
From: R -- Corporate Agency Liason
To: R -- Redacted by HELP Committee
Sent: 4/28/2010 11:01:55 AM
Subject: 90/10 to Campus Directors

Here is an email to all the CD's company wide regarding 90/10 and identifying a person on each campus. I am going for direct, honest and firm with just the right amount of letting them know they have to take this seriously without threatening them. Please make changes or suggestions to me. I want this to be perfect. Or do you think it would be better in a conference call? Let me know. Thanks!! **R -- Corporate Agency Liason**

Good Morning All!

As we move forward as a company and in our endeavor to serve our students there is a need for some changes as we all know. As most of you know my focus is "10" money. As most of you know my area of knowledge is Agency Funding. And as most of you know we have to have the "10". I can not stress enough the importance of this funding. We have received a directive from the Corporate Management team to increase this business and to get all campuses to at least a "10" level. Sadly, a majority of our campuses are not within the "10". This is where the Business Development Team comes in. We are here to help you succeed.

As of today each of you need to identify a person on your campus that will be the Agency Contact. This person will be responsible for building local relationships with Voc Reab, Workforce Offices, MERS Goodwill and any others that we identify depending on the market. They will need to be able to make at least quarterly visits to these offices and will have training and discussion sessions with me once a month or more if necessary. This person needs to be engaging, knowledgeable about Vatterott, our programs and the basic process of our departments. This person needs to possess excellent communication skills, organized and motivated. This is **NOT** a new position. They will be expected to maintain the standards set for their current position. This will be in addition to their regular duties and will not be compensated. This person may be you. It may be a Retention Specialist, Admissions Coordinator, Career Services or FA. Obviously, we can not be in all markets at all times to building these relationships and handle any business opportunities, so it vital that we have someone at each campus to work with and through. I will continue to amass and maintain the State level relationships so this person will not be contacting the State offices nor will they be responsible for certifying the campuses or programs. I will continue to handle all VA related opportunities as well.

This is a good thing. We can reach students that we may not have reached before. These are people who need someone to help guide them and give them the opportunity to change their lives and feel confident in their future with a college degree. It can increase enrollments and the funding is not subject to default. We will be with you. We can help your campus reach this business by looking for opportunities. I will be working with the State and local offices to enter into contract agreements and developing ways to reach these "Agency Students". In the St. Louis Market we have to date collected over \$8 million dollars in "10" funding since October 2009. We hold right now 30% of all the TAA funding in the entire state of Missouri. Honestly, it wasn't that hard to get nor was it a major time commitment when it first became available. Once it started it just kept going. Can this be duplicated in every market? No but this funding can be increased.

Bottom line is this...it is mandatory that we achieve and maintain 90/10. This rule in itself can eliminate our ability to disburse Title IV funds. This means we are out of business frankly. We have been given the deadline of May 7th to have a person on each campus identified. If I can assist you in your search for the right person please do not hesitate to call me. I look forward to working with and meeting with more of you over the next few months.

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