

Kaplan Admissions Advisor Compensation Plan

Overview

The goals

- A performance-based compensation plan with excellent salary opportunities for top performers
- Job security for good advisors who historically have had challenges reaching Cohort 5 expectations
- Simple, easy-to-understand goals and expectations
- Month-to-month consistency in expectation and performance

Advisors will have the opportunity to move into salary tiers based on performance rather than tenure. Performance includes Compliance, Professionalism, Presentation Mastery, Student Starts, Participation in Training and Initiatives. At the end of each six-month employment period, advisors' performance will be evaluated and salaries will be adjusted upward or downward based upon performance. Advisors must achieve the minimum standards listed in each category in order to move into that tier. For example, an advisor who achieves a Diamond level on the Quantitative category but a Sapphire level on Qualitative category will move to the Sapphire level. Throughout each six-month period, feedback on advisors' performance and the tier to which they are tracking will be made available.

The first review for new hires will take place 3.5 months after their hire date and will include their first 3 months on the floor. New hires will have the two options for extending their first review. They may extend it by 2 weeks or 3 months.

Upon entry into a tier, advisors will receive the lowest salary for that tier. Advisors who qualify for the same tier again will be eligible for a merit increase within that tier.

- At each 6 month review within the same gem level advisors will receive a 1.5% salary increase. Advisors will be eligible for the increase for up to 5 reviews within the same gem level. With the exception of Diamond and Sapphire levels, salaries will be capped at the fifth review in the same gem level.
- Advisors who jump gem levels and return to previous gem levels will be evaluated at the next review within that gem level. For example, an advisor who is at Topaz for Review 1, moves to Ruby for Review 2, and returns to Topaz for Review 3, will be earn the Review 3 salary for Topaz (\$43,269).
- Advisors who remain at the Developmental Gem level for multiple reviews are not eligible for salary increases.

Gem	New Gem	2nd Review in Gem	3rd Review in Gem	4th Review in Gem	5th Review in Gem
Diamond	\$ 100,000	\$ 101,300	\$ 103,023	\$ 104,568	\$ 106,136
Sapphire	\$ 70,000	\$ 71,050	\$ 72,116	\$ 73,197	\$ 74,295
Emerald	\$ 65,000	\$ 65,975	\$ 66,965	\$ 67,969	\$ 68,989
Amethyst	\$ 60,000	\$ 60,900	\$ 61,814	\$ 62,741	\$ 63,682
Garnet	\$ 55,000	\$ 55,825	\$ 56,662	\$ 57,512	\$ 58,375
Garnet	\$ 50,000	\$ 50,750	\$ 51,511	\$ 52,284	\$ 53,068
Topaz	\$ 42,000	\$ 42,630	\$ 43,269	\$ 43,918	\$ 44,577
Aquamarine	\$ 37,000	\$ 37,355	\$ 38,118	\$ 38,690	\$ 39,270
Opal	\$ 35,000	\$ 35,325	\$ 36,058	\$ 36,599	\$ 37,148

Developmental	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000	\$ 30,000
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Tier Definitions

- Training
(Salary \$30K/annum)
-Qualitative Less than 60%
-Quantitative Less than 32 points/month on average

- Opal
(Salary range \$35K + Kaplan matriculation bonuses)
-Qualitative 60% or greater
-Quantitative 32-41.99 points/month on average

- Aquamarine
(\$37K + Kaplan matriculation bonuses)
-Qualitative 65%
-Quantitative 42-47.99 Points per month on average

- Topaz
(\$42K + Kaplan matriculation bonuses)
-Qualitative Score of 70% or greater
-Quantitative 48-53.99 points/month on average

- Garnet
(\$50K + Kaplan matriculation bonuses)
-Qualitative 75%
-Quantitative 54-63.99 Points per month on average

- Ruby
(\$55K + Kaplan matriculation bonuses)
-Qualitative - 80% or greater
-Quantitative - 64-71.99 or more points/month on average

- Amethyst
(\$60K + Kaplan matriculation bonuses)
-Qualitative 82.5%
-Quantitative 72-79.99 Points per month on average

- Emerald
(\$65K + Kaplan matriculation bonuses)
-Qualitative - 85% or greater
-Quantitative 80-95.99 or more points/month on average

- Sapphire
(\$70K + Kaplan matriculation bonuses)
-Qualitative - 90% or greater
-Quantitative - 96-199.99 Points per month on average

- Diamond

(\$100K + Kaplan matriculation bonuses)

-Qualitative Score of 95% or greater

-Quantitative - 200 Points per month on average

Points

Points will be awarded based on several factors:

Student starts

- Credential (Program Type)
- Vertical (Military, B2B, Chat, etc.)

Vertical	Certificate	Associates	Advanced Start	Bachelors	Masters
A&S	4	13	20	16	14
CJ	3	7	14	10	9
IT	4	10	17	13	12
BUS	4	10	17	13	12
EDU	3	8	15	12	11
MBA	3	8	15	12	13
MS CJ	3	8	15	12	13
Military	3	8	15	11	10
B2B	3	7	11	9	9
NUR	3	9	12	10	9
Chat	2	6	10	8	7
All Skills	3	10	16	13	11
ORS	3	3	3	3	3

Additional points will be awarded based on the following:

Student Type	Points
PDL (Referral)	+2
Large Deposit (\$195+)	+1
Cash Pay	+1

Each advisor will also have the opportunity to earn 10 additional points each month for the following:

Activity	Points
Perfect Attendance (no tardiness, no absences except preapproved PTO)	2
Training Session Attendance - Assisting with 1 or more sessions or attending 4 or more sessions	2
Mentoring	2
New Initiative Participation	2
Late Shift (noon to 9 or later at least 3 nights/week)	2

Weekly Minimum Standards

Weekly minimum standards have been developed to ensure that advisors are on track to meet the minimum requirements of the position.

Advisors who have brought in 2 enrollments in the previous 2 week period are exempt from the minimum standards. For the 2 enrollments/2 week exemption no adjustment is made based on time out of the office. Advisors who have worked an incomplete schedule and have brought in fewer than 2 enrollments in the previous 2 weeks will be subject to the weekly minimum standards.

The weekly minimum standards are prorated for time out of the office. Advisors who have not brought in at least 2 enrollments over the previous 2 weeks must hit the following metrics.

Minimum Standards					
DaysWorked	Interviews	Applications	Enrollments (Trailing 2 Weeks)	TalkTime (Seconds)	TT (Hours)
1	1	0	0	5,400	1.50
2	2	0	0	10,800	3.00
3	4	1	1	16,200	4.50
4	5	1	1	21,600	6.00
5	7	1	1	27,000	7.50

- Admissions Advisors are exempt from the minimum standards for their first 2 months on the floor following classroom training graduation. (Note: 2.5 months after start date)
- Admissions Advisors in their first 90 days must achieve at least a quantitative score of 20 points per month and a qualitative score of 50% for their initial 90 day review to retain employment.
- Advisors who achieve a Ruby tier or higher at their last review are exempt from all minimum standards
 - To maintain this exemption, advisors must achieve at least the Ruby start goal for their vertical and their respective cohort each start term.
 - Advisors who fail to maintain at least a Ruby tier or higher start goal each cycle, are then subject to the weekly minimums until their next review date. This could be at five and half months or for only one month for example, depending upon the point at which you miss the cycle goal for the Ruby tier within your vertical and respective cohort.

One-on-one coaching and feedback will be provided to all advisors not on track to meet minimum weekly standards.

Failure to meet minimum weekly standards may result in disciplinary action up to and including termination of employment.

- One week of performance below weekly standards will result in a verbal warning. The verbal warning is removed if the advisor reaches 2 enrollments in the previous 2 week period or meets the minimum weekly standards.
- A second consecutive week of performance below weekly standards will result in a Personal Improvement Plan that will remain in effect for 2 weeks. The PIP is removed if the advisors meet the minimum weekly standards and/or the rolling 2 enrollments for the next 2 weeks.
- At any time during those 2 weeks, a third week of performance below weekly standards will result in a Written Warning that will remain in effect for 60 days.
- At any time during the 60 days following a Written Warning, a week of performance below weekly standards will result in a Final Warning.
- At any time during the 60 days following a Final Warning, a week of performance below weekly standards will result in termination. Standards will be prorated based on PTO time. Exceptions to this policy may be made by a VP of Admissions or Human Resources.

*Not applicable to advisors in protégé status. Separate weekly expectations and standards will be applicable for ORS advisors.