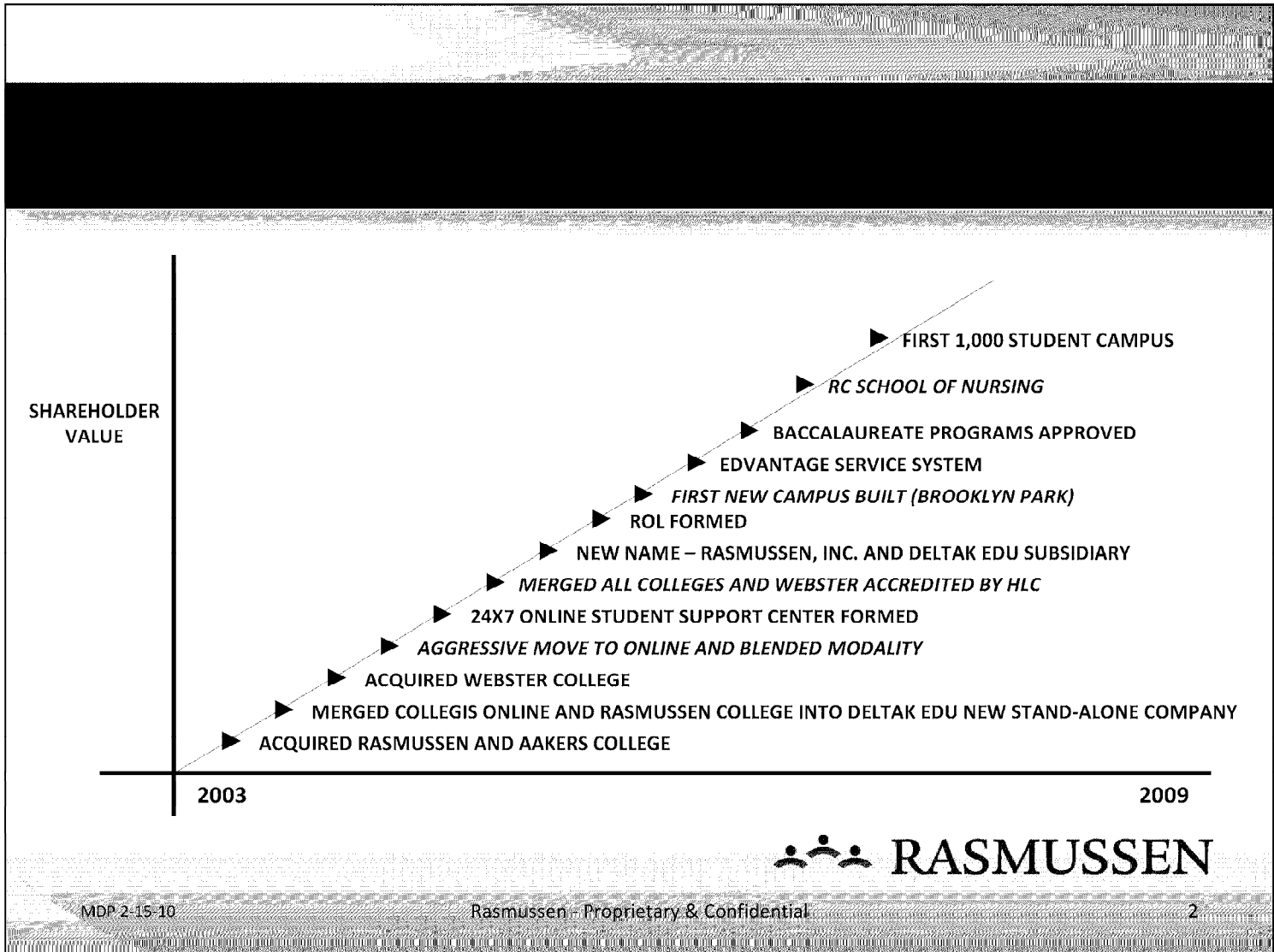


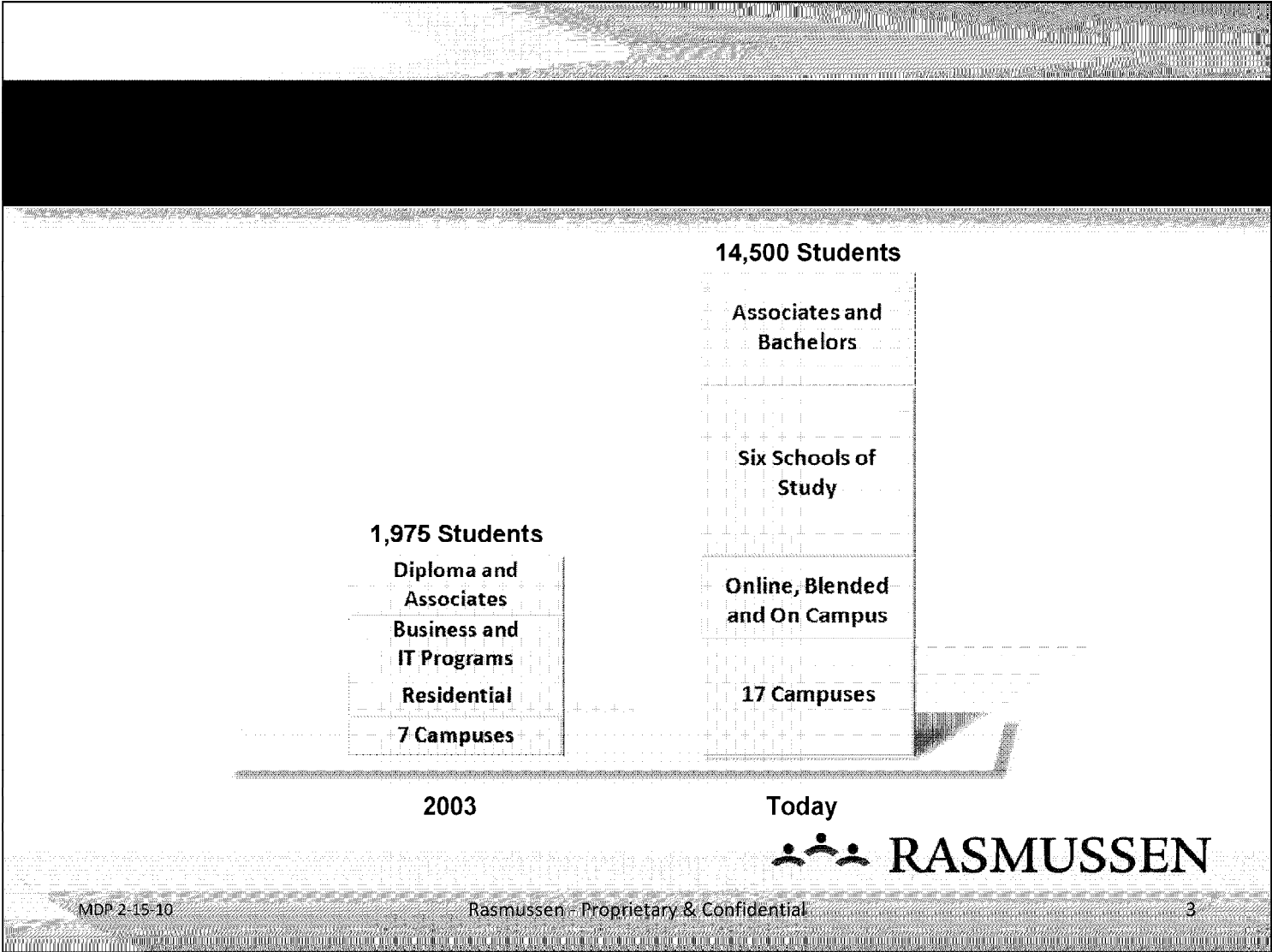
Excerpts, selected by the HELP Committee, from a larger document
produced by the company

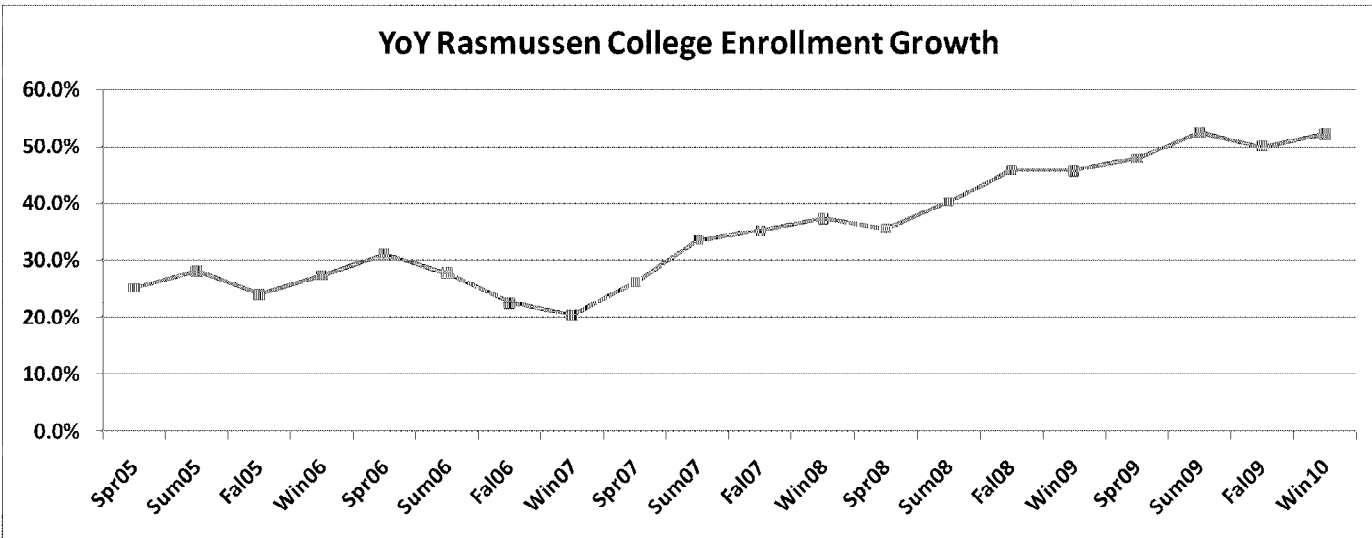
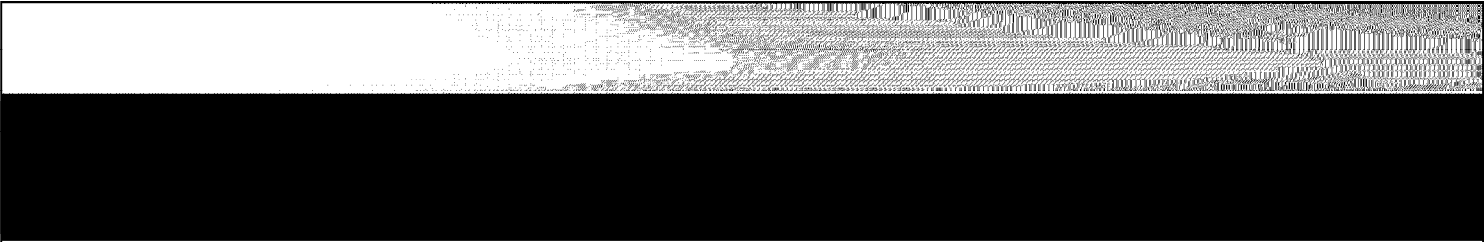


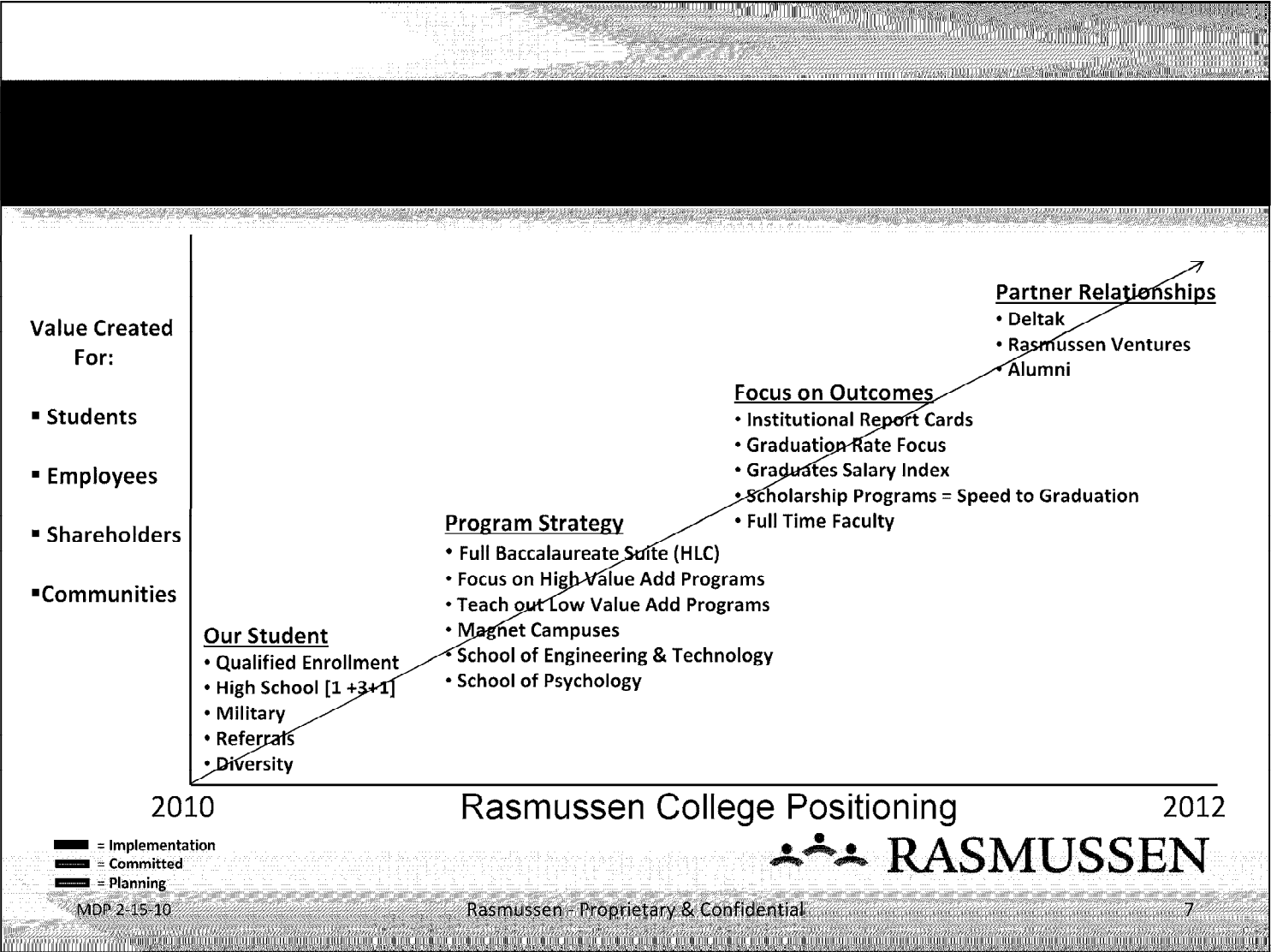
Rasmussen College Vision 2012

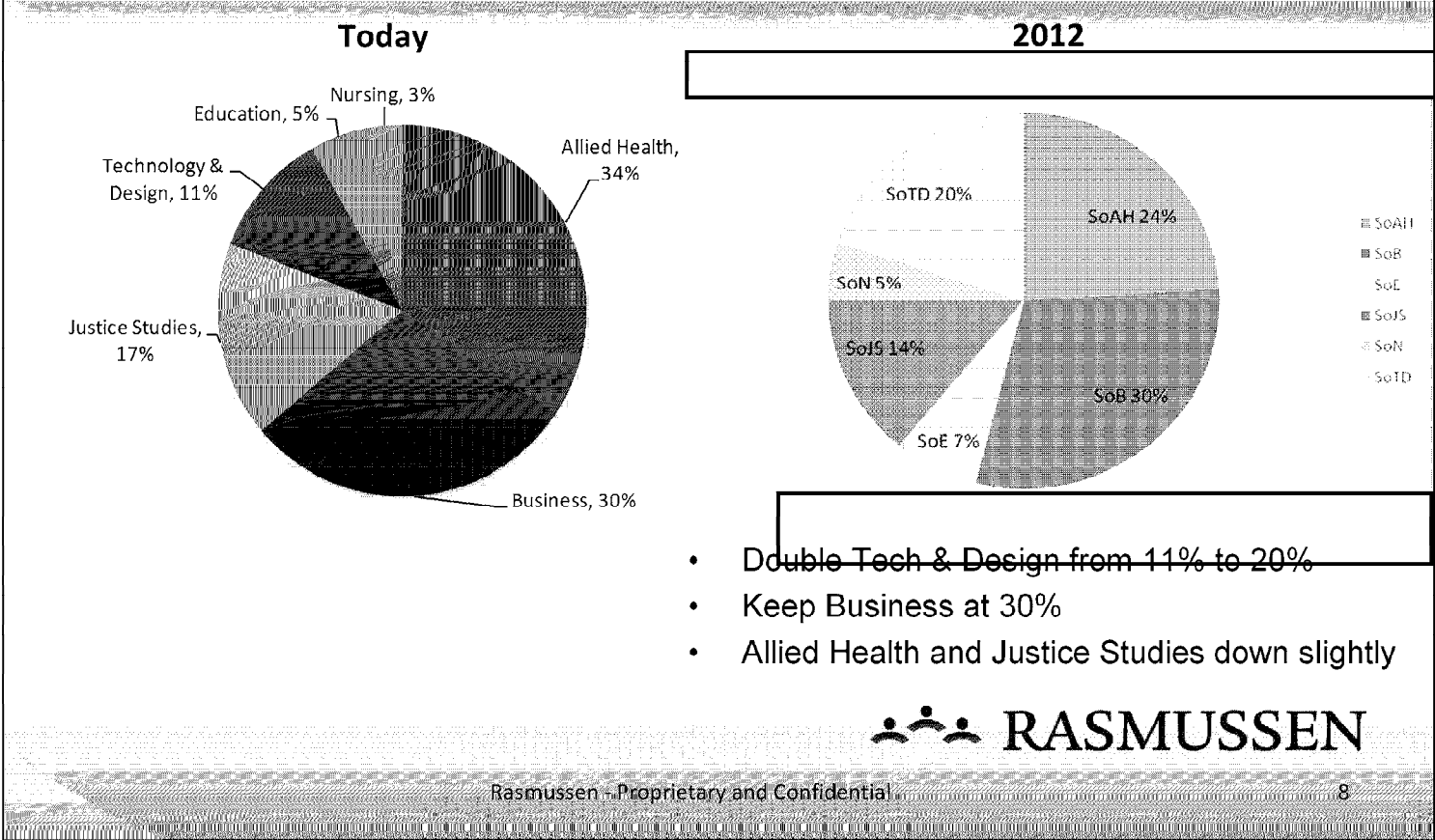
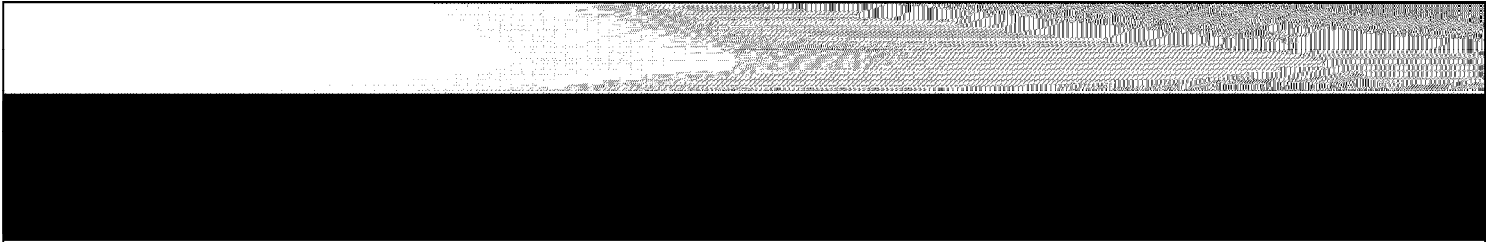
Rasmussen - Proprietary & Confidential











- Discrete goals for career services to “upsell” current student body
- Broaden portfolio after April HLC approval with July marketing launch into Fall enrollments
- Get into the bachelor completer market
 - Refine accelerated bachelors
 - School Directors and Susan Hammerstrom have goals for signing up 2+2 with community colleges, nationally accredited schools
 - Evaluate price point
- Define other opportunities on the front-end
 - Discreet goals for admissions (different reps?)
 - Only list bachelors on certain web portals



- Goal is to improve Q1/Q2 retention, and consequently graduation rates, by identifying students who are not committed and unlikely to succeed before they start.
- We will pilot with Rasmussen Online before rolling out college-wide.
- Concept is to create a one week web-based course which students must pass as part of enrollment process. New course starts every Monday
- Course will “replicate” time commitment and behaviors which will be required for applicants to be successful students
- Content of course covers many areas
 - Required steps in enrollment process such as remedial education testing
 - Financial education which is part of keeping default rates down
 - Introduction to program of study
 - Testing technology aptitude

