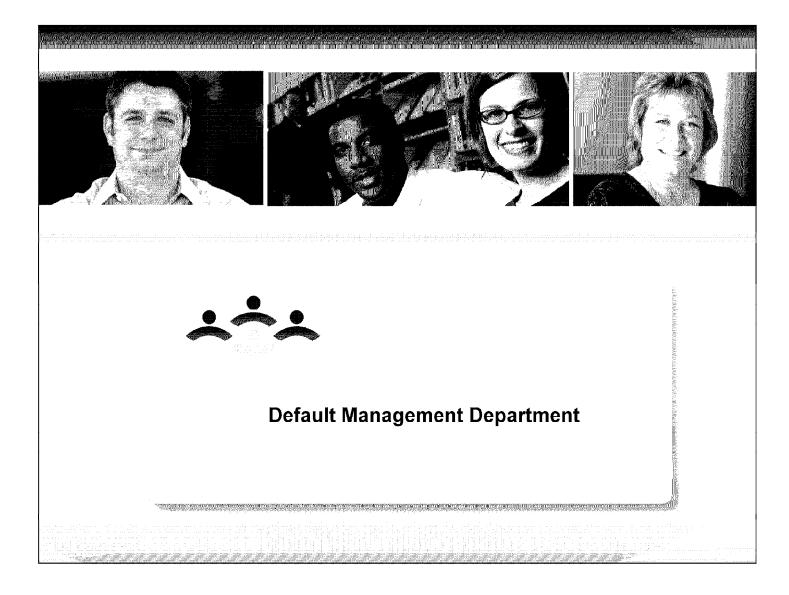
Excerpts, selected by the HELP Committee, from a larger document produced by the company

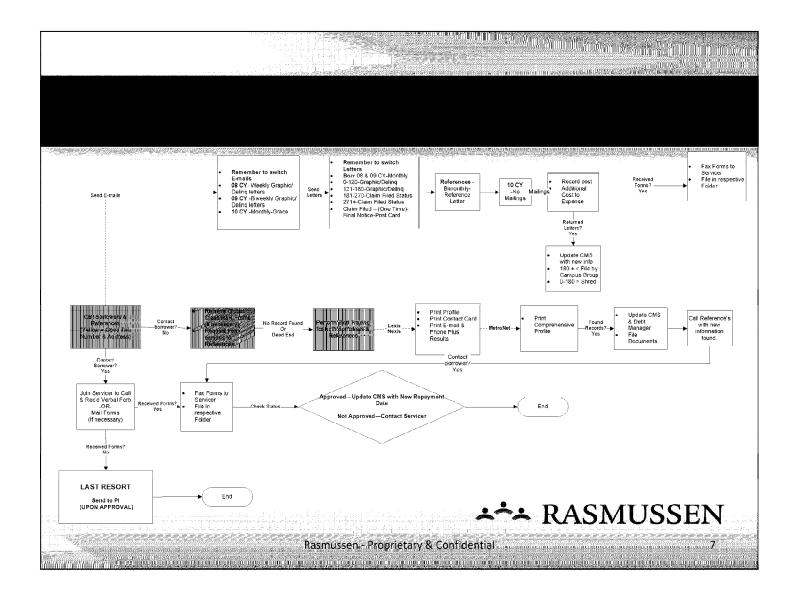
Rasmussen Colleges, Inc. **Document 10, Page 1**



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RAS00004301

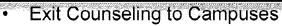
Rasmussen Colleges, Inc. **Document 10, Page 2**



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RAS00004307

Rasmussen Colleges, Inc. **Document 10, Page 3**



- Provide Training and Packets
- ❖ Printed out 1400 Packets GO GREEN
- Bulk Mailing to delinquent students
 - 1500 outgoing mailings per month
 - 200 incoming mailings per month
 - Takes 20 hours to stuff mailings
- Calling Campaigns to students and references
 - 1200 outgoing calls per specialist
 - ❖ 80 incoming calls per specialist
- E-mails
 - ❖ 1000+ outbound sent
 - 200 inbound received





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Rasmussen Colleges, Inc. **Document 10, Page 4**

- Default Brochures cost \$800 quarterly
 - Sabrina designed the brochures
- Lexis Nexis & Experian spend \$400 a month
 - Skip Tracing
- Private Investigator spend \$2000 a month
 - Spend \$600 in postage per month
- Return Postage costs \$500 every 6 months
- Envelopes cost \$700 every 3 months
- FedEx spend \$150 a month
 - Average Envelope cost \$10

Total Cost

for FY 2009

\$27,803.51

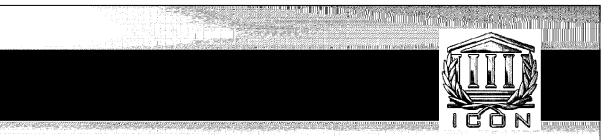
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RAS00004313

Rasmussen Colleges, Inc. **Document 10, Page 5**



- Performs Skip Tracing on every Borrower at a rate of \$25
- Attains 2 Signatures per student at a rate of \$50 (within state of MN)
 - Will make 3 attempts per borrower prior to an "unable to locate" decision
 - He services other states at a rate of \$75 per signature
- Faxes back to Rasmussen within 12 hours
- The original is mailed back within 3 business days back to Rasmussen
- Reimburse mileage to borrower's residence at a rate of \$.50 per mile (150 miles maximum)



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