks

Danny