

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

## Admissions Coordinator Procedure Index

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## **MISSION STATEMENT**

National American University is a private, regionally-accredited, multi-campus institution of higher learning committed to building a learning partnership with students locally, nationally and worldwide.

The university provides quality career and professional undergraduate and graduate programs and continuing education to students of diverse backgrounds, interests and abilities.

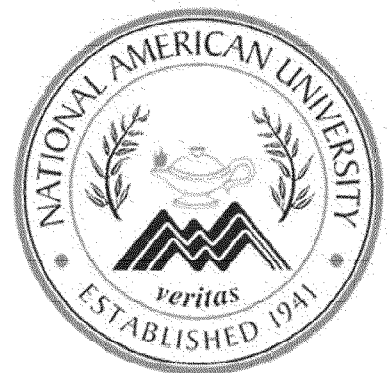
The institution offers educational programs which are responsive to the career interests and objectives of its students, to the needs of employers and to society in general through traditional, accelerated and distance delivery methodologies.

## **CORE VALUES**

- Offer high quality instructional programs and services.
- Provide a caring and supportive educational environment.
- Offer technical and professional career programs.

## **PURPOSES**

1. Offer quality regionally-accredited career and professional degree programs, as documented by institutional and academic assessment processes at the associate, bachelor's and master's level, diplomas, certificates and adult degree completion programs to traditional, adult and international learners.
2. Provide a general education program to build awareness, abilities and interests to empower life-long learners as knowledgeable citizens of the global community.
3. Provide a collegiate experience through instructional and support services that creates a stimulating, caring and supportive learner-centered environment in which students are encouraged to achieve the educational goals established by the university.
4. Promote a learning and working environment by providing new technologies, methodologies and practices that enhance and extend quality programs and services.
5. Prepare students to provide leadership and services for the employment needs of business, industry and government worldwide.
6. Pursue communication, cooperation and alliances with educational institutions, organizations and associations on a local, regional, national and international basis.
7. Respond to the ever-changing societal demands for personal and professional development and continuing education through flexible scheduling and convenient access via traditional, accelerated and distance delivery methodologies.
8. Assist students in the development of ethical values and behaviors.
9. Foster an environment that encourages involvement by employees in the innovation and solution-seeking processes and provide an opportunity for personal and leadership development.
10. Provide a stable institutional environment where human, financial and physical resources are sufficient to accomplish its educational and institutional goals as a sound basis for continued growth and development.



# NATIONAL AMERICAN UNIVERSITY *Online*

ww

## 301 Daily Contact Sheet Telephone/Equipment

### DAILY PHONE CONTACT RECORD

Admission Coordinator \_\_\_\_\_ Date \_\_\_\_\_

Please record the following to the nearest .25 of an hour:

\_\_\_\_\_ Hours Spent Recruiting

+ \_\_\_\_\_ Hours in Meetings/Training

= \_\_\_\_\_ Total Hours Worked

#### Dials

1 2	3 4	5 6	7 8	9 10
11 12	13 14	15 16	17 18	19 20
21 22	23 24	25 26	27 28	29 30
31 32	33 34	35 36	37 38	39 40
41 42	43 44	45 46	47 48	49 50
51 52	53 54	55 56	57 58	59 60
61 62	63 64	65 66	67 68	69 70
71 72	73 74	75 76	77 78	79 80
81 82	83 84	85 86	87 88	89 90
91 92	93 94	95 96	97 98	99 100

#### Contacts

1 2	3 4	5 6	7 8	9 10
11 12	13 14	15 16	17 18	19 20
21 22	23 24	25 26	27 28	29 30
31 32	33 34	35 36	37 38	39 40

#### Inbound Prospects

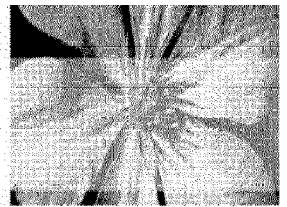
1 2	3 4	5 6	7 8	9 10
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#### Instructions

- 9 Complete daily and turn into Admission Assistant at the end of your day.
- 9 Use red ink to record the dial and contacts made after 5pm.
- 9 When recording time not spent recruiting do not include vacation, sick leave, lunch, reading email, making copies, etc. Only include meetings and training.



# SALES STAGES



## OPENING

Professional Greeting  
Identifies Yourself and NAU  
Confirms Convenient Time

## BUILD RAPPORT

Use Prospect's Name  
Listening Actively  
Empathize  
Models Prospect's Tone

## DISCOVERY

Probe to Identify Buying Motive  
Probe to Identify Objections  
Encourage Prospect to Identify THEIR Needs  
Acknowledges prospect need / concern  
Links program details to Buying Motive  
Addresses objections  
Uses trial close technique (Ask for the application)

## PRODUCT KNOWLEDGE

University Details  
Accreditation  
Program Requirement  
Admissions Requirements  
Present Solution

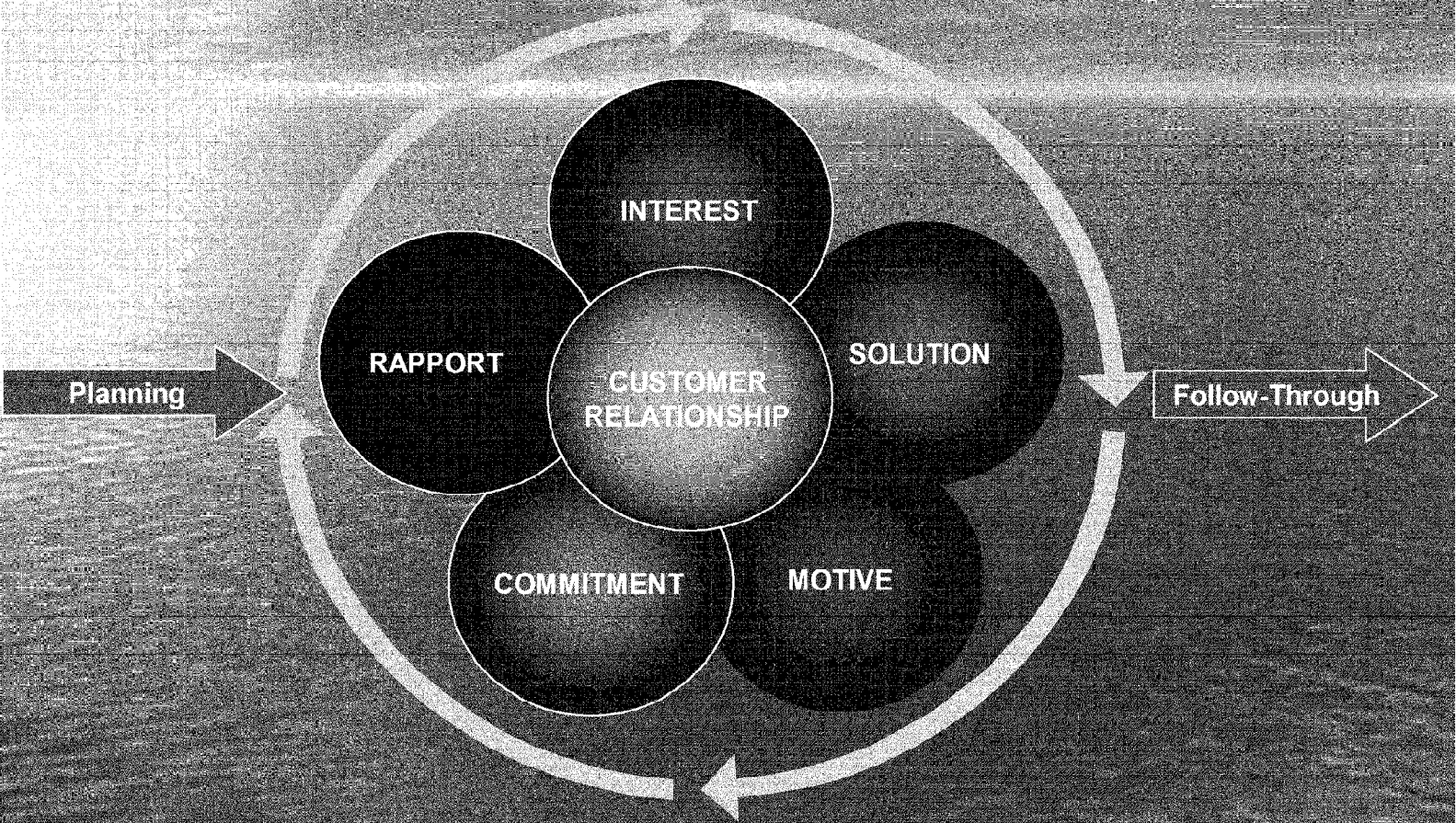
## IDENTIFY NEXT STEPS

Specifically Discuss Next Step  
Confirm Next Step and Set Deadline  
Accurately Describes Application Process (if appropriate)  
Financial Aid Issues (if appropriate)  
Describe PLE process (if appropriate)  
Presents Payment Issues (if appropriate)

## CLOSING

Thank Prospective Learner  
Asks for Referral (if appropriate)

# Sales Model



# Rapport Rule

Build rapport by talking to people briefly about something in which they are interested.



# Rapport Elements

*Try honestly to see things from the other person's point of view.*

Pleasant rics

<b>Attention-Getters</b>	<b>Credibility Statement</b>	<b>Agenda Statement</b>
<b>Compliment</b>	<b>1. General benefits</b>	<b>1. Benefit of meeting</b>
<b>Ask a question</b>	<b>2. Specific results</b>	<b>2. Agenda review</b>
<b>Referral</b>	<b>3. Suggestion</b>	<b>3. Transition</b>
<b>Educate</b>	<b>4. Transition</b>	
<b>Startle</b>		

# Credibility Statement

1. Benefits.....What do you do?
2. Who.....Describe results.
3. What.....they 'mi ght' expect.
4. Next.....ask questi ons.

## Credibility Statement

1. "We work with individuals who want to advance their careers"
2. "Students across America are finding out that the NAU flexible schedule is just what they needed"
3. "You might find that this is just what you're looking for"  
"Could I ask you some questions?"

# Agenda Statement

1. Benefits.....What do you do?
2. What.....Describe agenda.
3. Next.....get agreement

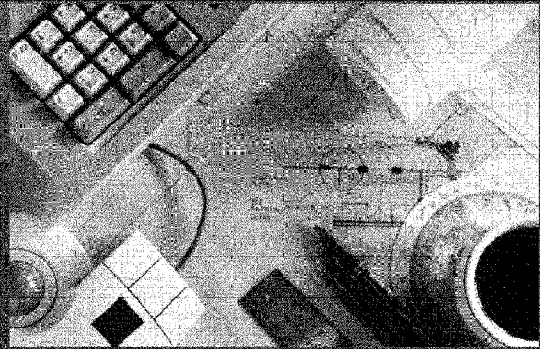
# Agenda Statement

1. We work with individuals who want to advance their careers through education?
2. During our time together, let's follow this agenda
  - Your experience
  - Your goals
  - How we could help.Sound OK to you?



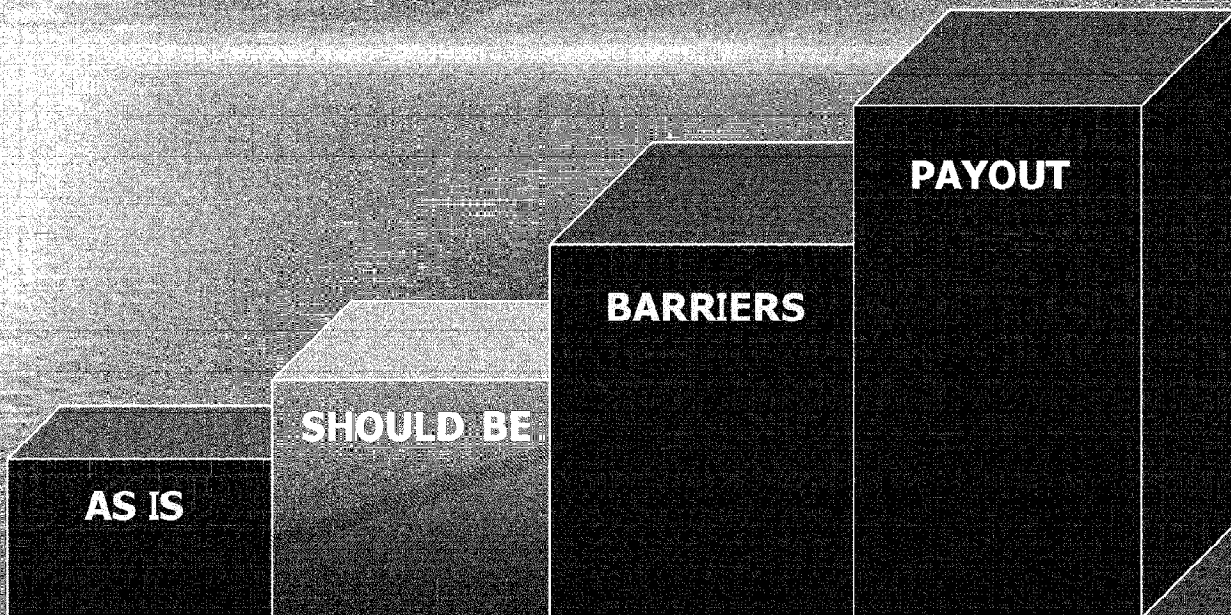
# Interest Rule

Generate interest by finding out what your solutions will do to benefit or service your prospects.



# Questioning Process Flow

This questioning process is a natural way to obtain information that you must have in order to solve customer problems.



**AS IS** - Determines the current situation.

**SHOULD BE** - Determines the desired situation.

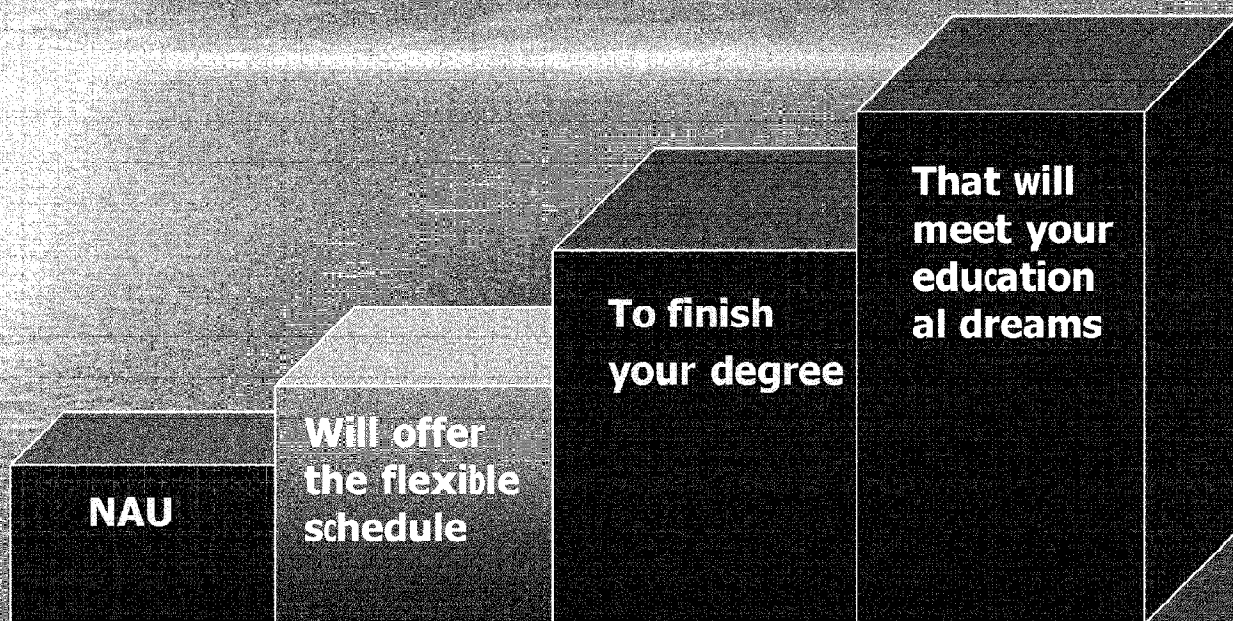
**BARRIERS** - Reveals the obstacles preventing the should be from happening.

**PAYOUT** - The rewards our customer receives in reaching the should be.

## Capability Statement

- Use the client's name
- Identify the product you recommend
- Reference what they want
- Appeal to why they want it.
- Trial close

# Capability Statement

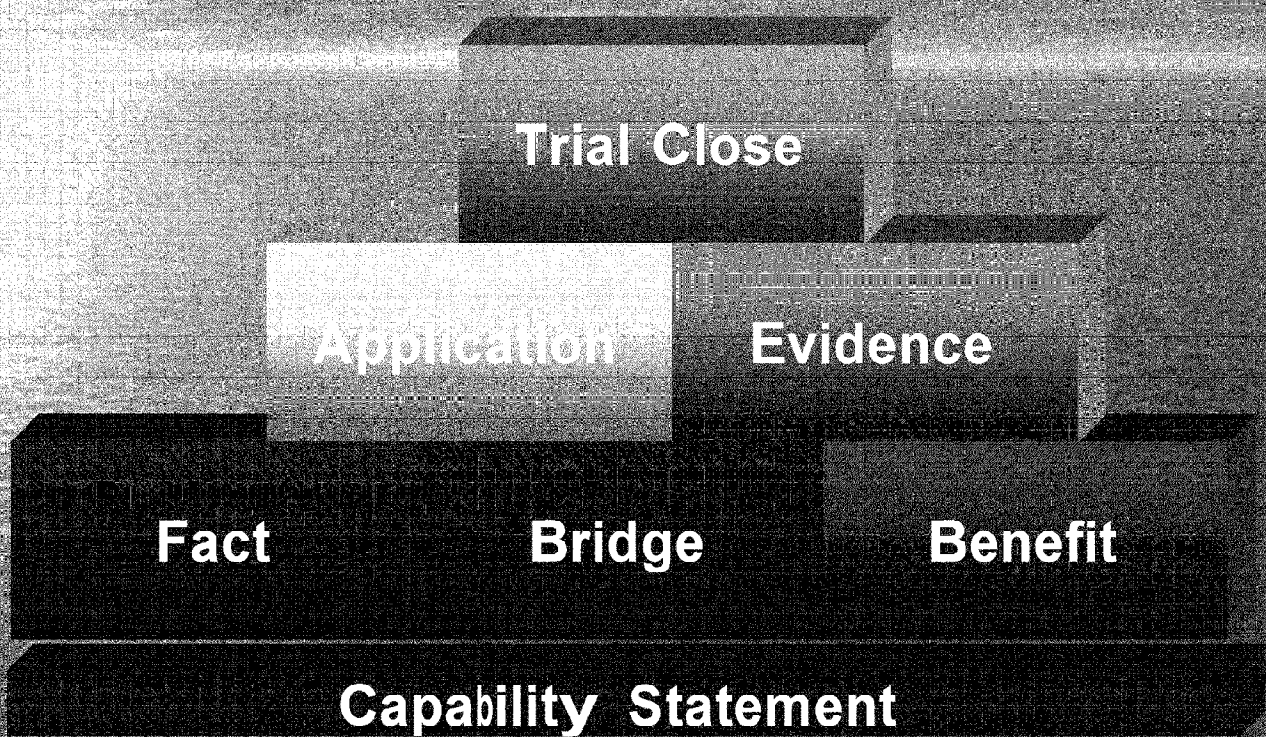


## Solution Rule

Give buyers enough information, and no more, about your solution and how it will benefit them, to convince them that they are justified in buying.



# Solution Elements



# Motive Elements

**Remind buyer of their need**

**Remind them your solution will satisfy that need**

**Paint a word picture**

# Commitment Rule

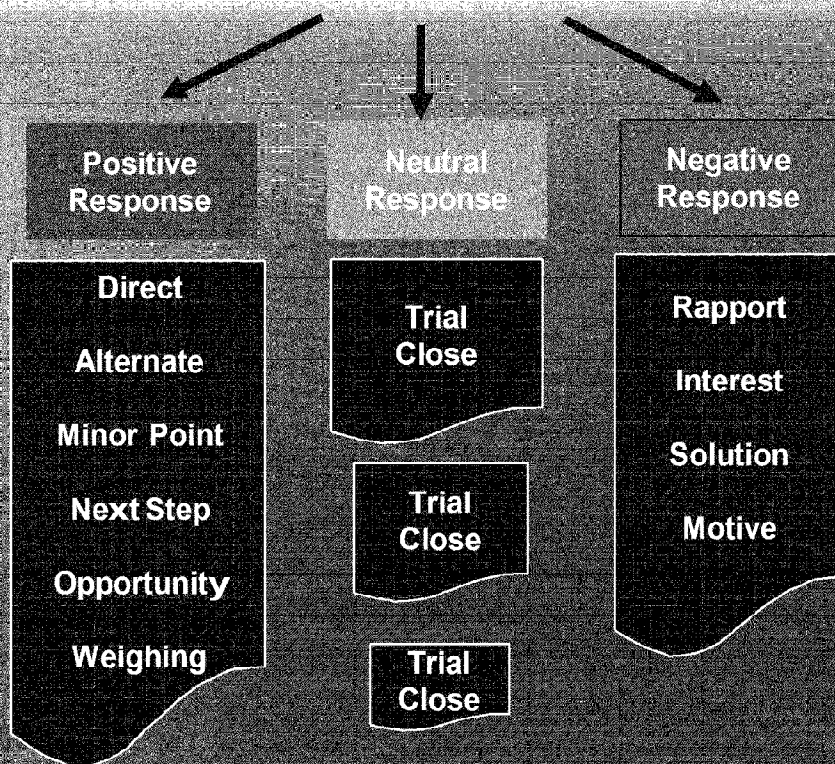
Secure commitments throughout the process by gaining agreements toward mutually beneficial decisions.





# Commitment Elements

## Customer Evaluation





**Statements to avoid and those that will help you improve your sales!**

What did you say?	Instead try this...
"Why don't you look over the information I sent you and give me a call back if you're interested <u>or</u> take your time."	<ul style="list-style-type: none"> <li>• Create a sense of urgency and initiate the follow-up.</li> </ul>
"When you're talking to other schools be sure you ask them about group projects, hidden costs, etc."	<ul style="list-style-type: none"> <li>• Make it positive not negative. Talk about NAU, our features and benefits, not the other school.</li> </ul>
"We start you off with Strategies, it's what I call a fluff class, an easy A."	<ul style="list-style-type: none"> <li>• Don't make it seem like they are wasting their money.</li> </ul>
"We have an app promo going on but there's a catch. You have to complete all your paperwork within a few days."	<ul style="list-style-type: none"> <li>• Create some excitement with this promotion. Make it seem like it's a big deal!</li> </ul>
"We have an app promo and if you complete your paperwork they will waive the fee."	<ul style="list-style-type: none"> <li>• Take ownership of every student, it's you or we, not them.</li> </ul>
"Are you looking to start right away?"	<ul style="list-style-type: none"> <li>• Turn it around, begin with our next start date and see if that might work.</li> </ul>
"If you don't have 8 hours/week to spend on a class, maybe you're not ready for college."	<ul style="list-style-type: none"> <li>• Try a cushioning statement that empathizes with their busy schedule.</li> </ul>
"Are you working today?" "Yes, I told you I was in sales the last time we talked."	<ul style="list-style-type: none"> <li>• Paying attention to details of your conversations will build stronger relationships.</li> </ul>
"When should I follow-up with you?"	<ul style="list-style-type: none"> <li>• It's fine to determine when they are available, but try to create some urgency by suggesting a time.</li> </ul>

Other things to avoid:

- Talking about you, instead of letting the prospect talk.
- Being an "Information Channel".
- Using a negative approach to sell.
- Being too passive.

Wow...this is good!	Why I like it...
"What is most important to you when selecting a school <u>or</u> What features are you looking for in an online school?"	<ul style="list-style-type: none"> <li>• By identifying what they want you can explain how NAU will meet these needs.</li> </ul>
"Does that sound like something that will work for you?"	<ul style="list-style-type: none"> <li>• Trial closes will help you uncover objections and gain commitment.</li> </ul>
"What can I do to help you get started today?"	<ul style="list-style-type: none"> <li>• Helps you uncover barriers and gain commitment.</li> </ul>
"Those are all great questions. I can transfer you to our EC who is an expert on FA"	<ul style="list-style-type: none"> <li>• It builds confidence.</li> </ul>
"I always tell my students <u>or</u> the students I work with..."	<ul style="list-style-type: none"> <li>• Personal attention can be a very powerful and positive selling tool.</li> </ul>
"It sounds like you're ready to apply, let me help you with that process."	<ul style="list-style-type: none"> <li>• Taking them through the process is great service, and ensures the application is completed promptly.</li> </ul>
"If we can take care of your Financial Aid issues, is there anything else keeping you from getting started?"	<ul style="list-style-type: none"> <li>• Hidden objections can never be addressed if we can't find a way to uncover them.</li> </ul>
"Our next start is June 5 <sup>th</sup> , and there's still time to get you enrolled. Have you given some thought to getting started right away?"	<ul style="list-style-type: none"> <li>• If they haven't decided on a start date, it suggests that we need to move quickly.</li> </ul>
"When we talked last week you mentioned that getting your degree would move you into a new career. This was important to you and your family. What can I do to keep this dream alive?"	<ul style="list-style-type: none"> <li>• Paying attention to details, uncovering the dominant buying motive and appealing to their motive reminds them of the value of this decision.</li> </ul>

Rep \_\_\_\_\_ Student \_\_\_\_\_ Date \_\_\_\_\_

“This is [name], I’m an Admissions Coordinator with National American University. I’m calling about your interest in our [program]. Do you have a few minutes so we can talk about your interests?”

- Agenda: Discuss –
- 1.) Experience
  - 2.) Goals
  - 3.) What we can do to help!

“In order to provide you with a great educational experience, our calls are recorded and monitored for quality control and training purposes.”

**Report -----Interest-----Solution-----Motivation-----Commitment**

Reason(s) pursuing degree: \_\_\_\_\_  
\_\_\_\_\_

Questions for me: \_\_\_\_\_  
\_\_\_\_\_

Program interest/why: \_\_\_\_\_  
\_\_\_\_\_

Suggested information to provide

History	
Accreditation	
Transcript evaluation process	
Details about the program of interest	
Admissions requirements	
Application process	
Payment options	
Financial aid process	
Tuition costs	
How online classes work	
Proctor	
Textbooks versus EIM's	

Current career: \_\_\_\_\_  
\_\_\_\_\_

Financing education: \_\_\_\_\_  
\_\_\_\_\_

Concerns: \_\_\_\_\_  
\_\_\_\_\_

How committed are they? \_\_\_\_\_

Basing decision on: \_\_\_\_\_  
\_\_\_\_\_

What is keeping them from making a decision today? \_\_\_\_\_  
\_\_\_\_\_

Previous college: \_\_\_\_\_  
\_\_\_\_\_

Next steps: \_\_\_\_\_  
\_\_\_\_\_

Buying Motivation: \_\_\_\_\_  
Objections: \_\_\_\_\_  
Trial Closes: \_\_\_\_\_

List deadlines you set: \_\_\_\_\_  
\_\_\_\_\_

Date/time follow-up call: \_\_\_\_\_  
Asked for referral:            Y     N

**“Just Ask” You’ll never know unless you ask!!**

**404 – Sales Process  
Gaining Commitment**

**QUESTION BASED RECRUITING**

**QUALIFY the PROSPECT – record answers**

Are we the only school you've inquired with? If "no" = Which others?

What motivated you to inquire with our school?

Are you interested in a particular program?

Have you previously attended any of our colleges/universities?

Do you have a high school degree/GED from the US?

Are you currently working? Where? What do you do for them?

How many hours/week will you be able to devote to school?

Are you married?

Do you have children?

Do you have a computer at home?

Do you have cable or dial up internet service at home?

How do you anticipate you'll pay for your degree? FA/MTA/Cash?

What concerns you most about going back to school?

Do you really think you're prepared to do what it takes to get your degree?

On a scale of 1 to 10, where do you think you rate as far as being committed to getting your degree? What do you think is keeping you from being a 10?

**GAIN COMMITMENT – agree with prospect using answers from pg. 1**

Why haven't you done something about your education before today?

Sounds like getting degree is very important to you. Tell me why haven't you earned this degree already?

What "good" would come from solving <prospect's problem>?

If you really want <prospect's problem>, why would you invest money in that instead of a degree with us?

Tell me what your life would be like if you let another 5 years go by without getting your degree?

Just out of curiosity why not just "do nothing" and hope <prospect's problem> works itself out on its own?

**FIRST CLOSE – try to counter at least 5 objections**

"What concerns do we need to get out of the way in order for you to apply today with me instead of letting another day go by?"

- #1 Not Being Obsessed
- #2 Not Listening to Your Prospect
- #3 Not Empathizing with Your Prospect
- #4 Seeing the Prospect as an Adversary
- #5 Getting Distracted
- #6 Not Taking Notes
- #7 Failing to Follow-up
- #8 Not Keeping in Contact with Current Students
- #9 Not Planning Your Day Efficiently
- #10 Not Looking Your Best
- #11 Not Taking the Time to be Organized
- #12 Not Taking the Prospect's Point of View
- #13 Not Taking Pride in Your Work
- #14 Trying to Convince, Rather than Convey
- #15 Underestimating the Prospect's Intelligence
- #16 Not Keeping Up to Date
- #17 Rushing the Sale
- #18 Not Using People Proof
- #19 Humbling Yourself
- #20 Banking on "Sure Things"
- #21 Taking Rejection Personally
- #22 Not Assuming Responsibility



- #23 Underestimating the Importance of Prospecting
- #24 Focusing on the Negatives
- #25 Not Showing Competitive Spirit



## 406 – Sales Process Probing Techniques

### General Guidelines

- 9 Ask questions to create emotion
- 9 Use "Hot Statements" to entice prospect
- 9 Add personality to your phrases
- 9 Use scripts as a aid and guideline, but do not read
- 9 Practice your delivery so that it sounds natural

### Open-Ended Questions

They should flow in the following order and you should finish each section before moving on: *Current* → *Past* → *Future*

#### Current

- 9 Tell me about your current situation.
- 9 How do you feel about the work you do?
- 9 What do you like and dislike?
- 9 What are some of your responsibilities?
- 9 Tell me about your home situation.
- 9 What made you call us today?
- 9 Why are you looking for a change?

#### Past

- 9 What other types of jobs have you had?
- 9 Tell me what job you liked the most and why.
- 9 Tell me a little about your educational background.
- 9 Describe the type of student you were.
- 9 Do you feel you could have done better in school and why?

#### Future

- 9 What changes would you like to see in your career?
- 9 How do you feel career training will help you?
- 9 Why is now the time to make a change for your future?
- 9 What do you feel would really make you happy in a career?
- 9 How would your career or personal life be different if you got your degree?

### 3 Goals When Asking Open-Ended Questions

- 1) Fact finding
- 2) Commitment – let the prospect talk and be sure to create emotion
- 3) Build rapport and trust

## 407 Objections Sales Process

### General Suggestion

- It is NEVER too early to ask about a prospective learner's concerns, but do not "anticipate" objections; let the learner identify them for you.

### Trial Close

- "What do you think so far?"
- "Does our program sound like what you're looking for?"
- "Does our program sound like something that would help you \_\_\_\_\_?"
- "Based on what you know, to what extent does our program meet your needs?"

### Probing for Objections

- "Based on what I've shared about our program, what are your principal concerns?"
- "It sounds like you are concerned about \_\_\_\_\_. Why is that important?"
- "You'd indicated when you made your inquiry that you were thinking about getting started in [timeframe from inquiry form]. What sorts of issues would you like to address before you come to the point of making a decision?"

### Probing for Hidden Objections

- "I understand your concern about \_\_\_\_\_. In addition to \_\_\_\_\_, is there anything else that you are concerned about?"
- "It sounds like you are concerned about something else. Would you tell me what it is?"
- "We've addressed \_\_\_\_\_ and \_\_\_\_\_. Before we move on, what other issues come to mind that we might want to address?"

### List of Potential Objections

Accreditation	Uncertain about Accreditation
Accreditation	Lacks Program-Specific Accreditation
Affordability	General
Affordability	More Expensive than State Institution
Credibility	Institution Has Poor Reputation
Commitment	General
Credibility	Institution Not Known

Credit Transfer Program:	Other School(s) Awarded More Credits General Anxiety about Online Studies Time to Completion Infrequent Start Dates Lack of Interaction with Peers in Online Program Program does not meet career goals Term Length Longer Than Competitor Programs Uncomfortable with Technology in Online Studies
Time Commitment:	General
Personal	
	Work
Time to completion	

**500 – C2K Statuses  
Recruitment**

**DL Contact Manager Strategy- Recruitment Cycle**

PROSPECTING			Documentation	
School Status	Activity	Reason	Domestic	Re-Entry Leads
New Lead	New Lead Notification	No successful attempt to reach prospect via phone or email.	<ul style="list-style-type: none"> <li>Delete "Notification" after first attempt, add time zone initial and number of attempts</li> <li>- <b>New Lead M3</b></li> <li>If phone # is invalid, use only a zero to indicate bad phone # and set lead out to the 1<sup>st</sup> of next month. If lead hasn't responded to TP0-5 submit to Cunct as invalid lead:</li> <li>- <b>New Lead 0</b></li> </ul>	<ul style="list-style-type: none"> <li>Do not use.</li> </ul>
Prospect	Prospect	PROSPECT reached, but too busy to be interviewed.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>- <b>Prospect E</b></li> </ul>	<ul style="list-style-type: none"> <li>Add "RE" and time zone initial only:</li> <li>- <b>RE Prospect E</b></li> </ul>
Referral	Referral	When a referral lead is generated, immediately update status/activity to Referral.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>- <b>Referral P</b></li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>
Interviewed	Interview-Incomplete	Interview began but was abruptly interrupted and not completed.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>- <b>Interview-Incomplete P</b></li> </ul>	<ul style="list-style-type: none"> <li>Add "RE" to beginning:</li> <li>- <b>RE Interview-Incomplete E</b></li> </ul>
Interviewed	Interview-Complete	Recruitment worksheet used to interview the prospect, but prospect not willing/ready to enroll.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>- <b>Interview-Complete P</b></li> </ul>	<ul style="list-style-type: none"> <li>Add "RE" to beginning:</li> <li>- <b>RE Interview-Complete E</b></li> </ul>
Appointment to Enroll	Appointment to Enroll	Prospect did not enroll at the end of the interview but set an appointment to enroll.	<ul style="list-style-type: none"> <li>Add Appointment to Enroll activity and Outlook appointment</li> <li>Support Specialist/EC</li> </ul>	<ul style="list-style-type: none"> <li>Add Appointment to Enroll activity and Outlook appointment</li> <li>Support Specialist/EC</li> </ul>
Reschedule Appointment	Reschedule Appointment	Could not reach prospect at scheduled time to enroll. Begin calling to reschedule the Appointment to Enroll.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>- <b>Reschedule Appointment P</b></li> </ul>	<ul style="list-style-type: none"> <li>Add "RE" to beginning:</li> <li>- <b>RE Reschedule Appointment E</b></li> </ul>

3/26/2008

ENROLLEMNT FOLLOW-UP			Documentation	
School Status	Activity	Reason	Domestic	Re-Entry Leads
Pending Application Incomplete Application	Application Incomplete	Prospect has filled out the application but has outstanding items to complete before being able to enroll (i.e. nursing transcripts for RN/BSN program, missing program field, etc.)	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>-Application Incomplete P</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>
Pending Application Received Application Incomplete Application	Application Promo	Prospect has filled out the application but has remaining items to complete to qualify for promo.  <b>Use only during app promo periods</b>	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>-Application Incomplete P</li> </ul>	<ul style="list-style-type: none"> <li>Not applicable</li> </ul>
Future Start/ Received Application	Enrollment Follow-Up Call	Prospect has enrolled and requires follow up to ensure admissions items are completed before starting.	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>-Enrollment Follow-Up P</li> </ul>	<ul style="list-style-type: none"> <li>Add time zone initial only:</li> <li>-Enrollment Follow-Up C</li> </ul>

CLOSING LEADS			Documentation	
School Status	Activity	Reason	Domestic	Re-Entry Leads
Not Presently Interested	Close Activity	Prospect has told NAU they are no longer interested in enrolling.	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>
Do Not Contact	Close Activity	Prospect has requested no further calls or emails from NAU.	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>
Not Reached	Close Activity	A new internet lead after 9 phone attempts and 5 emails over 5 weeks and no contact with prospect.	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>
Invalid Lead	Close Activity	If a new lead is determined invalid per our policy, update status, close activity and update CUNET's VLMS if applicable.	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>	<ul style="list-style-type: none"> <li>Activity is closed.</li> </ul>

3/26/2008

## 501 – Not Reached Protocol Recruitment

Leads have different shelf lives based on the lead type. Web-Based leads from vendors like CuNet and Quinn Street have the shortest shelf life where Direct Mail leads can have a shelf life of more than one year. When following the not reached protocol follow these guidelines based on the lead type. This protocol is the minimum response standard requested of an Admissions Coordinator for leads provided. Since the first month can be the most critical, you should make additional contacts whenever possible. This will help to improve your contact and lead conversion rate.

### Web-Based Leads

Date	Phone Attempt	TP	Email Message	C2K
Day 1 (date lead assigned)	1 <sup>st</sup> call – Voice mail 2 <sup>nd</sup> call – No message 3 <sup>rd</sup> call – No message	TP #1 • Automatically sent by CuNet	- Introduces AC to prospect	Change New Lead Notification to CallBack. Document date, time, initials, and notes for each call and TP sent in the CallBack activity. Minimum of 3 calls made the first day.
Day 2 (next business day after lead assigned)	Voice mail	TP #2 • Automatically sent by CuNet	- Probing for information	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 1 (1 week after lead assigned)	Voice mail	TP #3 • Automatically sent by CuNet	- Establishes AC's office hours	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 3 (3 weeks after lead assigned)	Voice mail	TP #4 • Automatically sent by CuNet	- Provides next start date	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 4 (1 month after lead assigned)	Voice mail	TP #5 • Automatically sent by CuNet	- Permission to close file	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 5	AC - If no response, close activity to NPI Not Reached	N/A	N/A	

**Note:** A new lead can be reassigned if the following occurs and the original rep is not in or available:

- Rep has never talked to the new lead and the prospect wants to talk to someone right away.
  - The lead can be reassigned any time between Day 1 and Week 4 as long as no contact has been made.
- CuNet will continue to send emails to prospects for 2 years at the following increments: 60 days, 90 days, 180 days, 270 days, 360 days, 540 days.

8/9/2007

## Non Web-Based Leads

Date	Phone Attempt	TP	Email Message	C2K
Day 1 (date lead assigned)	1 <sup>st</sup> call – Voice mail 2 <sup>nd</sup> call – No message 3 <sup>rd</sup> call – No message	TP #1 • Automatically sent by CUNET	- Introduces AC to prospect	Change New Lead Notification to CallBack. Document date, time, initials, and notes for each call and TP sent in the CallBack activity. Minimum of 3 calls made the first day.
Day 2 (next business day after lead assigned)	Voice mail	TP #2 • Automatically sent by CUNET	- Probing for information	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 1 (1 week after lead assigned)	Voice mail	TP #3 • Automatically sent by CUNET	- Establishes AC's office hours	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 3 (3 weeks after lead assigned)	Voice mail	TP #4 • Automatically sent by CUNET	- Provides next start date	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Wk 4 (1 month after lead assigned)	Voice mail	TP #5 • Automatically sent by CUNET	- Permission to close file	Document date, time, initials, and notes for each call and TP sent in the CallBack activity.
Over 1 Month	<ul style="list-style-type: none"> <li>• Continue calling at least every other week.</li> <li>• Do not leave messages on each call. Use your discretion.</li> </ul>	N/A	<ul style="list-style-type: none"> <li>• Use your discretion. You may want to send emails when start date approaches.</li> </ul>	Document date, time, initials, and notes for each call and TP sent in the CallBack activity. <b>Do not close lead until they tell you they are no longer interested.</b>

8/9/2007

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**Online Program Student Recruitment Talking Points**  
National American University Distance Learning Campus Admissions

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**502 – Recruitment  
Recruitment Talking Points**

**I. Establish Readiness for Call**

- a. Introduce yourself.
- b. I'm an Admission Coordinator at National American University. We received your name from [web lead] about your interest in our program]. We have assessed that starting [date]. Do you have a few minutes to talk about your interests?

**II. Objective One: Identify Interest, Criteria, and Dominant Buying Motive**

- a. Ask-Questions
  - i. What is prompting you to pursue your degree at this time?
  - ii. What are your roles and responsibilities at work now?
  - iii. What is your primary interest in pursuing your degree?
  - iv. To what extent is \_\_\_\_\_ important to you? Would you say that's the MOST important factor in choosing an online program?
  - v. In addition to yourself, who else would be involved in your decision (i.e. individuals in personal & work life)?
- b. Should-Be Questions
  - i. What are you hoping to accomplish by having your degree?
  - ii. What would you like to see yourself doing in 4 or 5 years?
  - iii. Where do you hope your studies will take you?
  - iv. What changes would you like to see in your career?
  - v. What factors are important to your career development?
- c. Barrier Questions
  - i. What has prevented you from pursuing your degree until this moment?
  - ii. How urgent is getting your degree at this point in your life?
  - iii. What would happen if you decide **NOT** to pursue your degree?
  - iv. In addition to NOT having a degree, what obstacles are you facing right now?
  - v. What needs to happen before you begin the online program?
- d. Impact Questions
  - i. What would be the biggest difference for you if you got a degree?
  - ii. How would a degree affect not only your career, but your personal life?
  - iii. Why is this important?
  - iv. What would you do with the increased skills/knowledge/earnings that the



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## Online Program Student Recruitment Talking Points

National American University Distance Learning Campus Admissions

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- right degree program would give you?  
v. How do you see this program benefiting you?

### III. Objective Two: Uncover and Address Objections

#### a. Identify Objections

- i. Trial Close: "What do you think so far?"
- ii. Question: "Why is this important?"
- iii. Addition: "In addition to \_\_\_\_\_, is there anything else you are concerned about?"

#### b. Address Objections

- i. Cushion: "Appreciate your concern about..."
- ii. Meet: "So if you were assured you could meet this concern, would you more seriously consider our program?"
- iii. Bury: "So it sounds like this is the critical factor, and the other is not really a concern."
- iv. Amount: "What this amounts to is that if you were convinced that you could resolve this critical factor, you would consider the program further, is that right?"

#### c. Don't miss hidden objections

- i. Something Else: "It sounds like you are concerned about something else. Would you tell me what it is?"

### IV. Objective Three: Present Solution

#### a. Facts

- i. NAU institutional messaging
- ii. 100% online
- iii. [Military messaging, if appropriate]
- iv. Learning by Doing
- v. Flexible start dates
- vi. No set program time
- vii. Reference specific concentrations

#### b. Bridge: "...which means that..."

#### c. Benefits

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**Online Program Student Recruitment Talking Points**  
National American University Distance Learning Campus Admissions

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- i. Immediately apply what is learned
  - ii. No ~~trav~~ ~~fb~~ exams!
  - iii. Begin when you want to
  - iv. Tackle projects/vacation but stay on track to complete your degree.
  - v. Schedule course work around your life not life around the coursework.
  - vi. Tailor the workload to your schedule
  - vii. \_\_\_\_\_
- d. Application: "In your situation you would be able to..."
- e. Evidence: Demonstration, Example, Fact, Analogy, Testimonial, Statistics
- f. Trial Close:
- i. "Does that sound like what you're looking for?"
  - ii. "Does that sound like something that would work for you?"
  - iii. "How does that sound to you?"

**V. Objective Four: Gain Commitment**

- a. Cushion any excuse / concern: "I can appreciate your concern about..."
- b. Reminder of the lack and get agreement: "In our previous discussions you said that you lack...and having your degree will.... ~~is~~ ~~that~~ accurate?"
- c. Reminder that solution satisfies the lack: "At NAU, you can earn a degree that will..."
- d. Paint BRIEF word picture: "Picture yourself in X years...you are now in position to... You are looking at..."

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**Online Program Student Recruitment Talking Points**  
National American University Distance Learning Campus Admissions

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**VI. Application Received**

- a. Send email "Application received - TP#1" with correct attachments
- i. Select and attach correct information sheet based on whether transferred credit assessment is complete and, if known, whether the math/science assessment is required - options are (1) Next Steps to leg- PLI Complete; (2) Next Steps to leg- PLI Complete + Assessment; (3) Next Steps to leg- PLI Not Complete; or (4) Next Steps to leg- MBA
- b. Send email "Application received - TP#2" with correct attachment
- i. Select and attach correct information sheet based on the student's planned payment method - options are (1) Financing Your NAU Studies - Cash, (2) Financing Your NAU Studies - CTA, (3) Financing Your NAU Studies - Military Benefits and (4) Financing Your NAU Studies - Federal Financial Aid.
  - ii.
- c. Call prospective student to review next steps to registration materials
- i. Confirm receipt of your email and that the prospective student can open the pdf Information Sheet - indicate that the discussion will cover those materials and ask student to open the Info Sheet if they are at their workstation
  - ii. Confirm status of transferred assessment
    1. If transferred assessment is complete confirm number of credits inquire whether the prospective student might have other available sources of transferred credit (e. g. military education, corporate education that involved comprehensive assessment, CLEP or AP credits).
    2. If transferred assessment is not complete - confirm that transcript request is in process; inquire whether the prospective student might have other available sources of transferred credit (e. g. military education, corporate education that involved comprehensive assessment, CLEP or AP credits); confirm your understanding of approximately how much transferred credit the prospective student will bring into the program.
  - iii. Communicate time to degree *this is one of the most important drivers of the sales decision-making process*

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## Online Program Student Recruitment Talking Points

National American University Distance Learning Campus Admissions

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1. Communicate expected time to degree in term(s) & required number of additional credits for graduation and divide by 9A "if you proceed at our recommended 2 courses per term pace, you will complete your degree in as little as 18 terms. Some students are able to proceed even more quickly."
2. Indicate that this calculation is based on an assumption that students proceed with 2 courses per term, at an average of 8 hours/week course. This is our recommendation as a starting point as new students become acclimated to the online platform, but remind the student that they can proceed even more quickly if they wish.

### iv. Placement

1. If transfer credit assessment is complete confirm course offering starting point in program based on transfer credit assessment
2. If transfer credit assessment is not complete - indicate courses that are the most likely starting points; indicate that this will be confirmed with the completion of transfer credit assessment [indicate that you can move ahead with provisional registration in the courses and change the course selection if required based on transfer credit assessment]

### v. High School / GED / Self-certification form

1. Indicate that this form will be provided in the prospective student's acceptance packet, for completion and to be mailed back to NAU in a stamped, addressed envelope
2. Answer questions regarding this requirement if any arise

### vi. English / Math Student Success Appraisal assessment - only mention if the assessment is definitely required or if our learning evaluations are not complete and the student may be required to take this test

1. If review of prior learning has indicated that the assessment is required
  - a. Indicate that in order to be certain that placement is accurate the prospective student will need to complete an English and Math Assessment.
  - b. The English and Math curriculum includes several starting points, and these assessments enable our faculty to provide you the correct level of attention you need to commence your studies.
  - c. The English assessment requires approximately one hour to complete, and the Math assessment one to two hours.
  - d. To complete this assessment click on the link in the information

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## Online Program Student Recruitment Talking Points

National American University Distance Learning Campus Admissions

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Sheet and use the password "success."

- e. You will need to complete this assessment in advance of registration so that we can confirm your proper placement in our program.

### 2. If transfer credit assessment is not complete

- a. Indicate that in order to be certain that placement is accurate the prospective student may need to complete English Math Assessment.
- b. Explain that the English Math curriculum includes several starting points and these assessments enable our faculty to provide you the correct level of attention as you commence your studies.
- c. Apply diagnostic questions to evaluate whether the prospective student will likely need to complete assessment (not identification).

### vii. Communicate process requirements

1. FAFSA PIN requirement. The prospective student must secure a FAFSA PIN - this will be used to facilitate signature process for various NAU documents; we use this because so many prospective students already have this PIN.
2. Authorization for electronic communications form. The prospective student must complete a form authorizing NAU to communicate academic and other information by email - this is a more efficient way to communicate than the alternatives.

### viii. Iterate the importance of orientation

1. This is the way to start the program correctly.
2. The orientation is designed to orient students to the online platform - this is important because most new students have never taken an online course before.
3. This course shows the prospective student how to access courses through the Internet, communicate with your instructor and fellow students, take quizzes and tests, check your grades, build your own homepage, check for your assignments and submit papers.
4. The prospective student will need to complete this course prior to starting your first term.
5. The prospective student will receive more information on their orientation in a packet mailed to the address of record and will receive an orientation e-mail and password after they register.

### ix. Confirm the end goal - getting the student registered and identify date and time



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## Online Program Student Recruitment Talking Points

National American University Distance Learning Campus Admissions

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for follow-up by which the student will complete all the above

1. If ~~transferred~~ assessment is completed and the student is not required to take the assessment tests:
  - a. Identify requirements (1) FAFSA PIN (2) complete Email Authorization form and (3) Self-certification form.
  - b. Complete registration now or set appointment ASAP: "Are you available to complete registration today or tomorrow? We can even get you registered right now and you can complete these requirements at any time if now's good time."
2. If ~~transferred~~ assessment is completed and the student must take the assessment tests:
  - a. Identify requirements (1) Math / English assessment tests (2) FAFSA PIN (3) complete Email Authorization form and (4) Self-certification form.
  - b. Set appointment based on 1-~~day~~ turnaround if possible: "Can you possibly get the tests done, your PIN selected, and the form back to me within couple of days so that we can get your registration completed?"
3. If ~~transferred~~ assessment is not completed
  - a. Identify requirements (1) ~~transferred~~ assessment completed, and Math / English assessment tests completed if required; (2) FAFSA PIN (3) complete Email Authorization form and (4) Self-certification form.
  - b. If there is adequate certainty on the prospect's starting point in the program - complete registration now or set appointment ASAP: "Are you available to complete registration today or tomorrow? We can even get you registered right now and you can complete these requirements at any time if now's good time."
  - c. If you lack adequate certainty on the prospect's starting point in the program - set appointment based on likely transferred assessment turnaround: "Can you possibly get your PIN selected, and the form back to me within couple of days? Then we can complete registration as soon as we know exactly where you'll be starting."
- d. Confirm the prospect's receipt of the "Financial Arrangements for Your NAU Studies" info sheet and refer to the Enrollment Coordinator.

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## Online Program Student Recruitment Talking Points

National American University Distance Learning Campus Admissions

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- i. Indicate that there is one more item to cover payment methods
  - ii. Confirm that based on your discussions and the admissions application, we understand that the prospective student will be covering most of the cost of their studies through: (1) cash payment plan (2) IA (3) military benefitor (4) general financial aid
  - iii. "Is this understanding correct? Would you like to consider other payment methods for all or part of your costs?"
  - iv. Offer to transfer the prospective student to the Enrollment Coordinator.
- e. Surface hidden objections:
- i. Probe for remaining objections: "OK. Based on where we are and what is required to move ahead, is there anything else that we need to address that might affect your decision to start our degree program on [planned start date]?"
  - ii. Look for additional objections: "In addition to \_\_\_\_\_, is there anything else you are concerned about?"
  - iii. Don't miss hidden objections: "It sounds like you might be concerned about something else. Would you tell me what it is?"

### VII. Registration Call

- a. Confirm that the prospective student is ready to register for their first term
- b. Confirm that the student can access the following URL and access it yourself:  
<http://www.national.edu/distance/reg.htm> appropriate other url.
- c. Communicate recommended courses, including course codes.
- d. Confirm registration courses as recommended.
- e. Reinforce orientation messaging:
  - i. Strongly recommend completing the orientation as soon as possible upon receipt of a user id.
  - ii. You will pass along the user id and course access information upon receipt.
  - iii. Confirm that the student has the WebCT Orientation Info Sheet (which was enclosed in the acceptance letter package). Email another copy if not available.
  - iv. If you have any questions regarding the orientation, feel free to call Brian Pitts our University Services at (800) 8-0602 or email him at [bpi@national.edu](mailto:bpi@national.edu)

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**Online Program Student Recruitment Talking Points**  
National American University Distance Learning Campus Admissions

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- f. Reinforce book ordering process.
  - i. If you choose to use financial aid funding to pay for your books, you will need to confirm that your financial aid process is complete before using financial aid funds to complete the book purchase.
  - ii. If you are purchasing elsewhere you will likewise need to let us know.
- g. Confirm the status of the student's financial arrangements and offer to transfer / conference in the enrollment coordinator, Tricia Levin.
- h. Schedule follow-up call in C26 contact manager for the day the term starts.



## 503 Recruitment Questions Recruitment

### Reason pursuing degree:

- What is prompting you to pursue a degree right now?
- What are you hoping to accomplish with your degree?
- How important is getting your degree at this point in your life?
- Who is helping you make this decision to return to school?
- How will a degree change your future?
- Why do you feel now is the right time to pursue your degree?
- What do you see this degree doing for you in the future?

### Program of interest:

- 9 What program interests you and why? **Validate why that's a great choice.**
- 9 With a degree in [XXX] is there a specific position/company you would like to work for?
- 9 Are you considering any other programs?
- 9 Have you thought about a career in [XXX]?

### Career goals, present, past and future:

- 9 Are you currently working? Tell me about your position. Describe a normal day for you.
- 9 Tell me about your work schedule, how many hours do you work?
- 9 What do you like/dislike about your current job?
- 9 What type of position are you interested in? **Tie degree choice to position.**
- 9 What changes would you like to see in your career?
- 9 What is the most important thing you want from a job?
- 9 What is driving you to achieve your career goals?

### Financing options:

- 9 How are you planning on paying for your education?
- 9 Have you ever applied for Financial Aid? **Get them started now.**
- 9 What type of financing have you been thinking about using to pay for college?

### Factors used to make decision:

- 9 What is the most important thing when selecting a school/online program?
- 9 What other considerations are important?
- 9 Are you looking at other schools? If so, who?
- 9 What will you be basing your decision on?
- 9 Have you been looking at other online schools, and if so, what have you been finding?
- 9 What are you looking for in an online school?

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12/27/2006

**Previous college:**

- 9 Have you attended another college?
- 9 How many classes have you taken?
- 9 Tell me about the classes you've taken in the past?
- 9 What did you like/dislike?
- 9 Is this your first online class?

**Personal situation:**

- 9 Tell me about your family, are you married/children?
- 9 What do you like to do when you're not working?
- 9 How many hours/week can you devote to school?
- 9 How comfortable are you with the Internet?
- 9 Do you have a PC, and what type of Internet access do you have?
- 9 Tell me what your typical schedule during the week is like.

**Concerns:**

- 9 What concerns you the most about returning to school?
- 9 Tell me about any other barriers that you could face.
- 9 How does this sound to you?
- 9 Is there any reason why we can't get you started today?

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12/27/2006

# NATIONAL AMERICAN UNIVERSITY

Prospective Online Students

Current Online Students

About NAU

Database

Admissions

Contact Us

Academics

Alumni

Request Info

Apply Now

Get a Tour

Virtual Tour

Request Info

Request Info

Request Info

Request Info

Request Info

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## Frequently Asked Questions

### 1. Is National American University accredited?

Yes, NAU is regionally accredited by the Higher Learning Commission.

### 2. Do students have to communicate with their instructors very often?

No. Students can log on and complete assignment submissions at their convenience during the week. Students must attend live sessions during each week. Attendance is constituted by submitting assignment, quiz, or participating in discussions outside of class hours.

### 3. Do students have to communicate at the same time every day?

No, NAU courses do not require real-time. Students can communicate at their convenience.

### 4. Is there an application fee?

Yes, there is one-time non-refundable application fee of \$25.00. Once you've attended NAU, the application fee will be waived to help again, if you apply and do not attend the application fee is good for one year.

### 5. Can I transfer courses from this program to other universities?

In most cases, yes. The transfer of coursework is evaluated on a case-by-case basis by universities. Please consult the school to which you apply.

### 6. What are the hardware and software requirements?

To take full advantage of the interactive features of our courses, you will need a few essential items: Pentium III PC or equivalent; 64 MB of RAM; A Windows-based operating system (98SE, 2000XP, and either Internet Explorer 6, [Internet Explorer 7](#), or [Firefox](#) 1.0.4 or higher. Please note that this is public domain software package and can be downloaded to individual computers.)

### 7. Do I have aademic advisor?

Yes, advisors are available to help you select your courses. Contact the [Student Success Coordinator](#) to speak with an advisor. Phone advisors are available between 8:00am and 5:00pm Mountain Standard Time. Call 1-800-770-2362.

### 8. Are there registration deadlines?

NAU operates on a quarter system. The registration deadline for online courses is one-week prior to the start of the course. Students receive a federal financial aid must register for courses prior to the start of the first week of the quarter.

### 9. How do I register for classes?

You may register for classes online <http://www.nau.edu/online/60index.htm> or click on the appropriate link. Financial arrangements must be made prior to class start.

### 10. How much does it cost to enroll in online courses?

Tuition is \$225 per credit hour. All fees associated with the application fee (\$25) at the rate of \$50 per book charges are included in the cost.

### 11. Am I eligible for financial aid?

Online students may be eligible for federal financial aid. Please contact the financial aid advisor at 1-800-548-0602 or visit the financial aid website, or contact your local state/professional organization for more information about scholarship and assistance programs.

### 12. Is online learning effective?

Yes, learning at distance can increase the student's self-identity, lower barriers and engage the student more than in a classroom setting. Communication through email forces the student to put thought and effort into reflecting on course material.

### 13. How do distance education courses compare with classroom courses?

Distance education courses are regular semester courses that differ from classroom courses in that they are delivered via the Internet. All courses have syllabi and identify information that will be covered.

**14. Who can I talk to if I have questions or need help?**  
 For you non-venue, our University representatives can help you with all your needs. You can contact them at 1-800-548-0602.

**15. Where do I get the reading materials and required textbooks?**  
 All students will receive a packet of information about the course via e-mail. If a student orders books when registering, they will be shipped approximately three weeks prior to class start provided course materials are available. Some courses are available with e-books. Course materials are available in the library resources.

**16. What do I need to know about examinations?**  
 Most courses have more than one examination. The instructor will specify the point in the course when examinations need to be taken. Exams must be proctored by a third party. You will receive proctor request forms when you register.

**17. How long do I have to complete a course?**  
 Each course is about 11 weeks long. All course work must be completed within the specified timeframe for that particular course.

**18. What do I need to know about tuition and fees?**  
 Tuition can be paid by cash, money order, through a financial institution or major retail store. Generally, you must be paid in full at the time of registration. Fees not included in the state tuition fees: Application fee - \$25.00; Student fee - \$50.00.

**19. How do I start my online course?**  
 Before you can access your course, you will need to complete a new orientation. Orientation takes approximately 1-2 hours to complete. After you complete orientation, you should begin your course on the scheduled start date.

**20. What if I withdraw from a class?**  
 If you withdraw with a full refund of the scheduled class, you will receive 100% of your tuition and no grade penalty will be assessed. If a student withdraws after the first 10% of the course, see the [refund policy](#).

**21. What is the refund policy?**  
 Refunds are given based on the withdrawal of a student at the end of the first week through the first 80% of scheduled classes. A student withdrawing after the first 10% of the scheduled class will receive [no refund](#).

**22. How do I get a transcript?**  
 You must make a written request to receive transcripts to the Registrar, National American University, 1321 Kansas City, MO, 64105, City D-5770. Include the name, your tenet number, social security number, dates of attendance and where you want your transcripts mailed. Each transcript costs \$5.00.

**23. Do I need to provide transcripts to enroll?**  
 That depends. Students not enrolled in a degree program do not need to provide a school with any documentation. Students enrolled in a degree program must provide an official high school transcript and any other transcripts or proof of training which they are requesting transferred to.

[Contact Us](#) | [Employment](#) | [Student Services Home](#) | [Useful Forms](#) | [Webmaster](#) | [Center for Academic Excellence](#)

National American University Accredited by The Higher Learning Commission and a member of the North Central Association  
 www.nau.edu | 312-263-0400 | National American University

# NATIONAL AMERICAN UNIVERSITY *Online*

www

## 505 - Recruitment Features and Benefits

**TELL THE STORY!! SELL THE STORY!!**

Features	Benefits
<p><b>Who we are:</b></p> <ul style="list-style-type: none"> <li>• A small private university founded in 1947 with student population of less than 5000</li> <li>• One of the first accredited online universities</li> <li>• A career college</li> <li>• Online and ground campuses with 4 locations in all</li> </ul>	<ul style="list-style-type: none"> <li>• Unlike many large public/state schools, we treat each and every student like a person, not just a number!</li> <li>• We are online experts! Our online students receive the same high quality education as our campus based students.</li> <li>• Our degree programs are designed to prepare you for variety of business careers in today's fast changing business environments.</li> <li>• Offering choice is what many students find attractive. You can also feel confident in our ability to provide quality education in both online and classroom settings.</li> </ul>
<p><b>Accreditation:</b></p> <ul style="list-style-type: none"> <li>• Regionally accredited by the North Central Association of Colleges</li> <li>• Highest level of accreditation awarded to university</li> </ul>	<ul style="list-style-type: none"> <li>• Regional accreditation ensures you will receive quality education that adheres to academic standards determined by the accrediting organization.</li> <li>• Because we have achieved the highest level of accreditation (10 years) you can be assured of receiving quality education that adheres to academic standards.</li> </ul>

Features	Benefits
<p><b>Convenience:</b></p> <ul style="list-style-type: none"> <li>• 24 hours a day, 7 days a week, just check into your class once a week</li> <li>• Earn your degree more quickly</li> <li>• Classes in both 1 week format and an accelerated 8 week format</li> </ul>	<ul style="list-style-type: none"> <li>• Our online classes are extremely convenient! You do not have to log in at a specific time, so you can check into your class at your convenience.</li> <li>• With a quarter-based system you can take 4 sessions of classes per year. Ultimately allowing you to complete your degree more quickly than if you were attending a semester school.</li> <li>• Having a choice is just more beneficial to you at NAU. Having 2 starts a quarter allows more options for your busy schedule.</li> </ul>
<p><b>Transfer credits:</b></p> <ul style="list-style-type: none"> <li>• Liberal transfer credit policy</li> <li>• We'll request and pay for your transcripts</li> </ul>	<ul style="list-style-type: none"> <li>• We know how important it is to get credit for your previous education. We even have an Applied Management Degree where you can earn credits for special, technical or vocational areas.</li> <li>• It's as easy as 1-2-3! You need to do a simple Transcript Request Form.</li> </ul>
<p><b>Personalized service:</b></p> <ul style="list-style-type: none"> <li>• Student services programs to help you through every step of your degree</li> </ul>	<ul style="list-style-type: none"> <li>• I will personally make sure you have everything you need to begin school, from selecting your first classes to orientation to checking in with you after your classes start.</li> <li>• Once you begin classes you will be assigned a <b>University Services Coordinator</b> who will work with you until you graduate.</li> </ul>
<p><b>New twist on books:</b></p> <ul style="list-style-type: none"> <li>• Electronic instructional material</li> </ul>	<ul style="list-style-type: none"> <li>• EIM's are dynamic and can be updated with the most current information on an ongoing basis. It's immediately available (now waiting for books) and the cost is less than standard textbooks.</li> </ul>

Features	Benefits
<p><b>Our commitment to you:</b></p> <ul style="list-style-type: none"> <li>• Provide caring and supportive educational environment</li> <li>• Provide high quality academic instruction services</li> <li>• Offer technical and professional career programs</li> </ul>	<ul style="list-style-type: none"> <li>• All of us at NAU are committed to helping you meet your educational dreams. We will be there to help you every step of the way!</li> <li>• Our faculty is some of the best in the country. Our Academic Assessment Committee continually evaluates our instructional material to ensure that the material is relevant to what you need for today's job market.</li> <li>• Our programs are designed to help you expand your professional competencies, the ability to work in today's fast-changing business environment and career growth.</li> </ul>
<p><b>Services to help you succeed</b></p> <ul style="list-style-type: none"> <li>• Quick response from your instructor</li> <li>• Tutor services available 24/7 from qualified e-structors</li> </ul>	<ul style="list-style-type: none"> <li>• If you have a question you can expect to receive an answer from your instructor within 24 hours.</li> <li>• Our tutor services will connect you to a qualified e-structor any time from any internet connection. These services are available for classes in Accounting, Algebra, Economics, and there's also a writing lab. Over 80% of our e-structors have advanced degrees in their field.</li> </ul>
<p><b>How we measure up:</b></p> <ul style="list-style-type: none"> <li>• Student surveys tell the story with 97% student satisfaction!</li> </ul>	<ul style="list-style-type: none"> <li>• Based on our survey results, we feel confident you too will be satisfied with your decision and investment in NAU.</li> </ul>

## 506 Transcript Request Recruitment

Once a student has enrolled we will request transcripts on their behalf. The student will need to complete a Transcript Request Form before the transcripts can be requested.

1. If the student has a copy of their transcripts, ask that they fax or email copies to us.
  - a. This will allow us to get started right away on their evaluation.
2. If the student does not have copies of their transcripts, have them complete the Transcript Request Form.
3. Once the Transcript Request Form has been received the Assistants will date stamp the form and return a copy to the rep.

### Overview - Assistant Steps

Here is an overview of the steps the Assistant will follow when requesting transcripts.

1. Locate school and open a *College Transcript Request – Official* activity in C2K.
2. Place order using the quickest method.
3. All transcripts that require a fee are processed through the Business Office.
4. If we must mail in the request, only official transcripts will be requested.
5. If we have requested unofficial transcripts, C2K will be updated, but the activity will remain pending.
6. Once all official transcripts have been received, C2K will be updated and the activity will be closed.
7. The initial follow-up dates will vary depending on how the transcript is requested:
  - a. 3 business days for a faxed request.
  - b. 5 business days for a mailed request.
8. Subsequent follow-up will occur within 3-5 days.
  - a. If the school advises us the timeframe is longer it will be noted in the activity.
9. When all transcripts have been received the *College Transcript to Registrar* activity will be added and the transcripts will be sent to the Registrar.

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4/23/2008



## 506A – Recruitment Transcript Request Exceptions

We will no longer automatically request transcripts and conduct a tentative evaluation for students who have not enrolled. However, if the following exception exists, and with Team Leader approval, a request can be made prior to enrollment.

- If a student insists on knowing where they stand with transfer credits before they enroll they will need to provide copies of their transcripts. ***We will not request transcripts until the student has enrolled.***
  - The PLE Checklist must be approved by your Team Leader before the file is given to the Prior Learning Evaluator.

### Transcript Request Form

Instruct the student complete the TRF as soon as possible.

- Once the TRF is received the Assistant will give the completed form to the rep.
- Attach the TRF to the application.
- Once the Team Leader approves the application the TRF will be given to the Assistant who will request the transcripts.
- The following needs to occur before the Assistants will request transcripts:
  - The student has been enrolled (purple).
  - The Team Leader has approved the TRF prior to enrollment.

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7/20/2007

## 507 Tentative Evaluation Recruitment

When all transcripts have been received, a tentative evaluation can be prepared for the student. A copy of the transcripts, and an evaluation checklist should be given to the Prior Learning Evaluator. An evaluation will be returned within 48 hours. Evaluation sheets are located on the network in Standard Communication – Transcript Folder.

1. Complete the Prior Learning Evaluation Checklist.
  - a. If the student has not been enrolled (purple background) you will need Team Leader approval before the transcripts will be evaluated.
  - b. If the student is entering the nursing program, a copy of the approved RN license must also be included.
2. If the student is to be evaluated in more than 1 program, add the additional program to your notes in Campus Vue.
3. Add a **College Transcript Evaluation – Tentative** activity for each degree of interest, and assign the activity to the Prior Learning Evaluator.
  - a. Add the date, your initials, school, and degree to be evaluated in to your activity.
4. If a course description or other information is needed:
  - a. Complete sections I and III of the Course Description and Additional Review Request form.
  - b. Reopen the activity in Campus Vue.
  - c. Bring the new file and supporting documents to the Prior Learning Evaluator.
5. If after the initial evaluation an evaluation for a different degree program is needed:
  - a. Complete sections I and II of the Course Description and Additional Review Request form.
  - b. Bring the new file and supporting documents to the Prior Learning Evaluator.
6. If you are working with a re-entry student that has been out more than 1 year, a new tentative evaluation is needed.
  - a. Add a new **College Transcript Evaluation – Tentative** activity.
  - b. Complete a new Prior Learning Evaluation Checklist.
7. If a student has been out more than 5 years all transcripts will need to be requested again.

### Evaluation Completed

1. Upon completion of the evaluation, the Prior Learning Evaluator will update the **College Transcript Evaluation – Tentative** activity with the approximate transfer credits.
2. An electronic copy of the evaluation will be sent to the Admissions Coordinator along with the Transcript Evaluation letter.
  - a. If the student receives transfer credits for College Algebra or Composition, the Prior Learning Evaluator will update Campus Vue.
3. Contact student to review the tentative evaluation and any placement exams that are needed.
4. After discussing the evaluation, forward a copy to the student.

**NATIONAL AMERICAN UNIVERSITY DL CAMPUS  
PRIOR LEARNING EVALUATION CHECKLIST**

Enrolled \_\_\_\_\_ Date \_\_\_\_\_  
*Yes No Approval*

Prospective Student: \_\_\_\_\_ Admissions Coordinator: \_\_\_\_\_

Student ID No: \_\_\_\_\_

Degree Program(s)/Emphasis Area for Evaluation: \_\_\_\_\_

Please Circle One: AAS BS MBA MM Expected Term to Start: \_\_\_\_\_

Minnesota Resident: YES NO Re-Entry to NAU: YES NO Year \_\_\_\_\_

---

**PRIOR LEARNING EVALUATION FOR ASSESSMENT:**

\_\_\_\_\_ Completed Transcript Request Form Received (Date: \_\_\_\_\_) (Number of Colleges/Universities: \_\_\_\_\_)  
(NOTE COLLEGES/UNIVERSITIES FROM WHICH TRANSCRIPTS ARE ANTICIPATED BELOW)

**Transcript Received From :**

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ College/University (Name: \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ Military transcripts (Type : \_\_\_\_\_) Official / Unofficial

\_\_\_\_\_ Corporate Education (Company/Organization: \_\_\_\_\_) Pending/Received

Previous Degree Earned: \_\_\_\_\_

**PRIOR LEARNING EVALUATION NOTES**

Nursing Enrollment: Accredited Schools \_\_\_\_\_ Verified License \_\_\_\_\_ GPA \_\_\_\_\_

*Rev. 9/27/07*



# NATIONAL AMERICAN UNIVERSITY

THE NATIONAL COLLEGE SYSTEM

## COURSE DESCRIPTION OR ADDITIONAL REVIEW REQUEST FORM

### Section I

Student \_\_\_\_\_ Admissions Coordinator \_\_\_\_\_ Date \_\_\_\_\_

Student ID # \_\_\_\_\_ Status \_\_\_\_\_ Term Start Date \_\_\_\_\_

Original Evaluated in \_\_\_\_\_  
(Degree Program)

### ADDITIONAL REVIEW

#### Section II

\_\_\_\_\_ Additional Evaluation(s) Requested in \_\_\_\_\_  
(Degree Program)

\_\_\_\_\_ Update Original Evaluation(s) with Additional Transcripts

New Transcript Received from \_\_\_\_\_

New Transcript Received from \_\_\_\_\_

### COURSE DESCRIPTION REVIEW REQUEST

#### Section III

\_\_\_\_\_ Course Description(s)/ Syllabus from \_\_\_\_\_  
(School)

Course Description/ Syllabus for \_\_\_\_\_  
(Course Code and Number, Title, and Number of Credits)

Transferring in for \_\_\_\_\_  
(NAU Course Code and Number)

Status \_\_\_\_\_ Reviewed by \_\_\_\_\_

\_\_\_\_\_ Course Description(s)/ Syllabus from \_\_\_\_\_  
(School)

Course Description/ Syllabus for \_\_\_\_\_  
(Course Code and Number, Title, and Number of Credits)

Transferring in for \_\_\_\_\_  
(NAU Course Code and Number)

Status \_\_\_\_\_ Reviewed by \_\_\_\_\_

3/18/2008

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## Protocol for Requests for Referrals / References

### National American University Distance Learning Campus

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#### 508 – Recruitment Referral Requests

Referral enrollments take time to develop but are central to the success of Admissions Coordinators and the entire enrollment effort. Referral should make up a third or more of total enrollment in mature online program.

The most prominent barrier to enrollment is simply put, failure to ask for the referral. Students who are pleased with their studies as well as prospective students who are pleased with the service provided them by their Admissions Coordinator are surprising for the coming with the referral and references.

Guidelines for asking for referrals:

(1) Identify your roster of enrolled students to contact for referrals and references. You will be provided a list of students to contact based upon students you have personally enrolled or students enrolled by other Admissions Coordinators who are no longer with the university.

(2) Review the student's record in C2K. Who are they? When did they start in the program? Are they active in the program at the moment? Have you spoken to them lately?

(3) Reach the student. Do not leave voice mails – try to call again later. When you reach them, ask about their experience in the program (e.g. instructional learning platform, content, collaboration) as well as how they are using the knowledge they gained from the courses.

- a. If the response is be positive thank the student and move on to ask for the referral.
- b. If the student raises any issues related to the program, note them in C2K and escalate them where ever possible to member of the university service team who is available to take the call at that moment.
- c. Reinforce positive impressions with the anecdotes from other students with whom you have spoken.

(4) Ask for a referral. Start by asking the person to think of people who might benefit from the program.

- a. Start by describing the kind of person that you are looking for. Based on your conversation to this point, select 4 adjectives that draw on the personality profile of the enrolled student.

Goal – oriented	Self-motivated	Values education
Pragmatic	Inquisitive	Strong communication skills
Likes to learn	Proactive	Computer literate
Ambitious	Entrepreneurial	Current management
Responsible	Responsible	



## 509 – Student Referral Definition Recruitment

Student referrals make up a critical part of our enrollments. This procedure will provide examples of a Personally Developed Lead (PDL), Personal Referral and a Student Referral. Matriculation Units will be awarded for *PDL's, Personal, Military and Student Referrals*, but you will not receive referral points for a PDL, or if the referral is an employee.

### **Personally Developed Lead (PDL)**

Leads you obtain through a NAU recruitment fair or event.

### **Personal Referral**

A co-worker, friend or family member. An acquaintance or someone you have met in the community or at a non-NAU event.

### **Military Referral**

The name of an individual provided to you by an enrolled/active student or prospective student.

### **Student Referral**

The name of an individual provided to you by an enrolled/active student or prospective student.

### **Not Considered a Referral**

Quickleads you enter when the lead heard about NAU from a friend (reputation). Other Quicklead examples would be a parent or friend who sent us a lead inquiry for someone else (should be the original lead source).

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**Protocol for Requests for Referrals / References**  
**National American University Distance Learning Campus**

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b. Describe the kinds of challenges the person is likely facing (pick 2-3).

Life balancing                      Time management                      Non-traditional work schedule  
Newly promoted                      Multiple responsibilities                      Limited professional growth

c. Describe the benefits the person gets from the NAU solution (pick 3-4).

New skills                      Self-sufficiency                      Increased networking  
Balanced life                      Personal satisfaction                      Broader perspective  
Enhanced credibility                      Potential raises                      Faster career progression  
More secure future                      Problem-solving skills

(5) Identify the person and secure assistance in the referral.

- a. Who comes to mind? [STOP TALKING - WAIT. WHEN THEY PROVIDE A NAME, SAY "THANK YOU. ANYONE ELSE?"]
- b. Why do you think [name] would enjoy our program?
- c. What are two strengths of [name]?
- d. I could call [name] out of the blue, but would it be alright if you talked to [name] first?
- e. When could you do this?
- f. Can I call you back on [day] to find out about [name's] reaction?
- g. If the student is willing to call on your behalf, create an activity for a follow-up call to the student to check on the referral. If the student asks you to make the call, get the referral prospect's contact information including email - note need to review compliance with Do Not Call list provisions and create a new lead in C2K.

(6) Document your call in C2K

(7) Thank the person for their time.

## 510 Referral Scripts Recruitment

### *Asking for a Referral: 101 - Scripts to help you get started!*

#### Not Interested

"I appreciate you taking the time to consider NAU for your online studies. Even though this isn't a good fit for you right now, is there anyone you feel would benefit from learning more about our online programs?"

"It certainly has been great talking to you and getting to know you better! And even though we do not offer the type of online program that you are specifically looking for, do you know anyone who could benefit from me talking to them about what NAU offers? Because you value the importance of an education, one great thing that you could do is pass that dream along to others!"

"Even though NAU is not the right school for you, can you think of anyone that might benefit from one of our online degrees?"

#### Hasn't Made a Decision

"One of the best things to keep you motivated when taking classes is having someone to share in the experience. Can you think of a friend, co-worker, or family member that might be interested in learning more about our online programs?"

"Thanks for taking the time out of your busy schedule to discuss our online programs. I would be happy to give one of your friends, family members, or even co-workers a call to discuss any questions they may have about our online programs. Does anyone come to mind?"

"There is definitely a lot to consider when making this decision to attend college courses! One way to make this easier is to have someone that you know take classes with you! Studying together, sharing ideas, and keeping each other motivated is a great recipe for success. I know you want to better yourself, and you could also change someone else's life! Do you know of anyone who could embark on this exciting journey with you? I would be happy to call them and provide them with the same assistance I have provided you!"



## **Enrolled**

"I am so happy that your experience with your online classes has been a good one! You are embarking on a great adventure of learning and personal growth! Can you think of anyone like yourself that would be as eager as yourself to take on this type of challenge and better them? It would be a bonus for you to have someone to study with and share your learning experiences with! Study buddies can boost your success! And we want to take this to the top!"

"I am very proud of you for beginning this journey. Have you talked to anyone about what you are accomplishing? Has anyone mentioned a similar interest? If so, I would be happy to contact them and encourage them to take the same big steps that you have taken! And it would be really neat to have someone you know to study with!"

"I am so glad that you are enjoying your classes! Do you know of someone that could be your study buddy, and benefit from completing their degree entirely online just like you?"

## **How to begin a conversation with a referral!**

"Hi! My name is \_\_\_\_\_ and I've been helping a friend of yours, \_\_\_\_\_, for quite some time now. She thought I might be able to help you in the way that I have helped her - by earning a college degree! I just wanted to introduce myself and get your email address to send you out some information I think you will find of interest. -works for voice mail or live call!"

What not to say, "I was given your name by \_\_\_\_\_." It sounds horrible.

Try to get the referral to laugh! Then say "I will call you back in a few days, and maybe we can talk more. Thanks for your time!"

"Hi! My name is \_\_\_\_\_ and someone you know thinks you would do quite well in an online education program! I would like to talk to you about your interests and share with you how we help busy adults like yourself increase their earning potential through an online education!"

## 1400 Lead Assignment Guidelines Lead Assignment

### Overnight Leads

At the beginning of each day all overnight leads will be evenly distributed among the reps that are on the schedule for that day.

1. Sort all Affiliates and Military leads and distribute to the appropriate reps.
2. Determine the number of remaining leads and assign them evenly to the reps that are scheduled.
  - a. If a rep calls in for the day after the leads have been assigned, go into their Contact Manager and redistribute these leads.
3. Send an email to the team letting them know the overnight leads have been assigned.

### New Leads

The lead table should be checked **at a minimum** every 15 minutes. The goal is for the lead to be contacted by the rep within 20 minutes of the lead reaching NAU.

1. Leads should only be assigned once the rep arrives at work.
2. Do not assign leads when a rep is in a meeting or at lunch.
4. Leads can be distributed up to **15 minutes** before the end of a rep's shift.
5. Each time you distribute new leads, send an email to the rep.
6. Leads received between 7pm-8pm should be assigned to the Team Leader on duty.
7. New reps that are scheduled until 4pm on Fridays should not be assigned leads until 1pm (Friday only).

### Affiliate Leads

In addition to the Cuneo Affiliate leads, assign lead cards from these affiliate schools to the following reps.

#### Keisha

Brown Mackie (see Affiliate procedure for specific schools) DuBois, Elmira Daymar/Draughons.

#### Vicki St. Pierre

Brown Mackie (see Affiliate procedure for specific schools) Rockford, Lamar, Stautzenberger, Mitchell Tech.

#### Tim Schnabel

Indiana Business College Nebraska Indian Community College (NICC), Provo/Eagle Gate, Metropolitan Community College (MCCC).

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3/20/2008

**Military Leads**

1. Assign all CUNET Military leads, and any lead with an identifiable military address to one of our military reps.
2. If there are less than 6 military leads per rep, supplement with regular leads.

**Web Portal Leads**

1. Location – Daily/Contact Manager/WP DL Adm Rep WP, DL.
2. Assign in rotation to reps that are here.

**International Leads**

1. Assign these leads to the International Affiliates rep.
2. Open the memo pad on the Student Master to find the Affiliates school and change the lead type.

---

3/20/2008

## 1401 Swapping New Leads Leads

Admissions Coordinators can now work out of other reps Contact Manager if they need additional leads. The following guidelines should be followed when working out of other reps Contact Manager.

1. The lead must be in New Lead status, older than 3 business days, and never been contacted.  
*Example – Lead Date 3/10*  
Day 1 – 3/10  
Day 2 – 3/11  
Day 3 – 3/12  
Eligible to call lead on 3/13
2. If working in the Contact Manager of a military rep, do not call leads from Cune-Military or those with a military email address.
3. If working in the Contact Manager of an affiliate rep, do not call leads from Cune-Affiliate or those with an affiliate school lead type.
4. Do not call leads from a Team Leader's Contact Manager.
5. If you are unable to reach the lead, add a note in Campus Vue, but do not leave a message or send an email.
6. If you reach the lead, send an email to the Assistants so they can reassign the lead.

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3/18/2008

## 1404 - Leads Managing Invalid Leads

When an Admissions Coordinator identifies that a lead is invalid for any of the reasons outline in the "Invalid Lead Definitions," the following must occur:

1. Document the reason why the lead was invalid in either the New Lead/Call Back activity.
2. Close the activity and update the status of the activity to "Invalid Lead."
3. The Admissions Coordinator should then go to the website:  
<http://www.nationalamericanuniversity.net/cp/>  
Username: nauac  
Password: badlead
4. Click on the menu item labeled "Lead Search" on the left hand side of the webpage.
5. Perform a search for the invalid lead.
6. \*\*Enter one of the following explanations in the prompt which states "Bad lead reason" in the lead box:
  - f NAU duplicate lead
  - f NAU inaccurate contact info
  - f NAU unqualified lead
  - f NAU fraudulent lead
7. Next, select the "Make Bad" button and click "OK" when prompted for final confirmation.
8. You may now exit the system and the lead has been officially coded as invalid and NAU will not be billed for the lead.

Revised 8/9/2006

## INVALID LEAD DEFINITION

### 1) Duplicate Lead

- A. Any duplicate contact information sent to the CUnet created NAU system within a 60 day time period.

### 2) Inaccurate Contact Information

- A. If both the phone number(s) and email address are bad, the lead will be immediately returned in the CUnet NAU lead management system for credit.
- B. If the phone number(s) is bad, and an email address is questionable, admissions coordinators have until 5 business days after the end of the calendar month to work the lead before coding it invalid for this reason.
- C. The definition of a bad phone number is: an identified wrong number, fraudulent number, or inactive/disconnected.

### 3) Unqualified Lead

- A. Prospects must have a high school degree or GED for undergraduate inquiries.
- B. Prospects must have a bachelor's degree from an accredited university for graduate inquiries.
- C. Prospects indicating interest in the RN to BSN completion degree must have a current RN license and an associate's degree.
- D. Prospects must select in one of the degree programs listed on the lead form.
- E. All prospects must be US or Canada residents according to their lead inquiry form addresses.

### 4) Fraudulent Lead

- A. Prospect indicates they have never filled an inquiry out for an NAU online degree.
- B. Prospect falsified qualification information on the lead form.

The NAU admissions team may for any of the above reasons, or any additional mutually agreed upon reasons, return a lead deemed invalid at anytime up until 5 business days after the end of the calendar month when the lead was transmitted via the CUnet NAU lead management system.

#### **IMPORTANT:**

Leads can only be refunded when invalid 5 business days after the month we received them. The DOA/Team Leaders will send out reminder emails at the end of each month to prompt admissions coordinators to follow up on all leads for the month.

**\*\*Note:** It is important to include the "NAU" in the bad lead description because CUnet also uses this tool to make leads bad too. Labeling out leads "NAU XXX" helps CUnet distinguish which leads they coded invalid versus which leads we coded invalid.

Revised 8/9/2006