

MEMORANDUM OF UNDERSTANDING

TO: R -- Redacted by HELP Committee
FROM: R -- - DIRECTOR OF ADMISSIONS
SUBJECT: MEMO OF UNDERSTANDING/ PERFORMANCE IMPROVEMENT PLAN
DATE: JUNE 2, 2009

Since you began your position as an Admissions Coordinator, you have shown us you can meet your enrollment goals set in place. What concerns me is the conversion rates from lead to appointment, and that is what this memo is going to help us understand, train you properly, and produce better results together.

R -- you possess the outgoing, committed personality that we need to succeed at our campus. We need to find a way to help you become more assertive on the phone- and sell yourself confidently, and not second guess your product knowledge or commitment to this school.

The following are your current percentages:

- Appointment to Lead percentage- 21%- company standard is 60%
- Appointment set- to Appointment held- 100%. FANTASTIC!
- Appointment held to Enrollment 74%- company standard is 55%- Great job!
- Close rate is 15%- company standard is 20%
- Referrals- you hit 80% of your budget- Great job!

As we all know, August is the biggest start of the year. I project your enrollment budget for the August 3, 2009 start is 25, which averages out to be 3 enrollments a week... To ensure success in your position, I have set a performance improvement plan as follows:

- You must have 100 activities per day. This number will aid in the strategy to ensure optimum number of face-to-face appointments.
- If you make enough phone calls, you will have enough appointments during the week. The script you use while on the phone with the potential student should be concentrated on setting up an appointment at which time you would provide them with the information about the school and the program.
- In order to succeed, I need you to be assertive and have the sense of urgency to get prospects to the appointment. Your success as an Admissions Coordinator is essential to the success of Vatterott College as well. To help you with this, I will sit in on your phone calls, and we will continue to use Ztrac as a learning tool.

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- I will meet with you at the beginning and end of the week to review your progress.

I have read and understand the above and understand what is expected of me in order to be successful. I know that this is a memo of understanding, and a plan to improve my overall performance, and will be used as a training tool.

Employee

Director of Admissions

Date

Date