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



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RAS00038658

•	Times of "crisis" or challenge create an extraordinary need for
	effective leadership

- During these periods, a number of constituents may need to be led:
 - **Employees**
 - Shareholders
 - Industry colleagues
 - Trade associations
 - **Press**
 - **Politicians**
- Unique opportunity for you to see lessons put to work

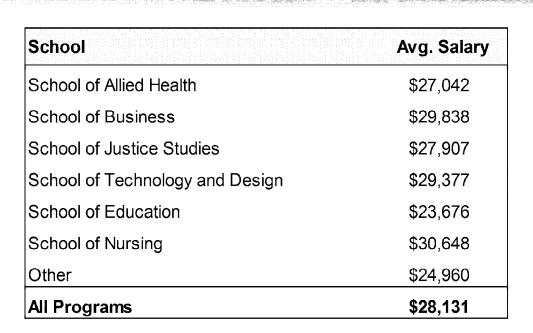
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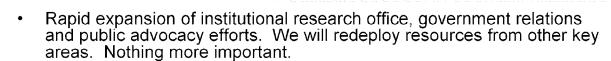


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- Preparing letter to Rasmussen community and presentation for public consumption. Don't engage at the campus level with press but rather refer to marketing department, who will coordinate response. Assume you are being shopped by a reporter looking to play "gotcha."
- Ensure we are 100% compliant, code of ethics reinforcing culture, recording phone calls and doing what is right for the student like investments in placement.
- Deliver superior outcomes: graduation rate, default rate and overall ROI of debt taken on with salary earned after graduation.
- Significantly reduce growth in expenses to provide flexibility for more restrictive enrollment and price decreases, which will mean lower revenue line. Evaluating new campus launch plan. Delaying expansion of current facilities



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- Mandatory completion of EEC. 6% of May start. Will be denied entry in July.
- No Foundations English 2 students at ROL (30% of start historically), no FE 1 students in MN
- July introduction of questions regarding commitment into EEC
- October introduction of College Experience course.
- Opening up Appleton and Mokena/Tinley Park with qualified enrollment requirement
- Programmatic focus on Nursing, Business, Bachelors and Technology & Design
- Introduce laddering of curriculum with milestones of success at Certificate / Associate and Bachelor graduation point ASMILISSEN

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- Part of programmatic strategy

- Highest salaries in technology & design
- High salaries in nursing
- High salaries for bachelor grads but need to balance with debt load by getting stronger into the bachelor completer market
- Teach out programs with lower value add like massage
- Help graduates negotiate salaries
- Use alumni program to keep track of the graduates



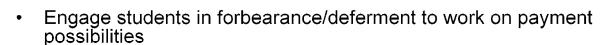
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- Reduce bachelor and nursing prices in MN
- Eliminate excess funds
- Tap more corporate reimbursements
- Get students through quicker with bigger on-time graduation scholarships
- Use scholarships to reduce effective price, debt load and improve gainful employment ratios
- Deny admittance to prospective students bringing in large debt balances

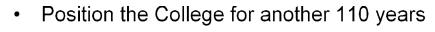


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- Must move quickly; no time for debate
- Funding institutional research and government relations means other things will not be funded
- Candid communication embracing transparency and leading the way (institutional report card)
- Time to be leaders: on message, positive, strong, actionoriented



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