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**From:** Herzing, Henry [hherzing@herzing.edu]  
**Sent:** Wednesday, November 25, 2009 9:49 AM  
**To:** Herzing, Renee  
**Subject:** 90/10 initiatives-possibilities

1)Reps focus on getting cash commitments- can we measure cash payment per rep- <sup>Redacted by HELP Co</sup> and <sup>Redacted by HELP Co</sup>  
High priority

2)In Akron and possibly Alabama and Toledo hire a rep to focus on WIA, veterans, rehabilitation, workmen's compensation clients, and tuition reimbursement or corporate contracts -easiest if we can fit the training into existing courses and we could discount as much as it takes to get the business if the company or institution pays. Look what we were willing to do in China in discounting. Let's be aggressive in getting sponsored students- offering 40 or 50% discounts in Ohio-High Priority

3)Acquisitions-HH -High Priority

4)merge OPEID numbers-<sup>Redacted by HELP Co</sup> exploring

5 Tuition banding- at this point may help more with average income per month by student than 90/10

Our goal should be to get under 85% so we not living on the edge.