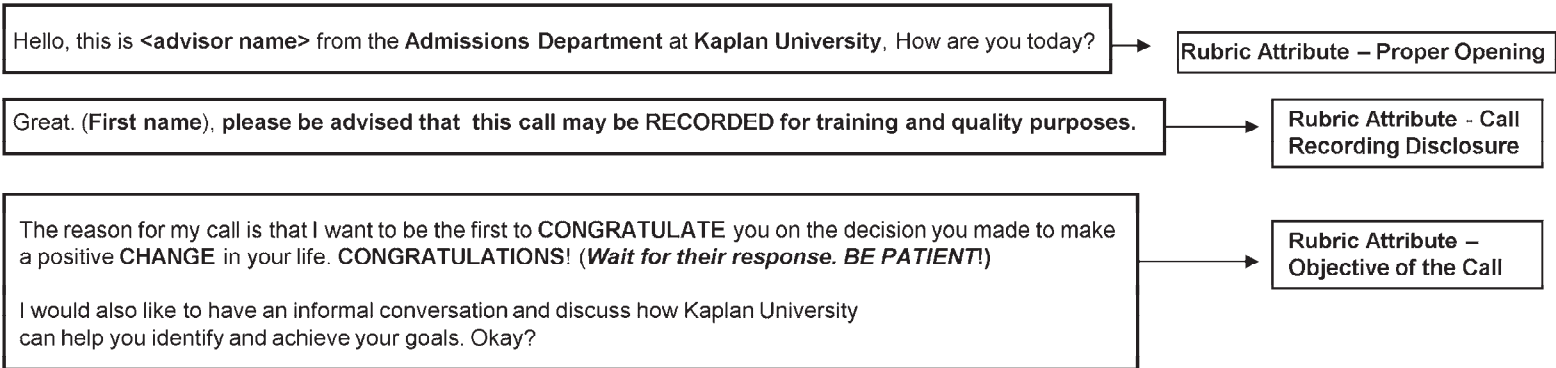


Job Aid: Outbound with Rubric & OBS references
 Based on the Undergraduate Programs Script published on July 08, 2009



1. May I ask why you are looking to make this change in your life right now? CAN YOU ELABORATE?
2. Why this particular direction? When did you first realize this was the path you wanted to take? Can you tell me more about that?

TAKE YOUR TIME HERE. THIS IS THE FOUNDATION OF THE ENTIRE INTERVIEW.

If the prospective student is unsure of a career direction DON'T GIVE THEM THE ANSWER

- It's not uncommon for an individual to be unsure of a specific career direction at this point but you ARE seeking a positive change in your life. Is that correct?
- If you don't make this change, how do you think your future looks? ARTICHOKE – Getting to the PAIN

Once they answer, get them to clarify further. Can you expand on that?

Affected Rubric Attributes –

1. Asks probing questions to explore student motivation
2. Empower the student to respond/ Advisor Call Control
3. Active Listening
4. Advisor picks up on buying signals
5. Build/ Maintain Rapport w/Prospect

Reiterating the Objective of the Call:

As I stated a moment ago, our objective today is to become better acquainted. First, I want to know more about you - your hopes, dreams, goals and perhaps even fears. Does that sound fair?

Rubric Attribute – Objective of the call

TRANSITION: The best way for me to assist you today is to find out a bit more about you and your goals, together we'll determine the right next steps.

UNCOVERING THE PAIN AND THE FEAR



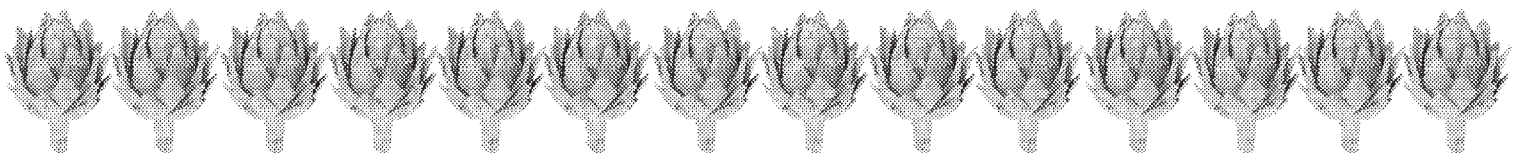
- How long has this been a goal of yours? When did you first realize this is the direction you wanted to move in?
- What has stopped you in the past? What has changed from the past? Why will now be different?
- Whose life would this impact, besides you?
- Who will be the most proud at your graduation? (PDL opportunity)
- What do they think? What did they say?
- How will graduating and pursuing this career change things for you and your family?

Affected Rubric Attributes –

1. Asks probing questions to explore student motivation
2. Empower the student to respond/ Advisor Call Control
3. Active Listening
4. Advisor picks up on buying signals
5. Build/ Maintain Rapport w/Prospect

•Reality Check! – So why haven't you taken these steps yet? BE SILENT HERE

IT IS ALL ABOUT UNCOVERING THEIR PAIN AND FEARS. ONCE THEY ARE REMINDED OF HOW BAD THINGS ARE, THIS WILL CREATE A SENSE OF URGENCY TO MAKE THIS CHANGE.



<REQUIRED Minimum Education Qualifications>

Let's briefly discuss your previous educational experiences.

- Do you have a High School diploma, GED or home school certificate?
 - Where did you attend High School? (Check H.S. Blacklist)
- What did you do after high school; did you have an opportunity to attend college?
 - If they have been to college : Do you have credits you are looking to transfer?

If they have TRANSFER CREDITS – You must cover the verbiage below with the prospect.

- If you were accepted to Kaplan, you would need to contact your previous school and request to have your official transcripts mailed directly to our Prior Learning Assessment Center by the end of your first term.
- If we get to that point, I will provide you with a transfer request form to fax to your previous school. No worries! ☺

REQUIRED Rubric Attribute –

Qualifications/ Prior Schooling Experience

Secondary and additional educational experience questions>

- What did you do after high school; did you have an opportunity to attend college?
- Let's go back in time. Describe your experience in high school/college? What are some things you remember most? Were there experiences you regret? Can you elaborate?

Read below – IF NO COLLEGE EXPERIENCE, YOU ARE REQUIRED TO TALK ABOUT MY PATH.

That's okay; It isn't necessary that you've attended college previously.

For many of my students this is their first time and Kaplan understands and appreciates your challenges and concerns. You are **definitely** not alone.

I've spoken to many students who have been out of school for quite some time. Are you a little nervous about going back to school? Tell me more about that. **THIS IS THEIR FEAR- ARTICHOKE**



KU offers a unique concept known as MyPath. This is one of your first courses and it offers an opportunity to examine your strengths and areas of opportunity. It will give you tools for developing areas where you might have the most apprehension. You'll also learn about ways to make the right choices about your career path from the very beginning and how to take advantage of numerous support offerings.

To assure your success, Kaplan University offers our **Academic Readiness Assessment** designed to let us both know that you're ready. We can discuss **ARA** a bit later if we decide KU is an appropriate option for you at this time.

REQUIRED Rubric Attribute –

Comprehensive Program Discussion
Discuss ARA, UDP and My Path (As APPROPRIATE)

Read Below if THEY HAVE ATTENDED COLLEGE-

- What did you enjoy most about college? Can you tell me more about that?
- What lets you know that this time, not only will you start again, but also graduate?

So earlier I asked you about transfer credits.

No Transfer Credits

Since you don't have credits to transfer, as part of the Admissions process, you'll need to complete our Academic Readiness Assessment. The ARA lets us both know if you are ready for college. The Academic Readiness Assessment is just one of the tools we use to personalize your degree plan. We'll talk more about that in a few minutes.

CHOOSE ONLY  ONE RESPONSE

If they HAVE Credits – TALK ABOUT TRANSFER CREDIT WITH UDP

Since you have credits you want to transfer to Kaplan, as part of the Admissions process, you'll need to provide un/official transcripts for evaluation. Do you have a copy or access to your transcripts? Approximately, how many college credits are you expecting to transfer?

Kaplan University offers our unique **Universal Degree Plan** which will likely allow you to transfer in more previous credit. Basically, the UDP supports programs with a larger number of open credits, allowing you greater flexibility overall and allowing us to recognize and accept more of your previous course work. Not only will you likely receive more transfer credits, you will also be able to design an open degree that will support all of your interests.

Can you see how a Universal Degree Plan might benefit you? What questions do you have?

REQUIRED Rubric Attribute –
CONTINUED - Comprehensive
Program Discussion
Discuss ARA, UDP and My
Path (As APPROPRIATE)

Before I continue, to better understand how I might best support you, I need to ask a few questions to **assure** that you are speaking with the most appropriate resource.

<READ VERBATIM- Preliminary Questions – DO NOT MISS ANY QUESTIONS!!!

1. Are you currently working with another Kaplan Admissions Advisor?
 - 1a. Have you already spoken with, or chatted online, to another KU advisor?
2. Have you ever attended Kaplan University Online?
3. Have you attended, completed or were you referred by, a Kaplan Higher Education (KHE) School?
4. Are you or is anyone in your family an employee of Kaplan or one of our affiliates?
5. *If prospect is employed* – Does your employer have a tuition assistance agreement with Kaplan University? Has your company hosted a presentation by Kaplan University?
6. Have you attended a corporate-sponsored Kaplan University education fair?
7. Does a family member work for a company that has an agreement with Kaplan University?
8. Are you eligible to receive any outside form of tuition reimbursement?
9. Are you active duty military, a reservist or a veteran?
- 9a. Are you the spouse of an Active Duty Service Member or Drilling Reservist?
 - 9b. Are you planning to utilize any form of military benefits to fund your education?

Rubric Attribute – Preliminary Questions –

To get full credit you must ask every question listed. If you miss ONE, you receive ZERO credit for this attribute.

<Future Focus Questions>

So <prospects name>, let's look down the road. You've graduated with your degree AND you are now successful.

•What is different about your life? What is different in the lives of your FAMILY? – ARTICHOKE MOMENT



•Now that you are successful and you have that extra income, what would you like to do with it? TELL ME MORE ABOUT THAT.

DON'T PAINT THE PICTURE FOR THEM...	<u>PROVIDE THEM THE PAINT!!!</u>
	<u>BE SILENT, DON'T GIVE THEM THE ANSWER. TAKE YOUR TIME, THINK ABOUT IT.</u>

Let's recap what I've gathered to this point and let me know if there is something I've missed or something we should still discuss further.

WORLD-CLASS RECAP IN HI DEFINITION. THIS TRULY HELPS THE DREAM BECOME A REALITY FOR THE PERSON!!!!

Transition Statement: Ok, then. Let's talk about how to reach your goals. You seem to have the right attitude and a strong sense of commitment.

<Trial Close> (Checking their level of buy-in/commitment)

So let me ask you, what steps are you willing to take to make this change a reality? DON'T ANSWER FOR THEM!!! SILENCE, BE PATIENT!! Can you elaborate?

FANTASTIC! This is why I congratulated you earlier. It's easy to talk about making the change, but the fact that you are taking the steps to make a change in your life an indication you are TRULY READY NOW! BE SILENT HERE.... LET THEM RESPOND.

REQUIRED Technical Requirements: (Part 1 of 2)

As I've mentioned, we are looking to set you up for success; the right program with the support you need to pursue your goals and graduate. To be a successful online student at Kaplan University, a few tools are essential.

Do you own or have unlimited access to a computer with Internet access? (REQUIRED)

Rubric Attribute – Technical requirements –
To get full credit you must ask every question listed. If you miss one, you receive zero credit for this attribute.

Step 3: Tie in the Solution

WARNING!!!- Tailor the experience for each student. Don't assume they will be impressed with our features. It is all about taking the time to uncover their wants and needs when it comes to choosing a school. IF YOU DATA DUMP, YOU WILL LOSE ALL THE EMOTION YOU BUILT UP EARLIER!

I'd like to give you a quick overview of the Kaplan University program and explore with you many of the unique advantages that define KU as a different school of thought. We recognize that everyone has talent and today we'll explore how to leverage yours!

How familiar are you with Kaplan University?

- 1. Over 67 years in education business through Kaplan Incorporated - (REQUIRED)
- 2. Regionally accredited by the NCA HLC - (REQUIRED)

Choose at least ONE more background fact below:

- Wholly owned subsidiary of the Washington Post – (Optional)
- Kaplan Test Prep (LSATs, GREs, SATs, etc) – (Optional)
- Over 75 ground campuses in the United States – (Optional)
- Kaplan is a pioneer in online education. We lead the way with our online technology and established the first online Law School, Concord Law School. – (Optional)

REQUIRED Rubric Attribute –
Kaplan Background Facts (Required to cover at least 3 facts)
1. Must mention accreditation
2. Must mention Over 67 years of education
3. Plus one additional fact of your choice

At Kaplan, we offer rigorous academic programs and fully accredited degrees, which is one of the most important things you can look for in an educational program.

What do you know about accreditation? (Build value and credibility)

We are *regionally* accredited by The Higher Learning Commission of the North Central Association of Colleges and Schools (NCA). I am sure you realize that accreditation is very important when choosing a school. Accreditation is what stands behind your degree. So we must meet the same criteria with regard to curriculum, faculty, finances, administration and ethics as _____ (choose a top school in the applicant's area).

Did you realize Kaplan University was that large, regionally accredited and dedicated to educational success for almost 70 years?

If you were attending a traditional online school, what features would be most important to you? Take your time think about it.

(DO NOT ANSWER FOR THEM) This is where you would use Feature– Advantage– Benefit statements to customize our features. i.e. , ...would be great for you because..... TAILOR OUR FEATURES TO THEIR WANTS AND NEEDS.

REQUIRED Rubric Attribute –

**Kaplan Background Facts
(Required to cover at least 3 facts)**

1. Must mention accreditation
2. Must mention Over 67 years of education
3. Plus one additional fact of your choice

Comprehensive Program Discussion: (Tailoring our program to their desired outcome)



Let me ask you, how long do you think it will take to earn your degree?
GET THEM INVOLVED IN THE CONVERSATION -

Let's talk about this....

Since you are looking to pursue your _____ degree, typically a full time student can earn an _____ Degree in about ____ years.

Keep in mind that "full time" status is 12 credit hours per term. We start most of our students off with 2 classes to make sure the workload is not overwhelming and provide them the option to increase their course load over time.

Program Specifics

Ok, <prospect name>, how do you think this kind of environment is one that will help you succeed?

Great, let's talk about the career path that will best fit your needs and goals, so let's talk about them now. Based on your personal goals, I would like to recommend the _____ program.

This program has _90/180_credits that are made up of:

- Core (general education) requirements - Math, Writing, and Science
- Major requirements – Such as _____. This course would BE GREAT FOR YOU BECAUSE.....

Ok, we have covered the program and I think we both agree that this is a good fit for what you would like to achieve. Is that correct?

Do you have any other questions regarding the program you have chosen?

Remember, the actual time to complete your degree may vary according to several things:

- The number classes you take per term
- Transfer credit
- Experiential life credit
- Retaking classes for any reason

REQUIRED Rubric Attribute –

Comprehensive Program Discussion. Must cover the points Listed below.

- Program of Interest
- Curriculum
- Online Classroom Protocol
- Term Length
- Types of Assignments
- Discussion Boards
- Discuss ARA, UDP and My Path
(As appropriate)

How the program works:

Now let's discuss how the online program works.

•How long do you think a typical semester is?

•Each term is **10 weeks long** – typically, there is at least one week in between each term and we also recognize federal holidays. Ten weeks is gives you an ample amount of time to understand of new ideas or concepts.

•When do you think you would have to turn in your assignment?

•The weekly assignments begin on **Wednesday morning and end the following Tuesday at midnight EST**. Although you will have deadlines, this provides you the flexibility of completing your work within the week.

Within your class, you will access your weekly assignments.

What type of assignments do you think you will have to complete on a weekly basis?

Take your time think about it. (Don't answer for them)

How many hours do you think it will take to complete your weekly assignments?

Actually our students typically study for a minimum of 8-10 hours per week per class. This means that most students study for approximately 16-20 hours per week when taking 2 courses.

With your current schedule how will you find that time to invest each week in your studies?

How will you fit study time into your schedule?

Reality Check – Take Away

With your current responsibilities, I'm concerned how will you find time to study? Can you elaborate? (Give them time to think! Don't answer for them.)

REQUIRED Rubric Attribute –

Comprehensive Program Discussion. Must cover the points Listed below.

- Program of Interest
- Curriculum
- Online Classroom Protocol
- Term Length
- Types of Assignments
- Discussion Boards
- Discuss ARA, UDP and My Path

(As appropriate)

There are many different types of assignments including:

(It is important to break-up each assignment with a thought provoking open-ended question- THIS PREVENTS DATA DUMPING!!! KEEP THEM INVOLVED DURING THIS SECTION!)

- How often do you have time to relax and read a book? (If they don't read, give them a Reality Check!) I'm concerned because.....
 - One of the most important assignments is Reading from your textbooks or e-books
 - Can you describe an assignment in the past that required you to conduct research? Tell me more about that.
 - Web field trips (assignments that are researched at various websites) & Research papers (the online library will help you here!)
 - When you took a test or quiz in school, how long do you recall waiting find out your grade?
 - Here at Kaplan our **Online quizzes** are open book and are based on your readings. Generally, the quizzes are true/false or multiple choice. Another advantage is your quizzes are graded immediately and tracked in your grade book so you have the ability to check your grades at any time! (Isn't that GREAT!)
 - If you started online school today, would you know how to navigate your online classroom environment?
 - Another feature that makes Kaplan "A different school of thought" is our virtual tour of the online campus environment called **Campus Tour**. This virtual tour guide will help explain everything I just mentioned in the form of an interactive video. New Students LOVE the Campus Tour and it is typically available often the day after you enroll.
- Discussion Board:**
- Have you ever used an **online discussion board**? Have you ever posted comments on Face Book?
 - The discussion board is the heart of the classroom where the instructors will post questions relating to the weekly assignments and the students post their answers. Students also respond to their classmates' postings to receive credit for participation.
 - Since the discussion board is the **heart of the class**, students typically check it daily.
 - Frequent attendance and participation are important to student success, so we encourage our students to log in a minimum of 3 times per week.

REQUIRED Rubric Attribute –

Comprehensive Program Discussion. Must cover the points Listed below.

- Program of Interest
 - Curriculum
 - Online Classroom Protocol
 - Term Length
 - Types of Assignments
 - Discussion Boards
 - Discuss ARA, UDP and My Path
- (As appropriate)**

How important is it to be able to communicate with your professor? What are your expectations when it comes to communication online?

Have you ever used instant messenger before? How often do you use this application?

In addition to email, our students can actually communicate with their professors via AOL Instant Messenger! (Isn't that great!) This gives our students the opportunity to communicate live their instructors!

With the addition of instant messaging, many of our students have reported they receive more interaction with our professors than they would generally get in a typical classroom. Remember, our classes are limited to just 25 students versus hundreds in some traditional colleges!

KHE Seminar (Also known as our Online Classroom):

Have you ever used a chat room before? Describe your experience.

Another communication advantage is your weekly **live classroom seminar** where you get to interact with your professor and classmates **live for one hour per week!** This is like a chat room but it's much more **productive and interactive!**

- Interaction is guided by the professor regarding the weekly assignments.
- Some courses may allow flexibility around seminar attendance regarding make-up assignments or weekly participation requirements
- The Seminars are archived so you can access later and read/print the content.
- If the course you are registered for includes a seminar you want to choose the time that works best for your schedule. They are offered from 8am – 11pm, Monday – Sunday, Eastern Standard Time.
- The seminar will be on the same day and time every week for the 10-week term. We limit the number of students in our classes to 25 so the seminar times are on a first come first serve basis.

If you were recommended to move forward tonight, what seminar time would work best for you each week?

REQUIRED Rubric Attribute –

Comprehensive Program Discussion. Must cover the points Listed below.

- Program of Interest
- Curriculum
- Online Classroom Protocol
- Term Length
- Types of Assignments
- Discussion Boards
- Discuss ARA, UDP and My Path
(As appropriate)

Out of everything we just discussed, what do you think will be most helpful? Why?
What questions do you have so far?

Transition to FUNDING DISCUSSION

Great, we are ready to move to the next step. I think we have determined the fit is ideal, and the program's just right.

How much do you think the cost of tuition is for a major university like <Major school in their state> ?

If student is UNSURE – Think of a luxury car. How much do you think it would cost for a car like that? Well you are correct, it's not cheap. That is about what you can expect with the cost of college. With that being said let's talk about your funding options.

TUITION:

Ok, so let's talk about the tuition. We've already discussed the length of our terms and the number of credits per class.

Our tuition rate is based on credits.

- ┆ **The cost per credit hour is \$353 and most courses are 5 or 6 credits each.**
- ┆ **There is also a \$100.00 technology fee per term.**

The Technology Fee is assessed per term, every 10 weeks, not per course. The Technology Fee covers services including the internet support tools, online student support, internal email, access to the online library and a communication system that allows our staff to work seamlessly across the country.

Another great benefit is that all of your instructional materials and required books are always included in the cost of your tuition. Most courses utilize eBooks; they are easy to access and update, you can choose to print all or part of your instructional materials, if you prefer. Some programs, including Legal and Criminal Justice, also offer traditional textbooks at an additional cost.

If you were accepted to Kaplan, we ask our student to put down a deposit as an investment towards their education.

REQUIRED Rubric Attribute –

**Tuition /
Financial Aid Discussion
Must cover the following:**

- **Current cost per credit hour**
- **Current fees that apply to their educational costs**
- **4 -Funding options**
- **Financial aid for eligible students**

- **If financial aid is mentioned as first option you lose half – credit for this attribute.**

- **If they mention the minimum deposit immediately (prior to mentioning “how much of an investment...?”) you lose half – credit for this attribute.**

Let me ask you, if you were accepted to a prestigious university like (**Mention large college in student's area**) how much money do you think they would ask for you to come up with to start classes?

If student says they are not sure- state this: Take your time, Think about it. What do you think? (DON'T GIVE THEM THE ANSWER!!!) Don't move forward until they have stated they admit it's expensive or give you an estimated dollar amount.

It is not cheap correct?

•Here at Kaplan University we actually have the same accreditation as (**Prestigious university**) so we have to meet the same requirements as far as curriculum, faculty and finance! So if you were accepted to Kaplan, **could you** come up with that kind of money?

•**I totally understand!** We here at Kaplan University are a "**Different school of thought**" and we understand every student has their own budget. Kaplan allows each prospective student to come up with a deposit that is within their means. **Isn't that great?**

•So, if you were accepted to Kaplan University **today**, what type of deposit would you put down to secure your seat? **I am asking for an amount that is within your MEANS?**

•***If student asks HOW MUCH the minimum deposit is, state the following:***

•**The minimum deposit varies depending on every student's funding plan.** This is why I want to get an idea how much a deposit would be putting down towards your tuition in the event you were accepted today. So if you were accepted **today**, how much would be within your means?

•***If student is still uncertain.....***

•(Student Name) Again, all that is needed is a deposit that is within your means and would not interfere with keeping food on your family's table and your lights turned on.

•(SILENCE from this point on.)

Great! Keep in mind if you are accepted to Kaplan, we will be putting that deposit in the computer tonight okay?

REQUIRED Rubric Attribute –

Tuition /
Financial Aid Discussion

• **If you mention the minimum deposit immediately (prior to mentioning "how much of an investment...?") you lose half – credit for this attribute.**

Funding

How are you planning to fund your education?
(EXPLAIN FUNDING OPTIONS IN THE ORDER BELOW TO RECEIVE FULL CREDIT FOR THIS ATTRIBUTE)

There are a few different options available at Kaplan:

- 1. Pay upfront- at the beginning of each term
- 2. Pay in equal monthly installments during the term
- 3. Some employers offer tuition reimbursement. Do you know if you have that benefit at work?

Would any of these options work for you?

- 4. Ok no problem; another option may be obtaining Financial Aid through the federal government. Would this be a feasible option for you to consider?

Let me explain how financial aid works from the U.S. Dept. of Education.

Financial Aid comes from the U.S. Department of Education. It is government-funded money that comes in the form of loans or a combination of loans and grants.

If a student is awarded a grant, it would not cover the entire cost of tuition. Loans are more likely to be available to our students. I just want to let you know that there may be a monthly "out-of-pocket" expense also if financial aid does not cover your entire tuition. Other options are available to offset the impact of any "out-of-pocket" and a Financial Aid Officer can discuss and review these packages with you as appropriate.

If you are eligible to receive loans, would you be willing to accept them?

If you choose to take out a loan or make payments to pay for your tuition, the \$100 per term technology fee may be included in the loan or payment plan.

You will have the ability to view your ESTIMATED Financial Plan with a Financial Aid Officer prior to enrollment. If you plan to transfer credits, we will need your official transcripts. Once they are evaluated (generally by the end of the first term) you financial package will be revised.

REQUIRED Rubric Attribute –

Tuition / Financial Aid Discussion Must cover the following:

- **4 -Funding options**
- **Financial aid for eligible students**
- **If financial aid is mentioned as first option you lose half – credit for this attribute.**



Transition:

Do you have any other questions about what we have discussed so far?

Commitment:

So let me ask you ONE last time.



Why are you ready to make this change? Can you please elaborate?

Make sure the prospect does a thorough job explaining in detail why they are ready to make this change.

Okay, let me make sure I am on the same page. You are ready to make this change because....

RESTATE BACK WORD FOR WORD. THE BETTER YOU RESTATE, THE BRIGHTER THE DREAM, THE GREATER THE COMMITMENT.

**Excellent! Based on your level of commitment and the fact you are taking the following steps-
Mention at least 3 things - Sacrificing time to read, support from family, want a better life for your babies, etc...**

At this time I would like to inform you (Student Name) that you have done a fantastic job and YOU HAVE EARNED THE RIGHT TO CONTINUE IN THE ENROLLMENT PROCESS!

Congratulations!

Can you believe you are on the path to a better life as soon as this evening???? What questions do you have??

**Attribute-
Give appropriate recommendation/ Get Buy- In**

Advisor makes a recommendation to the prospect based on their needs. Advisor asked positive questions to encourage prospect buy-in, while providing the prospect with the opportunity to ask any questions they may have.

Initiate and Explain the Process

REQUIRED Technical Requirements: (Part 2 of 2)

Earlier you indicated that you did have access to a computer and the internet, are you able to access a computer and your email account now?

Do you have a PC or a Mac?

Your academic success is our shared goal. Before we begin our application process, let's be sure you have access to the tools you'll need to be a successful student.

Do you have the following software?

- **Microsoft Windows Operating System (XP or Vista) or Mac OS X (Ten) (Required)**
- **Microsoft Office 2003 or later (full suite) (Required)**
- **A current antivirus application (Required)**

• Internet Explorer 6.0 or later, Firefox 2.0 or later, or Safari 2.0 or later

There are several more technology requirements that you must install, and all are free downloads from various websites. Our Campus Tour new student tutorial will provide additional information as needed.

**Rubric Attribute –
Technical
requirements –**

**To get full credit
you must ask
every question
listed. If you miss
one, you receive
zero credit for
this attribute.**

• Later, as part of the admissions process, we may need you to fax or print some documents. Once enrolled in school, all of your work will be submitted online as an attached document.

• Do you have a printer and fax machine? Does the printer have ink?

• **(If student does not have fax machine)** Do you know where you can access a fax machine?

Now I would like you to grab a pen and some paper because we are going to get organized and I will ask you to write down your LIST FOR SUCCESS!!!

Let me know when you are ready with a pen.

1. First we will complete your Application which takes only 10 – 15 minutes. I will give you the link in a moment.
2. Next I will transfer you to our financial aid department to help you fill out your FREE APPLICATION FOR FEDERAL STUDENT AID. You will need your license and last years tax return. This is the longest step so you are looking at around 60 minutes to complete.
3. Once you have completed you Free Application for Federal Student Aid, we will enter a special number in the computer known as your estimated family contribution number which will help us calculate your funding.
4. After I have inputted your EFC number, you will speak with a Financial Aid Officer who will take you through your financial aid one step at a time so you know how it breaks down for your first year.
5. Once you have accepted your funding plan and completed your Master Promissory Note, they will transfer you back to me and I will enter your DEPOSIT into the computer.
6. Then we will have you electronically sign your enrollment agreement and that means you are 90% complete with the enrollment process.

SO READ BACK TO ME WHAT YOU HAVE! ☺

Once you have electronically signed we will finalize any remaining funding documents (READ BELOW)

ARA statement for students with No College

Remember, once enrolled you will have the opportunity to participate in our Academic Readiness Assessment. Basically, the assessment will help us further determine together if you might benefit from SurePath foundation courses designed to improve your skills and prepare you to be successful throughout your KU education.

Transcript statement for students with previous college experience.

Remember, we'll need to receive a copy of your transcripts during the enrollment process.

REMEMBER TO ASK IF THE PROSPECT HAS ANY ADDITIONAL QUESTIONS AND VERIFY THEY HAVE YOUR PHONE NUMBER BEFORE TRANSFERING OR HANGING UP THE CALL- DO THIS EVERY TIME NO MATTER WHAT!

Attribute –
Proper Closing

Universal Degree Plan (UDP) should help you maximize the time spent at KU. This option will allow you plenty of flexibility to design a degree program that is both interesting and provides you with the skills and training that will make a difference later. Your education, your degree, your way. Additionally, it may be able to save you time and money if you have either transfer credits or potential life experience credits.

MyPath - Newer students (not Advanced Start) that may be unsure of degree or career direction. Earlier I mentioned MyPath, a unique KU concept designed to support you in making the right academic and career choices the first time. Before we get into the details around how online education works and your specific degree program, let me briefly explain how you could benefit from MyPath.

Kaplan MyPath will help each student focus on their true interests, strengths, learning styles, challenges, study strategies, career goals, and objectives by evaluating who you are today. A series of simple assessments will help us explore who you are, what you enjoy, where you are headed and how to best get you there. It provides each student with a unique and tailored education that fits just right - from the beginning. How does that sound? Do you think you could benefit from MyPath?

During your first or second KU term, you will complete two diagnostics within an actual course:

1. Diagnostic 1 shows students where they stand across 11 topics relating to the skills of a successful student. It is designed to help students understand their strengths and any areas they need to work on to help them be successful.
2. Diagnostic 2 is a career planning system designed to help first-year students develop career goals. It maps values, skills, and interests into clear career clusters and specific jobs. The results will reveal information to help the student and Kaplan make the right decisions about what is right for him/her while studying here at Kaplan.

The course is named Academic Strategies and it's a real for-credit course here at KU. We think it's a great way to get all of our students off on the right foot, ready to be successful students. And isn't that what you are hoping for too? Remember, KU students graduate!

Portfolio Assessment – anyone that may want to consider “life experience”.

Earlier I mentioned a unique Kaplan University concept, Portfolio Assessment. What you already know and your actual life experience may just decrease the time it takes for you to complete your degree, as well as, save you money. Our Portfolio Assessment process will help you determine if your life experience could translate into KU credits. The portfolio development process will show you how to examine your experience, collect appropriate documentation to support it, and put together a portfolio to demonstrate and describe your credit request.

The portfolio development and assessment process consists of two online courses which include the creation and submission of your portfolio. Each course is structured around ten learning modules designed to assist in the development of your portfolio. Each course earns 3 quarter credits and can be included together as one six credit open elective in all our degree programs. You will work with your Academic Advisor after enrollment to arrange specific course schedules.

REQUIRED Rubric Attribute –

Comprehensive Program Discussion. Must cover the points Listed below.

- Program of Interest
- Curriculum
- Online Classroom Protocol
- Term Length
- Types of Assignments
- Discussion Boards
- Discuss ARA, UDP and My Path

(As appropriate)