



PARTNER UPDATE

KEEPING YOU UP-TO-DATE WITH INFORMATION AND DEVELOPMENTS

® DECEMBER 2008



*May the good will and peace of
the season be yours throughout
the coming year.*

Ronald Elki

IPD Prepares to Launch Online Marketing Projects

Two new marketing projects will launch early in 2009: the student referral reward program and a new print portal. The referral program will provide a convenient, electronic way for students and alumni to refer friends and family to partner institution programs. The referring student or alumnus will receive reward points for each referral who enrolls, and the reward points can be redeemed for a variety of merchandise. The program has been carefully designed to ensure it complies with government regulations and that manual tracking is minimal.

The Marketing and Advertising Department is currently in the testing and final review stages of an online print portal, DokShop, a resource Corporate Education Liaisons, Marketing Support Coordinators, and Contract Directors can use to create marketing and promotional materials needed throughout the year. IPD's Corporate Graphic Designers have created templates that partner institutions can easily customize for materials such as flyers, posters, and postcards. DokShop offers a quick and easy way to ensure high quality, professional creative materials are always available.

For further information on the online projects, please contact Mary Harken, Director of Marketing Services, at mary.harken@apollogrp.edu.



DokShop provides a streamlined, cost-effective way to order and print customized materials. The online service will improve turn-around time, reduce human error, and ensure brand continuity.

Challenging All Curriculum Coordinators!

IPD's Academic Services Department extends its congratulations to Karen Breitenbach, Curriculum Coordinator (CC) at Cornerstone University, for winning the November prize in the CC Challenge. The CC Challenge is an incentive-based promotion sponsored by IPD to encourage CCs to complete training and follow processes that will strengthen and streamline curriculum development and revision.

During the challenge, effective November 3, 2008, through March 31, 2009, the department will track participation and award points to each CC for doing the following:

- Completing the online courses Curriculum Coordinator Certification Training, Principles of Instructional Design, and Advanced Instructional Design
- Submitting a CC Review Checklist or Writing Consultant Checklist with every module
- Communicating changes in deadlines to the CC's editor

At the end of the month, for each point earned, the CC's name is entered once into a drawing. The lucky winner of the drawing receives a \$25 gift card to Best Buy. Also, a final drawing will be held at the Academic Services Conference in April 2009. The winner will receive an iPod and an iTunes gift card.



The Academic Services Department is excited to sponsor the CC Challenge.
Back row: Stacy Hannay, Michelle Hawkins, Jodi Jensen, and Kristina Carlberg
Front row: Suzy Bills and Jacqui Williams

In October, IPD's Academic Services Department sent each CC a care package that included an explanation of the CC Challenge; a thank you card for a job well done; written material about IPD's processes, procedures, and services; and an IPD pen and paper pad with a calculator.

Ask your CC whether he or she is participating in the CC Challenge. Maybe your CC will be the next monthly winner—or the grand prize winner!

For details, contact Michelle Hawkins, Director of Academic Services, at michelle.hawkins@apollogrp.edu.

IPD Welcomes New e-Marketing Manager

IPD's Marketing and Advertising Department is pleased to announce a new addition to its team: Richard (Rich) Burczyk, E-Marketing Manager. Burczyk is a highly skilled e-marketing professional and will help make the department and its e-marketing campaigns even more successful. Burczyk is directly involved in lead generation through e-marketing, Web sites, micro sites, search engine optimization, live chat, e-mail marketing, social and viral marketing, and other online technology-based initiatives.

Before coming to IPD, Burczyk directed marketing and e-marketing programs in various capacities, including working with some of the nation's top companies, such as Intel and Honeywell. His well-rounded expertise in Web sites, e-commerce, optimization, affiliate programs, and social networking make him the perfect fit for the direction the Marketing and Advertising Department wants to expand. Burczyk can be contacted at richard.burczyk@apollogrp.edu.

Initial Results of Direct Mail Test: Simple Is Best

Direct mail continues to play a key role in the overall marketing mix for IPD's partner institutions. IPD's Marketing and Advertising Department is able to reach a very targeted market with direct mail and is testing two creative packages (a plain letter version and a more elaborate brochure version) to see which yields better results in the first half of FY 2009. Quarter 1 results to date

indicate that the plain letter package is more effective for most partner institutions. It is interesting that a very plain, simple approach is cutting through the cluttered marketplace and prompting people to respond by filling out a lead form. For more information, please contact Mary Harken, Director of Marketing Services, at mary.harken@apollogrp.edu.

Update on Exciting e-Marketing Projects

The quality and quantity of e-marketing leads continue to improve. IPD's Marketing and Advertising Department has created two micro sites for each partner institution, with the goal of improving lead conversion by using new templates, creative design, strong institution branding, compelling messages, and data input forms that have shown higher than normal conversion rates. The department's goal is to complete the micro site review process and go live in early January 2009.

Live chat is also being tested as a means to improve conversion rates for e-marketing leads. The department is currently beta testing live chat with several partner institutions. The beta test goals are to ensure the application meets Enrollment Counselors' needs, to craft a best-practices guide, and to create a training manual and

process that can be used by other partner institutions. The department plans to add live chat to partner institutions' micro sites throughout 2009.

In another exciting project, the department is looking into social networking and how the department can leverage social media and viral networking concepts to increase awareness and leads for all partner institutions. Currently, the department is running an ad on Facebook for one of IPD's partner institutions, as a proof of concept. The ad generated more than 450 referrals (page views) in a 3-week period, a very promising response.

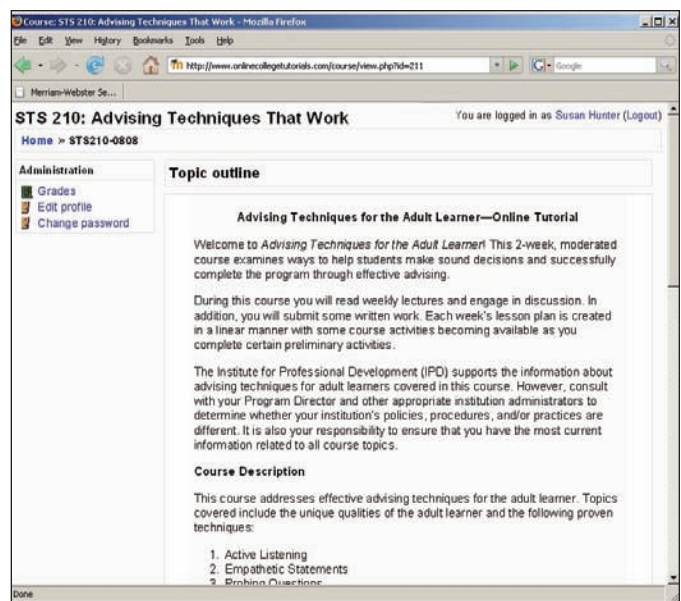
For more information on the department's e-marketing activities, contact Richard Burczyk, e-Marketing Manager, at richard.burczyk@apollogrp.edu.

New Course Sharpens Academic Advising Skills

IPD's Academic and Institutional Services Department is pleased to offer a new online course on academic advising techniques, STS 210: Advising Techniques That Work. Yvette Harrold, IPD's Executive Director of Training and Development, will be facilitating this 2-week course, which will first be taught beginning January 12, 2009. The course includes reading materials, online discussion, activities, and assignments, and it provides an opportunity for Academic Advisors to sharpen their advising skills and share insights and successes with colleagues. The course addresses the following topics:

- The unique qualities of the adult learner
- Active listening, empathetic statements, probing questions, reframing, and responding with options and benefits
- How to handle difficult students and situations
- How to deliver difficult messages
- Proactive versus reactive advisement

For further information on the course, contact Deanna Boe, Executive Director of Institutional Services, at deanna.boe@apollogrp.edu.



STS 210 is a new online course designed for Academic Advisors.

IPD Offers Partner Institutions Help in Moving to the Online Domain

Many of IPD's partner institutions are working toward offering programs online, and IPD is prepared to provide services to ensure each partner institution makes the best decisions and smoothly implements online instruction. Upon request, IPD's Academic and Institutional Services Department will work with the partner institution to assess online needs, from choosing a course management system to training faculty. The department will also work with the institution to develop and execute a project plan. In addition, the department offers many free curriculum development and faculty training services:

- The department will assess the institution's readiness to move online, IT needs, staffing needs, and program needs.
- The department offers faculty training on how to develop online courses and can work proactively with writers as they develop curricula.
- The department offers faculty training on principles of successful online instruction (which vary slightly from principles for face-to-face instruction). Upon request, the department will provide institution-specific training to faculty members.

Moving to the Online Domain

Continued from previous page

- If requested, the department will create an online learning environment for each course, based on the course curriculum module developed for the course. The department can help the institution develop a learning environment template that can be easily redeployed each time the course is taught.

The Academic and Institutional Services Department has a wealth of knowledge of the academic and pedagogical issues that surround online and e-learning and is eager to share information and comprehensive solutions with IPD's partner institutions. For more information or to request services, contact Sue Salter, Vice President of Academic and Institutional Services, at sue.salter@apollogrp.edu.

New Creative Campaigns Are Launched, With More on the Way

IPD's Marketing and Advertising Department continues to meet with partner institutions for creative brainstorming sessions, marketing reviews, and strategy sessions. During the FY 2009 Quarter 1, the department launched new creative campaigns for Belhaven College and Aquinas College. Currently, the department is preparing new

creative packages or refreshing creative packages for six other partner institutions; these packages will be launched in Quarter 2. For further information, please contact Mary Harken, Director of Marketing Services, at mary.harken@apollogrp.edu.

IPD Announces Student Online Account Access

IPD is excited to announce that adult program students at IPD's partner institutions now have online access to their student financial accounts. Students are able to view financial transactions and account balances and can print professionally formatted receipts and invoices. The system, called Online Account Access, has been integrated into IPD systems and branded for each partner institution.

The access process is as follows: The student is provided with a link to a Web site branded for his or her school. The first time the student visits the branded Web site, the student will establish an account password by entering his or her school student ID number and e-mail address. If the e-mail address the student enters matches the e-mail address stored in IPD Oracle Financials, IPD's identity management system authenticates the student, and the student can then establish a password for Online Account Access. In subsequent visits to the site, the student uses

the established Online Account Access password and his or her school student ID number to access his or her account.

All current manual accounting processes will continue to be available with the implementation of Online Account Access. Some of the accounting functions for students will also be available self-service through Online Account Access. Staff should direct students to the Web site for account balance questions, financial transaction detail reports, and printable receipts and invoices. This self-service feature will assist campus accounting teams in providing greater customer service to students and will increase students' ability to obtain needed documents and information.

For further information, contact Jim Berry, Director of Technology, at jim.berry@apollogrp.edu.

Using Technology to Inform Students: Financial Options Tutorials

Getting information to students is an important issue for IPD's partner institutions. During the enrollment process, students need information on their finance options so that they can make the best choices for funding their educations. In order to save the students time and increase their access to information, IPD has developed the online Finance Options Tutorial, which can be customized for each partner institution. By the beginning of January 2009, several partner institutions will be offering the customized tutorial to their students.

The tutorial allows each partner institution to provide a central location for students to obtain information about fees and costs of programs, the institution's financial aid and accounting departments, and how payments are collected. The narrated tutorial also details the types of

financial options available at the institution, types of financial aid, and such critical information as financial aid eligibility and continuance requirements. In addition, the tutorial provides links to all the forms that need to be completed for the various finance options.

Using technology to provide information on financial options saves students and staff members time and helps to ensure that students are provided with vital information in a timely manner. This tutorial is one small but effective way that IPD is using technology to help its partner institutions and their students.

For more information on the tutorial, contact Robert Barnes, Director of Faculty and Instructional Development, at bob.barnes@apollogrp.edu.