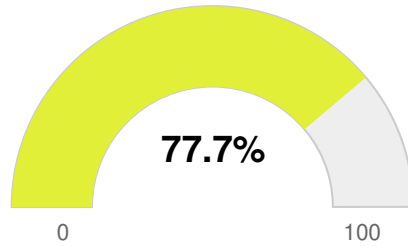


Overall Report

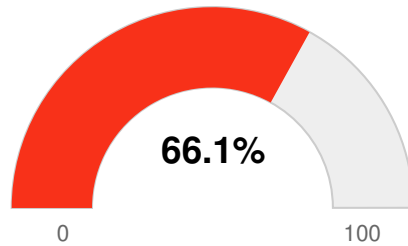
Score



136/175 Points

YTD Location

Score



Fiscal Year to Period End



Report Summary



Location	ABC College
Form Name	ABC College 2022 (Anywhere Shop)
Start Time	Wed March 16 2022 10:59 am
End Time	Fri March 18 2022 10:59 pm




SECTIONAL CHANGE



Section	Current Visit	+/-
Overall	77.7%	77.7%

Section	Current Visit	+/-
Admissions Interview	100.0%	100.0%
Accreditation	100.0%	100.0%
Technology	100.0%	100.0%
Employment Background	100.0%	100.0%
Support Services	100.0%	100.0%
Program of interest	0.0%	
Salary Expectations	100.0%	100.0%
Job Placement/Employment	100.0%	100.0%
Transfer of Credit	100.0%	100.0%
Federal Financial Aid	0.0%	
Disposable Income/Scholarships	80.0%	80.0%
Program Cost and Length	100.0%	100.0%
Customer Service	90.0%	90.0%
Steps to Enroll	100.0%	100.0%
Interview Summary, Referral, and NPS	48.3%	48.3%
School Contacts After Interview	0.0%	


ABC College 2022 (Anywhere Shop)
136 of 175
77.7%


Student Information


Questions	Score	Answer
-----------	-------	--------

1. Please enter your student alias's first and last name, address, city, state, zip code, and email information.

Gerald Walker
9654 Selby Pl
Norfolk, VA 23503
walkergerald111@gmail.com

2. What was your program of interest?

BS Business

3. Did your alias have a military affiliation? (Unless told otherwise by your project manager, this answer should be "no")

No

Inquiry Details



Questions

Score

Answer

1. What kind of interview did you complete?

Online

2. Describe first contact

Online
Information
Request

3. What was the date and time of your inquiry?

Wednesday, March 16, 2022 at 10:59 AM

4. Date and time of the initial school response

Wednesday, March 16, 2022 at 11:00 AM

5. Inquiry Response Time

1 minutes and 0 seconds

6. Inquiry Response Time - Benchmark

Under 10
min

7. What was the first and last name of the inquiry call representative?

Dawn Barrows

8. Which of the following occurred during the inquiry conversation?

The representative verified my full name.

The representative verified my full address.

The representative verified my email address.

The representative verified my phone number.

The representative verified that I earned a H.S. diploma/GED

The representative verified my program of study.

The representative asked how I heard about the school.

None of the above (please explain)

9. Did the representative willingly provide information over the phone? Strongly Agree

10. Did the representative encourage an interview? Yes

11. Phone conversation length (in minutes):

1 hours 0 minutes and 51 seconds

12. Please provide a summary of the conversation and your inquiry experience.

My initial call on March 16th at 10:59 AM was disconnected within the first minute. I called back and was transferred to Dawn Burrows, who completed the interview.

13. Did you receive an appointment confirmation?

Phone

Text

Email

No confirmation

Admissions Interview

15 of 15

100.0%



Questions	Score	Answer
-----------	-------	--------

1. Interview Date and Time:

Wednesday, March 16, 2022 at 11:00 AM

2. What was the first and last name of the admissions counselor?

Dawn Burrows

3. Did the admissions counselor ask if you had any affiliation with the military? 5 of 5 points Yes

4. Did the admissions counselor confirm that you were looking to complete your degree online? Yes

5. Did the admissions counselor verify that you have a high school diploma or GED and explain that you would be required to attest to this when filling out the application? 10 of 10 points Yes

6. Did the admissions counselor ask:

For information about you (i.e. where you are from, what you currently do)?

What type of career you are looking to pursue?

What is motivating you to go to school now?

7. Did the Admissions Counselor ask at least 3 questions to build Yes

rapport and get to know you?

8. Did the admissions counselor establish a plan for the interview, then confirm with a question of mutual agreement? (For example, "during the interview, we will discuss the program, review preliminary information that most students are looking for, and learn more about you and see if you are a good candidate for the program. How does that sound?")

Yes

Recommendation



Questions

Score

Answer

1. Did the admissions counselor say, "As we move forward in this process, as your admissions counselor, I will be responsible for recommending you for admission?"

Yes

History



Questions

Score

Answer

1. Did the admissions counselor: (Check all that apply)

Ask if you had heard of ABC College before today?

State the year ABC College was established?

Point out that ABC College was one of the first schools in the country to design a 100% online degree program?

Discuss the various forms of support provided to students during the enrollment process?

Share your financial aid advisor's name?

Explain that all online students are invited to walk in the graduation ceremony?

Ask if you think you would make a trip for the graduation ceremony?

None of the above (please explain)

Comments: Dawn said their campus opened in 1890, and one of the first schools in the country with a 100% online program. She went over their enrollment team, including Eddie Castro, my Financial Aid Advisor. She welcomed me to walk in the graduation ceremony. [7:05]

Accreditation

10 of 10

100.0%



Questions

Score

Answer

1. Was accreditation discussed?

Yes

2. Which of the following occurred during the accreditation discussion?

The admissions counselor provided the full name of the accreditor.

The admissions counselor discussed the value of accreditation.

Comments: Dawn told me accreditation was a term used to describe the process that colleges and universities would undergo to make sure they met educational standards. She advised they were regionally accredited by the New England Commission of Higher Education. [9:09]

3. If applicable to your program of interest (Business, ECE, RN-BSN), did the admissions counselor discuss programmatic accreditations?

No

4. Accreditation Performance Rating:

10 of 10
points

Compliant

Investigation



Questions

Score

Answer

1. Did the admissions counselor: (Check all that apply)

Ask if there is something specific you are looking for in a university?

Use active listening skills and respond appropriately? If so, please explain in the comments

Ask if you are working?

Ask if there is a reason you want to pursue a degree entirely online?

Ask if you have been thinking about going back to school for a while or if this is something new?

Ask what has been holding you back from going to school in the past?

Ask if someone else is involved in your decision to go back to school.

None of the above (please explain)

Comments: Dawn expanded on my comments and responses to her questions, demonstrating active listening.

Technology

5 of 5

100.0%



Questions

Score

Answer

1. Did the admission rep explain that, though there is a mobile app that allows you to complete some of your homework on the go, there are certain assignments that cannot be completed on a smartphone?

Yes

2. Did the representative ensure that you have reliable internet and frequent access to a desktop or laptop computer?

5 of 5 points

Yes

3. Did the admissions counselor discuss the laptop program with you? If yes, what was said?

No

Previous Education & Honors Program



Questions

Score

Answer

1. Did the admissions counselor ask if you have taken college-level

Yes

courses before?

2. Did you tell the admissions counselor that you had taken college-level courses in the past?

Yes

3. Did the admissions counselor ask: (Check all that apply)

About your experience with your past college courses?

How your past school supported you?

Why you left your past school?

What is different now?

If you have ever taken an online class?

None of the above (please explain)

4. Did the admissions counselor ask about your high school or college GPA?

Yes, I said my GPA was 3.25 or above

5. Did the admissions counselor discuss the Honors Program and ask if you were interested in being a part of it?

Yes

Employment Background

5 of 5

100.0%



Questions

Score

Answer

1. Did the admissions counselor ask questions to learn about your current employment status, as well as your employer?

Yes

2. Did the admissions counselor explain their Corporate Partnership program? (If your "story" is that you are unemployed, please select 'N/A - unemployed')

5 of 5 points

Yes

Accelerated Program and Blackboard



Questions

Score

Answer

1. Did the admissions counselor: (Check all that apply)

Explain the eight-week class schedule?

Discuss the accelerated program?

Ask if you are looking to get your degree completed as soon as possible?

Discuss students' projected start date?

Discuss professors' real-world experience?

None of the above (please explain)

Comments: Dawn mentioned their enriching Honors Program, accelerated program, and May 2nd start date. [21:42]

2. Did the admissions counselor: (check all that apply)

Discuss Blackboard, the virtual platform?

Explain the class format (units, assignments, and discussion boards)?

Ask if the online class format sounds like something you could be successful with?

Ask if you can see how ABC's class schedule can fit into your personal schedule?

None of the above (please explain)

Comments: Dawn discussed Blackboard, class structures, and discussion boards. [25:30]

Support Services

10 of 10

100.0%



Questions

Score

Answer

1. Did the admissions counselor discuss: College Success Seminar? If yes, what did they say?

5 of 5 points

Yes

Comments: Dawn said my first course would be the College Success Seminar. She said this course would teach students the fundamental skills to support a successful learning environment, and was structured to help analysis motivation, time management skills, and creating goals while connecting to university resources. She stressed the huge emphasis on career exploration. [30:10]

2. Did the admissions counselor discuss orientation with you? If yes, what did they say?

5 of 5 points

Yes

Comments: Dawn informed me all new students would take orientation, and she would go through it with me to answer any questions. She stated this was a great to get used to the online format and Blackboard before classes began. [29:40]

3. Which of the list support services did the admissions counselor discuss? (check all that apply)

SOAR (online resource center)

Center of Academic Success

TutorMe

Career Services

Orientation

College Success Seminar

Other

None of the above (please explain)

Comments: Dawn made me aware of student support services including SOAR, Center of Academic Success, TutorMe, Career Services, orientation, and the College Success Seminar. [28:02]

4. Did the admissions counselor ask which service you feel you would take advantage of as a student at ABC?

No

Program of interest

0 of 5

0.0%



Questions

Score

Answer

1. Did the admissions counselor ask if you had done any research on what it takes to work in your field of interest?

No

2. Did the admissions counselor ask there are any specific skills you are looking to attain through an online degree program?

Yes

3. Did the admission counselor direct you to the website to view the online catalog?

No

4. Did the representative discuss your academic program of interest and provide you with a link to the catalog/website?

0 of 5 points

No

5. Regarding your program of interest, did the admissions counselor discuss any of the following? (check all that apply)

Curriculum

Objectives

Class descriptions

Program outcomes

None of the above (please explain)

Salary Expectations

10 of 10

100.0%



Questions

Score

Answer

1. Was salary after program completion discussed?

Yes

2. Which of the following occurred during the salary expectations conversation?

None of the above (Please explain)

Comments: I inquired about pay regarding different concentrations, and Dawn said there were different salaries for different positions. She said she was not sure what the pay rate would be, and offered to send me generic information, cautioning me it would fluctuate. She said depending on the career I wanted, the pay would range. [35:50]

3. If a specific salary number or range was provided, what was it?

N/A

4. Salary Performance Rating

10 of 10
points

Compliant

Job Placement/Employment

10 of 10

100.0%



Questions	Score	Answer
-----------	-------	--------

1. Were Career Services discussed? Yes

2. Which of the following occurred during the Career Services discussion? (Check all that apply)

None of the above (please explain)

Comments: I asked Dawn how many students were finding work in business. She said this was a hard question to answer because of the time we were in, but told me everyone was looking for people to work. She said this was dependent on credentials, experience, grades, COVID, and Ukraine, and encouraged me to complete an internship. She offered to send me the Occupational Handbook from the US Department of Labor. [38:50]

3. Job Placement Performance Rating: 10 of 10 points Compliant

Transfer of Credit 10 of 10 100.0% 

Questions	Score	Answer
-----------	-------	--------

1. If you indicated that you had previous work experience, did the admissions counselor discuss ABC's Prior Learning Assessment, which would allow you to transfer some of your work experience into college credit? No

2. Tell the admissions counselor that you have previous college credits that you would like to transfer INTO ABC College. What was the admissions counselor's response?

Dawn told me that the school offered a free credit evaluation using my unofficial transcripts to determine what credits could transfer over. She explained I would then request my official transcripts so they could finalize the transfer. [11:30]

3. Was transfer of credit from this institution to another institution -- e.g. "transfer out" discussed. Yes

4. Which of the following occurred during the transfer of credit discussion?

The admissions counselor said that credit transfer to another school is up to the receiving institution.

Comments: I asked if I could use credits toward a higher degree, and Dawn agreed. I asked if I could use the credits with another school, and she said it would be up to the receiving school. [51:39]

5. Transfer of Credit Performance Rating: 10 of 10 points Compliant

Federal Financial Aid 0 of 10 0.0% 

1. The admissions counselor will likely say that you will meet with Financial Aid later in the enrollment process. Please ask if you can speak with someone from Financial Aid now. Record their answer below.

I told Dawn that I wanted to speak with someone from the FA Department. She then agreed to transfer my call to FA Advisor upon my request.

2. Which of the following occurred during the financial aid discussion? (Select all that apply)

The admission counselor said financial aid is available to those that apply and qualify.

The admission counselor introduced me to a financial aid advisor for a preliminary meeting.

Comments: I asked Dawn if I could speak with Financial Aid and she agreed. [56:54]

3. Please provide details about what the ADMISSIONS COUNSELOR said about financial aid.

Dawn asked if I planned on applying for Financial Aid. She informed me Financial Aid was available to those who applied and qualified. She went on to state that Financial Aid consisted of loans, which were not based on salary or credit, with repayment beginning six months after graduation or after I stopped taking classes, and grants, which were based on need as determined by the federal government, and did not need to be repaid. Dawn did not explain the process to apply, but provided application information for the FAFSA in her email to me.[41:40]

4. Which financial aid scenario did you choose?

SCENARIO 1

5. Describe how you presented the scenario and the ADMISSIONS COUNSELOR's response.

I told Dawn my spouse owned her own business and was receiving payment in cash; I asked if this would be a problem regarding Financial Aid. She responded by saying that it was a great idea, that she was paid in cash. She said she will be fine, and we would be fine. Dawn stated it was good to cash for some things, but not necessarily when it was your business. She said I would complete both the 21/22 and the 22/23 FAFSA. [53:33]

6. What was the first and last name of the financial aid advisor?

Cassandra Wheeler

7. Describe how you presented the scenario and the FINANCIAL AID ADVISOR'S response.

I told Cassandra my spouse owned her own business and paid in cash, asking if this would be a problem regarding Financial Aid. She said it would depend, explaining FA was based on taxes. She said if we filed taxes jointly, they would probably want me to add in her income. Cassandra then stated if she had not filed taxes and we made over \$24,400 combined for the year 2020, my spouse would need to file taxes. [58:31]

8. How much time did you spend with a financial aid advisor?

2 minutes and 1 seconds

9. Please provide details about what the FINANCIAL AID ADVISOR said about financial aid.

Cassandra only discussed my Financial Aid scenario. We had no separate discussion regarding the Financial Aid process or what I needed to do to complete my FAFSA.

10. Financial Aid Performance Rating:

0 of 10
points

Merits
Review

11. Financial Aid - if merits review: (Check all that apply)

Nn Note: The representative did not explain how to apply for financial aid.

Nn Note: The representative encouraged the evaluator to not report/did not explain the need to report untaxed income on the FAFSA.

Disposable Income/Scholarships

4 of 5

80.0%



Questions	Score	Answer
-----------	-------	--------

1. Before discussing cost, did the admissions counselor discuss other options to finance your education?	1 of 1 points	Yes
---	---------------	-----

2. Did the admissions counselor explain that many students have a monthly amount they put towards the cost of their degree, and discuss that even a small amount will alleviate the amount of loans that you will need to pay back later?	1 of 1 points	Yes
--	---------------	-----

3. Did the admissions counselor ask if you have an amount that you are looking to invest in your education?	0 of 1 points	No
--	---------------	----

4. Did the admissions counselor ask if you were aware of any local scholarships that you may qualify for?	1 of 1 points	Yes
--	---------------	-----

5. Did the admissions counselor encourage you to research scholarships that may be offered in your state?	1 of 1 points	Yes
--	---------------	-----

Program Cost and Length

10 of 10

100.0%



Questions	Score	Answer
-----------	-------	--------

1. Which of the following occurred in your interview during the program cost discussion?

The admissions counselor reviewed book fees.

The admissions counselor reviewed course fees.

2. Ask the admissions counselor for the total program cost. Please

provide the cost you were given and, if provided, what it includes.

Dawn said she would go over baseline cost, before Financial Aid and transferred credits. She quoted \$570 per credit, and \$1,710 per course. She explained the \$90 electronic course material fee, not charged for full-time students, and \$50 technology fee of \$50 per term, granting access to Microsoft 365, LinkedIn Learning, and a student email and ID. [45:47]

3. Tuition Performance Rating:

10 of 10
points

Compliant

4. After discussing cost, did the admissions counselor ask: (check all that apply)

How everything sounds to you?

If there was anything that you didn't go over?

If the program aligns with your expectations?

None of the above (please explain)

Customer Service

22.5 of 25

90.0%



Questions

Score

Answer

1. How did the interview feel: conversational, presentation, or scripted?

2.5 of 5
points

Presentation

2. Did the admissions counselor spend time building rapport with you? Did they spend time getting to know you and learning about your 'why'?

10 of 10
points

Yes

3. Did the admissions counselor ask questions which demonstrated interest in you and your background?

5 of 5 points

Yes

4. Did the admissions counselor listen to you and focus on your needs, then discuss how ABC can meet those needs?

5 of 5 points

Yes

5. During the interview, the admissions counselor: (Check all that apply)

Portrayed a professional image.

Spoke positively about the school.

Spoke positively about the program.

Spoke positively about the staff.

Demonstrated excitement.

Seemed genuine.

Sounded knowledgeable.

Demonstrated confidence.

None of the above (please explain)

6. Do you have any additional comments about the admissions counselor?

Dawn had a warm and personable demeanor. She was energetic, and made small jokes to make me feel more comfortable.

Steps to Enroll

10 of 10

100.0%



Questions	Score	Answer
1. Did the admissions counselor explain the steps to apply/enroll in the school?	10 of 10 points	Yes

Interview Summary, Referral, and NPS

14.5 of 30

48.3%



Questions	Score	Answer
1. If you were transferred during your call, were you reminded that the call is being recorded? Comments: When I was transferred to Dawn, she let me know that the call was being recorded; however, when I was transferred to Cassandra in Financial Aid, she did not remind me that it was being recorded.	0 of 10 points	No
2. Did the admissions counselor attempt to have you fill out the application and FAFSA while on the phone?	5 of 5 points	Yes
3. When you refused to fill out the application and FAFSA, did the admissions counselor set a time that you should have this done by or schedule a follow-up appointment?	0 of 5 points	No
4. Date and Time of Second Appointment		
5. Were there any unethical or inappropriate incidents?		No
6. Were you pressured to enroll or did you feel like you being sold?		No
7. Were you requested to enroll 2 or more times during your interview?		No
8. Were you asked to refer a friend?	5 of 5 points	Yes
9. How much time did you spend in an admissions interview? 57 minutes and 16 seconds		
10. Did you feel that the length of time the admissions counselor spent with you was appropriate?		Yes
11. Did the admissions counselor move at a comfortable pace?		Yes
12. How long were you left alone or on hold during the interview? 31 seconds		

13. Did the admissions counselor follow the framework of all the slides provided?

Yes

14. Please provide a complete summary of your interview with the school from how it began, the questions asked about your background and future goals, the major topics discussed, and how the interview was concluded.

Dawn Barrows began the call by asking why I was interested in going back to school and how long I had been considering school as an option. She asked about my previous education, explained the purpose of her call, and told me that she would provide me with a recommendation. She discussed the history of the school, accreditation, and the ability to transfer credits into ABC. Dawn asked for referrals and made me aware of their Corporate Partnership program. She let me know about computer requirements. She spoke to me about the resources available at the school, such as orientation, TutorMe, and SOAR. She highlighted CTC 101, as a great benefit for me. When I asked, Dawn transferred my call to a Financial Aid Advisor, but beforehand, told me that I could call her back when I was ready to move forward.

15. Do you have an additional audio file to upload? If so, please do so here.

16. Based on your interaction, would you recommend ABC College to a friend? (10-Absolutely; 1-No Way) Explain your rating in the comments.

4.5 of 5 points

9

Comments: I had a complete understanding of the school's resources and curriculum and speaking with Dawn, so if I wanted to explain to others why I would recommend this school, it would not have been difficult.

17. How would you rate the call quality during your interview? If you answered anything other than excellent, please explain the issues or difficulties that occurred.

Good

Comments: The call quality was good generally, but became distorted a few times throughout the conversation.

School Materials



Questions

Score

Answer

1. Did you receive the following materials (or links or attachments if remote/online) from the ADMISSIONS counselor? Check all that apply.

Admissions counselor's email signature with contact information

Program information link

School catalog

2. Did you receive the following materials from the FINANCIAL AID advisor? Check all that apply.

No materials received

3. Were the materials you received professionally printed?

Yes

4. Did the materials received provide the information needed to make an enrollment decision?

No

5. Please upload clear photos of the school materials you received, including the admissions counselor's business card (email signature line for online/phone).

School Contacts After Interview

0 of 5

0.0%



Questions

Score

Answer

1. In the follow-up period, did you receive a non-automated contact from a school representative?

0 of 5 points

No