

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

**ADMISSIONS  
TRAINING MANUAL**

197 Pages of Document Redacted by HELP Committee

2AEG-HELP-14-00000996

# **Anthem (AEG) and the Education Industry**

## **Vision**

To be the most trusted provider of post-secondary career education in the world.

## **Mission**

The mission of Anthem Education Group's family of schools and colleges is to provide high-quality post-secondary career education and training to our students and well-prepared graduates to our employers.

## **Values**

### **'TEACHERS'**

**T**rustworthiness

**E**thics and Integrity in All We Do

**A**ssessment and Accountability

**C**aring and Concern for Students, Employees and Employers

**H**ighest Commitment to Excellence

**E**mpowerment through Collaboration

**R**eward Initiative and Outstanding Performance

**S**tudent Success

## **History**

- 1965 – Founded as the Electronic Institute of Arizona
- 1982 – Renamed High Tech Institute; offering wide range of career oriented programs
- 1989 – Acquired Bryman School, located in Phoenix Arizona
- 2003 – Acquired Allied College of St. Louis, Missouri
- 2003 – Began offering online delivery of career oriented programs thru Anthem College Online which was originally HTI Online
- 2004 – Acquired the Chubb Institute campus group
- 2007 – Renamed HTI Phoenix Campus; Anthem College
- 2008 – Renamed Chubb Institute; Anthem Institute
- 2009- Acquired Morrison College; founded in 1902
- 2009 – Renamed parent companies High Tech Institute Inc. and TCI Education Inc.; Anthem Education Group (AEG)
- 2009 – In addition to online, AEG has 23 ground campuses nationwide

## **Student Characteristics**

Characteristics of our typical student:

- Single Parent
- Economically Disadvantaged
- Unemployed or underemployed
- Individuals that lack an outside support system
- Low Self Confidence
- Low Self Esteem
- Have a desire to prove to themselves and family their success

## **Student Demographics**

Our students are typically from these types of backgrounds:

- First in family to go to college
- Low income families
- Live in rural areas
- Almost half of our enrollments have a GED rather than High School Diploma
- Women of all ages
  - Single young mothers
- Career change
  - No skills for entry- level positions for desired occupation