



PARTNER UPDATE

KEEPING YOU UP-TO-DATE WITH INFORMATION AND DEVELOPMENTS

DECEMBER 2007

Message From the President

Greetings and happy holidays to all! It is always a pleasure to share some of the new and ongoing activities and programs that IPD has implemented. My hope is that this brief newsletter will help keep you informed of our services. I hope you enjoy these updates; please feel free to contact the IPD representative noted in the update for more information.

I am also very pleased to share that many of our partner institutions have experienced significant growth this past year in our adult programs. The consolidated enrollment has increased to over 25,000 students. Congratulations to all! Thank you for your continued partnership in assisting adult learners with their educational goals.

With warm regards,

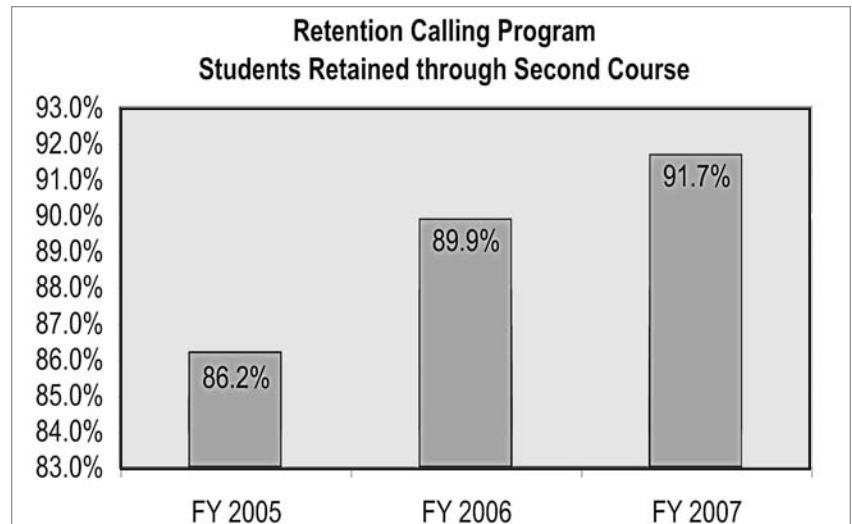


Calling Program Continues to Improve Retention

How does a freshman retention rate of 91.7 % sound?

IPD implemented a retention calling program several years ago to identify students experiencing issues or concerns during the most critical time of their enrollment—the first two courses. Working collaboratively with the partner institution, IPD Call Center Representatives call new students to inquire how their classes are going. Students with questions or concerns are referred via e-mail to the contact person at the partner institution. The Call Center provides the adult program deans with quarterly reports, which summarize the types of referrals, the number of drops during the first two courses, the reasons for the drops (if known), and comparisons to prior periods. The retention calling service is currently offered to IPD's partner institutions at no cost.

Last year, the Call Center contacted 6,872 students; 1,236 (18%) of those students had concerns, or what IPD terms "referrals." "Financial aid" referrals were the most common, followed by "personal reasons." Concerns related to transfer of credit were



among the other issues that students noted. Of the cohorts called in FY 2007, 91.7% of the students were retained through the second course (10 weeks of class). In comparison, the retention rate was 86.2% in FY 2005 and 89.9% in FY 2006. The Call Center's goal is to continue to increase retention to 100% for the first two courses.

For more information, contact Sue Salter at sue.salter@apollogrp.edu.

Transition to New Marketing Vendor Quickly Produces Results

All of IPD's partner institutions have transitioned to a new electronic marketing vendor, Advertising.com. Working with a wide range of online publishers, Advertising.com has special expertise in search and directory-driven lead generation. Advertising.com's results are evaluated through a combination of lead volume and lead conversion. The results so far are very encouraging: Electronic leads have increased throughout all of IPD partner institutions, and, even more importantly, the consolidated lead-to-start conversion rate has increased by 2 percentage points (9.1% versus 7.1%). IPD looks forward to continued increases in results.

For more information, please contact Rebecca Henriksen at rebecca.henriksen@apollogrp.edu.

Collaboration Leads to Success in Creative Brainstorming Sessions



IPD's Marketing/Enrollment Department understands the importance of positioning each partner institution effectively and accurately and the value of focusing on the unique qualities that set the institution apart from its competitors. As a result, the department has implemented collaborative creative brainstorming sessions, which provide an opportunity for IPD's creative team to work directly with key players from the partner institution, with the goal of developing exciting, unique, mission-appropriate advertising and promotional materials. Institutional participation in these sessions is extremely important. To ensure that the key individuals are included in these sessions, consult with the partner institution's Contract Director.

For more information, please contact Rebecca Henriksen at rebecca.henriksen@apollogrp.edu.

Orientation Template Developed to Ensure Adult Student Success

IPD's Academic and Institutional Services Department has developed a valuable online resource for partner institutions that wish to offer student orientation online. The Online Student Orientation template provides an orientation model with information, tools, and resources students need to be successful adult

students. The template also includes a unique online advising support system. Partner institutions may also adapt the template to meet their unique needs.

For more information, please contact Deanna Boe at deanna.boe@apollogrp.edu.

New Online Course Aimed at Student Retention

Sample Tutorial Slide

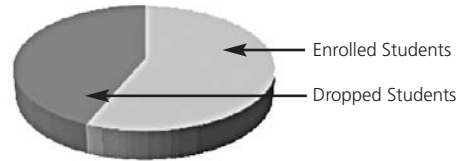
On a national level, student attrition is estimated to be 31.3%, with private baccalaureate institutions reporting 29.4% attrition (American College Testing, 2006). During FY 2007, IPD recorded 8,449 net drops, resulting in an ending enrollment of 24,999. To address the issue of attrition, IPD has developed an online, self-paced course for partner institution staff, called *Introduction to Student Retention*. The course will enable individuals to do the following:

- Calculate the attrition rate of each adult degree program and identify the program with the highest attrition
- Estimate the total cost of a drop
- Analyze the partner institution's mission and create a retention philosophy statement
- Develop a solid foundation to implement retention strategies

In the example calculation, the annual drop-to-start rate is 43.6%.

What does this mean?

It means that each year, your institution is losing 43.6% of its students to attrition.



It also means that before an increase in overall enrollment could occur:

- 95 students who dropped need to be replaced;
- or, put another way, approximately 6 new cohorts need to start just to maintain enrollment.

For more information on or for enrollment in the course, please contact Robert Barnes at bob.barnes@apollogrp.edu.

Virtual Meeting Tool Soon to be Available to Enrollment Staff

Enrollment staff members will soon be able to host live online meetings using Adobe Acrobat Connect Professional, a communication and collaboration tool that can be used to conduct meetings with students and to train staff. Enrollment staff will be able to show presentations or share documents one-on-one with potential students. Audio and video conferencing and collaboration are possible with the use of microphones and webcams. To communicate using Adobe Acrobat Connect Professional, users will only need an Internet connection and the free Adobe Flash Player (already installed on 95% of computers in the United States). Currently, the tool is being used with great results by IPD trainers working with IPD employees and partner institution faculty and staff. Testing and training are occurring now, and the system should be available to Enrollment staff for student meetings in the next few weeks.



For more information on IPD's use of this tool, please contact Yvette Harrold at yvette.harrold@apollogrp.edu.

For more information on the tool, please go to www.adobe.com/products/acrobatconnectpro.

Winner's Circle Encourages Fun Competition, Recognizes Hard Work

IPD is proud to have the best and most enthusiastic student-centered employees anywhere. IPD constantly looks for creative ways to recognize great performance and to keep the atmosphere at partner institution campuses fun and exciting. One of the programs currently in place is the IPD Winner's Circle. Each quarter IPD poses a challenge to the campuses, encouraging fun competition among the campuses. The winning campus team receives the honor of displaying the prestigious Winner's Circle Roving Trophy, an attractive pewter loving cup, at its campus during the following quarter.

In addition to creating friendly competition among the campuses, the Winner's Circle challenges provide a vehicle to recognize strong performance. The winner of the 2006 Quarter 4 challenge was the New Haven

campus at Albertus Magnus College. The New Haven team had the highest year-to-date application-to-enrollment ratio—87%! The 2007 Quarter 1 Winner's Circle challenge is "Which campus will have the highest lead-to-attend ratio by the end of November?" Thomas More College's campus is currently in the lead, with an impressive 57% lead-to-attend ratio, but it has stiff competition—Ohio Dominican University's Columbus campus has a ratio of 55%, and Averett University's Richmond campus has a ratio of 54%. IPD is excited to find out which campus will end in the lead. Even more importantly, IPD would like to thank all campus staff for their outstanding efforts!

For more information, please contact Rebecca Henriksen at rebecca.henriksen@apollogrp.edu.



Pictured with the Winner's Circle Roving Trophy are the IPD Q4 recipients, from Albertus Magnus College in New Haven, CT. Front row: **Renee Wright**, Enrollment Counselor; **Mary Barney**, Enrollment Counselor; and **Shelley Livingston**, Business Development Specialist. Back row: **Robyn-Allise Brown**, Enrollment Manager; **Courtney Crosslin**, Enrollment Counselor; **Angela Teodosio**, Enrollment Counselor; **Annie Tuminsky**, Marketing Support Coordinator; and **Maya Martindale**, Marketing Support Coordinator.