



# PARTNER UPDATE

KEEPING YOU UP-TO-DATE WITH INFORMATION AND DEVELOPMENTS

JUNE 2008



## IPD Invests for the Future

IPD is planning a major data network upgrade for late summer. After the upgrade, all IPD sites will have much greater network bandwidth, which will allow staff to use state-of-the-art information resources. For example, staff will be able to use streaming video and audio for training and communicating with students. This large investment in new network equipment will lower recurring telecommunication costs, improve reliability, and prepare IPD for the expanding role of the Internet.

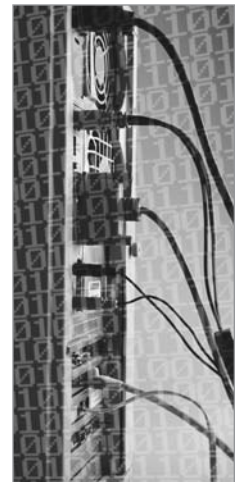
IPD will soon begin testing the use of small computer terminals to replace desktop computers. These terminals are about the size of a hardback book, have no moving parts or local data storage, and use only about 20% of the electricity a desktop computer uses. The terminals require less administrative support and can be replaced just by connecting a new terminal to electricity and the network. Use of the terminals will also help IPD increase efficiency and improve computer reliability and data security. For more information, contact Dr. Jim Berry, Director of Technology, at [jim.berry@apollogrp.edu](mailto:jim.berry@apollogrp.edu).

## Data Integration System Promises Greater Efficiency

IPD has been developing a data integration platform to allow the transfer of data between IPD and IPD client systems automatically and securely over the Internet. Data integration will provide several benefits, such as reducing manual data entry, reducing duplicate data systems, increasing employee efficiency, and allowing more timely access to data.

IPD will provide each partner institution with a small server, called an IPD Data Integration Appliance. IPD will preinstall the server with all needed software so that the partner institution's IT department only needs to connect the server to power and the network

and make some network setting changes. The design is nearly plug-and-play, to minimize the effort required of the IT staff. The server and all data transfers are managed from IPD Corporate in Phoenix, AZ. The institution's IT staff will need to do some programming to provide access to the institution's data from the server and complete any additional processing required by the institution's systems. The first phase of data integration will include sending new-student demographic data to the institution and sharing financial aid data. If you would like more information, please contact Dr. Jim Berry, Director of Technology, at [jim.berry@apollogrp.edu](mailto:jim.berry@apollogrp.edu).



## Trends in Training

IPD is a people-driven business, and the quality of results is only as good as the quality of IPD's employees. As such, IPD's training department is constantly looking for ways to improve the skills and attitudes of IPD's employees. Following are some of the new and exciting things happening in IPD's training department:

- Development of a Leadership Advancement Program designed to identify high-potential employees and prepare them for future leadership roles
- Fully online Enrollment Counselor, Enrollment Manager, and Business Development Specialist training (which is to be completed prior to and as a follow up to intensive in-class training)
- Training on using technology to facilitate virtual information meetings

*Continued on Page 2*

## Trends *Continued From Page 1*

- Expanded Contract Director training on all aspects of the position, with special emphasis on accounting and compliance
- Training on improving the conversion of electronic leads through faster and more accurate lead qualifying

Congratulations to Yvette Harrold on her new role, Executive Director of Training and Development. Many of the strides the training department has taken are due to Harrold's leadership.

Expect to see more great things from the training department in the future. For more information on training, contact Harrold at [yvette.harrold@apollogrp.edu](mailto:yvette.harrold@apollogrp.edu).

## New Resources Enhance Student Learning



This summer, IPD will launch two new academic resources—WritePoint and the SIMZ E-Learning Simulations—for its partner institutions to incorporate into IPD-partnered programs.

WritePoint is an online, automated grammar checking tool available to students 24/7 and easily accessed through the partner institution's learning management system.

WritePoint assists students in strengthening their writing skills, which enables instructors to concentrate more on assessing a paper's content than on correcting grammar and mechanics.

The SIMZ resource consists of Web-based simulations that create an interactive learning environment by using complex, multilayered scenarios and sophisticated graphics to teach students course learning objectives or concepts. Over 150 simulations are available on the bachelor's and master's levels in accounting, business, business ethics, business law, business operations, economics, finance, health care management, liberal arts and sciences, management, marketing, math, retail, statistics, and technology management.

Both WritePoint and SIMZ were developed by Apollo Group and are available only to students in IPD-partnered programs. Students will pay \$60 a year for unlimited access to WritePoint and \$12.50 per SIMZ simulation. To learn more about these resources, contact Deanna Boe, Executive Director of Institutional Services, at [deanna.boe@apollogrp.edu](mailto:deanna.boe@apollogrp.edu).

## Student Retention Dipped First Half FY 08

During the first half of FY 2008, IPD's Call Center contacted 3,521 students enrolled in the first two courses of their adult programs and referred 834 student concerns to the appropriate partner institutions for resolution. Compared with the first half of FY 2007, the number of students who expressed concerns increased by 11.95% and drops within the first two courses increased by 2.41%. For additional information, please contact Dr. Sue Salter, Vice President of Academic and Institutional Services, at [sue.salter@apollogrp.edu](mailto:sue.salter@apollogrp.edu).

# Marketing Minute

The marketing department has been busy analyzing its processes and identifying ways to offer even better services. Read on for a quick glimpse of the department's recent activities and exciting plans soon to be implemented.

## E-marketing Edge

In May, the marketing department transferred its e-marketing account to the newly acquired Apollo technology company, Aptimus. With this transfer, the department is now able to focus on improving e-marketing results and return on investment.

Goals for e-marketing strategy include increased lead quality, comprehensive monthly and real-time reporting, optimized landing pages with testimonials, easier access to creative updates, and the potential to add a "live chat" and/or an IM (instant messaging) function to landing pages.

## Clean and Simple Concepts

Creative concepts and design are a priority in Quarter 4 of FY 2008 and in FY 2009. The marketing department will focus on clean and simple messages and design, with the goal of clearly setting each partner institution's brand apart from the competition in the marketplace.

The department's new strategy will allow for an entire creative campaign to be developed

and implemented at one time, thus providing a more consistent brand image and message in the marketplace.

Helping in this new strategy is Ann Chatfield, who was recently hired as Corporate Copywriter. She is breaking ground in this newly created position, writing copy in a voice unique to and best representing each individual partner institution.

## Direct Mail Analysis

The marketing department is currently involved in a comprehensive analysis of the entire direct mail program. Improved vendor relations have led to a new direct mail model for Quarter 4 of FY 2008. The department continues to uncover new information about the direct mail industry, trends in variable imaging/messaging, and overall return on investment for this important element of the media mix.

The analysis of the direct mail program will be reviewed with Contract Directors and implemented in FY 2009 planning for optimal results.

For further information on any of the above, please contact Mary Harken, Director of Marketing Services, at [mary.harken@apollogrp.edu](mailto:mary.harken@apollogrp.edu).

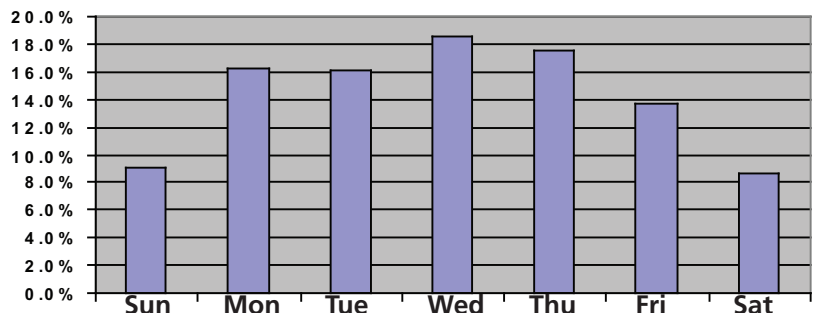
# Taking a Closer Look at Leads

The Internet's dominance as the primary information source for potential adult students is continuing to increase. Thus, not surprisingly, electronic leads continue to be IPD's largest source of paid leads and enrollments. As a result, IPD's enrollment team is making dramatic adjustments to the way IPD looks at leads.

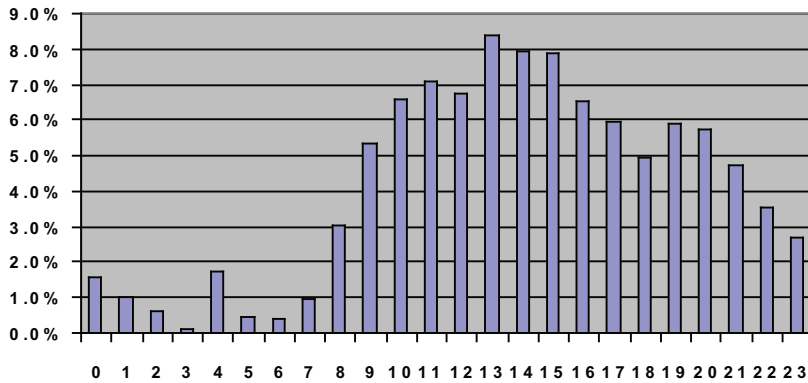
The Internet makes it much easier for potential students to shop for higher education institutions, allowing students to request information from numerous institutions at the same time. IPD's goal is to be the first to contact the potential student, giving the individual a foretaste of the excellent service and support he or she will receive at the partner institution.

From analyzing exactly what time and day of the week electronic leads are received, IPD has determined that many electronic leads are received outside of regular business hours (as shown in the accompanying graphs).

Leads by Day



# Leads *Continued From Page 3*



**Leads by Hour**

With this better understanding of when electronic leads are received, IPD’s enrollment team has adjusted its processes and adopted new strategies to better meet the needs of the Internet-age consumer. The new processes include the following:

- Extended work hours, including later evenings and weekends
- Virtual and one-on-one information meetings
- Exploration into “live chat” options
- Expansion of database remarketing efforts
- Use of a local “qualifying center” approach, where Marketing Coordinators focus on making contact with prospects and then forward live contacts to waiting Enrollment Counselors

IPD’s enrollment team strives to stay on the cutting edge of all aspects of adult student recruitment. Improved effectiveness in the conversion of electronic leads is key to the continued joint success of IPD and its partner institutions. For further details, contact Rebecca Henriksen, Vice President of Marketing and Enrollment, at [rebecca.henriksen@apollogrp.edu](mailto:rebecca.henriksen@apollogrp.edu).

## IPD Employees “Go Green”

Earlier this year, Apollo Group launched a Go Green campaign, encouraging its employees (including the employees of its subsidiary companies) to adopt more environmentally friendly practices. All employees were required to complete a tutorial on environmental sustainability and are encouraged to take steps toward a greener way of life, both at work and at home.

As Apollo Group encourages its employees to recycle materials, turn off their computers at the end of the day, and carpool, the company is setting an example by implementing green practices of its own. For example, Apollo Group is in the process of replacing incandescent lights with compact fluorescent lights. Break rooms are now stocked with recyclable paper cups (in contrast to the Styrofoam cups previously stocked), and paper and beverage recycling bins have been placed throughout the facilities, allowing employees to easily recycle. Further, the new RiverPoint complex—Apollo Group’s new headquarters, as well as IPD’s new home—was designed from a sustainable approach. When possible, recycled materials were used in the building construction. The buildings feature low-flow plumbing fixtures in all bathrooms and insulated glass windows, which allow for a maximum amount of natural light but prevent extreme heat loss or gain.

Many of the teams working in IPD partner institution adult programs have implemented environmentally responsible practices with great success. For example, Shannon Cotten, an Associate Enrollment Counselor at Ohio Dominican University, shared the following about what her team has done to Go Green:

“We have . . . started to make it a habit to turn off the lights in classrooms, conference rooms, and other areas that are not in constant use throughout the day. . . . Also, in an effort to cut down on the unnecessary waste of electricity, more and more staff members are shutting down their computers on their way out the door in the evenings.

“In addition, we have limited our use of paper in the office. We make sure all materials that can be double-sided are printed or copied that way. If something can be read just as easily online as on paper, we do not print it at all.”

IPD hopes that its employees will continue to implement Go Green practices and encourages partner institutions to implement their own environmentally sustainable campaigns.