

Contest Guidelines

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KHE 0048302

Contest Guidelines

Contests can be held to reward employees for achievement in:

- Appointments
- Interviews
- Starts
- Enrollments
- PDLs
- Show rate for the start
- Customer service

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Contest Guidelines—Acceptable Rewards

- Lunch/dinner as a team

(Max spend is \$25/person – lunch, \$50/person – dinner)

- A business discussion must occur during the meal
- Lunch/dinner can include activities such as purchasing groceries and having a cookout, picnicking at a local park, etc.
- Documentation of the discussion must be written and kept on file by the DOA

- Lunch/dinner with the DOA:

(Max spend is \$25/person – lunch, \$50/person – dinner)

- A business discussion must occur during the meal
- Documentation of the discussion must be written and kept on file by the Director of Admissions (DOA)

- Teambuilding/business activity (mini-golf, bowling)

- \$50/person including food/beverage/transportation
- Discussion requirements apply.

Contest Guidelines—Acceptable Rewards

- Office supplies (subject to exclusive business use limit)
- Special Parking spot in company lot (assumes no charge to park in lot)
- Honorary “DOA for a day”
- DOA performs office tasks for the team members
- Plaques/awards/trophies
- Items on the Approved Contest Prize Website that are rewarded within the guidance set out in the Approved Contest Templates (more details to come)

Contest Guidelines—Unacceptable Rewards

- Time off
- Gift certificates/cards
- Cash
- Spa packages

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Contest Templates

- Approval is not required if the contest falls within the general categories and themes
- Ranges given in these templates are **strongly encouraged** to avoid potential infringement of laws governing educational recruitment
- Prizes cannot exceed \$50

Contest Templates

Let's look at the templates.

Approved Contest Prize Website

- Site that only DOAs can access
- Bill will be sent directly to your school. Will NOT be automatically deducted from your advertising account.
- All items branded with your campus name and logo
- CANNOT use any other vendor or any other types of prize.
- These are the ONLY items approved by Kaplan legal

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Must order prizes from this tab.

The screenshot shows the Kaplan Higher Education website interface. At the top, there is a navigation bar with the following links: [Marketing Promotional Items](#), [Approved Contest Prizes](#), [My Account](#), [Order History](#), and [Shopping Cart](#). To the right of these links, it displays "Marketing Budget ONLY" and "Budget Left: \$0.00" and "Pending Orders: \$15,382.70".

Below the navigation bar is a grid of 12 prize items, each with an image and a label:

- Embroidered ACE
- Desk Clock - ACE
- Stainless Steel Mug - ACE
- Key Light - ACE
- T-Shirt - ACE
- Hooded Sweatshirt - ACE
- Polo Shirt - ACE
- EMBLEM ACE
- Executive Pen Set - ACE
- Laptop Padfolio - ACE
- Windbreaker Jacket - ACE
- USB Drive - ACE

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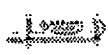
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NEVER order prizes from this tab.

The screenshot shows the Kaplan Higher Education website interface. At the top, there is a navigation bar with the following elements:

- Logo: **KAPLAN HIGHER EDUCATION**
- Text: "For information on items that do not appear on this site please contact FOS at 800-635-0007"
- Navigation Links: Marketing Promotional Items, Improved Contact Pages, My Account, Order History, Shopping Cart
- Shopping Cart Summary: Marketing Budget ONLY, Budget Left: \$0.00, Pending Orders: \$15,393.70

Below the navigation bar is a grid of promotional items:

 Patched Patch - ACP	 Desk Clock - ACP	 Stainless Steel Mug - ACP	 Key Chain - ACP
 T-Shirt - ACP	 Hooded Sweatshirt - ACP	 Polo Shirt - ACP	 Gardens - ACP
 Executive Pen Set - ACP	 Laptop Puffin - ACP	 Windbreaker Jacket - ACP	 USB Drive - ACP

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Approved Contest Prize Website

- Contact **Marketing Employee** Or **Marketing Employee** if:
- You are a DOA and do not have a username and password
- You have not received training on how to navigate and order www.KaplanGear.com

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Action Required

- Create contests within the contest templates.
- If you create a contest and are concerned whether the reward is appropriate or not, please send the idea to your Regional VP of Admissions for approval before instituting the contest.

QUIZ TIME!

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Scenario 1

Your campus is changing out monitors for flat screens and your department can only get two at this time. You want to award the two reps who start the most students this month with these flat screens.

1. Is this an appropriate contest and reward?
2. If no, how can it be adapted to fall within the contest guidelines?

Scenario 2

You are running a month-long PDL contest wherein reps compete for the highest number of PDLs generated. You have a \$50 Kaplan wind-breaker and want to use that as the reward.

1. Is this an appropriate contest and reward?
2. If no, how can it be adapted to fall within the contest guidelines?

Scenario 3

You are running an appointment setting contest for a 3-hour phone-a-thon. The rep who sets the most appointments will receive a set of Kaplan note cards and gets to leave an hour early on Friday.

1. Is this an appropriate contest and reward?
2. If no, how can it be adapted to fall within the contest guidelines?

Scenario 4

You are running a week-long interview contest. You plan to reward the representative that conducts the most interviews with a \$18 executive pen set that you saw at a shop in your local mall.

1. Is this an appropriate contest and reward?
2. If no, how can it be adapted to fall within the contest guidelines?

Scenario 5

You take your entire team to dinner for overachieving your start goals. Each meal is approximately \$30.

1. Is this an appropriate contest and reward?
2. What must you make sure to do during and after the dinner?