

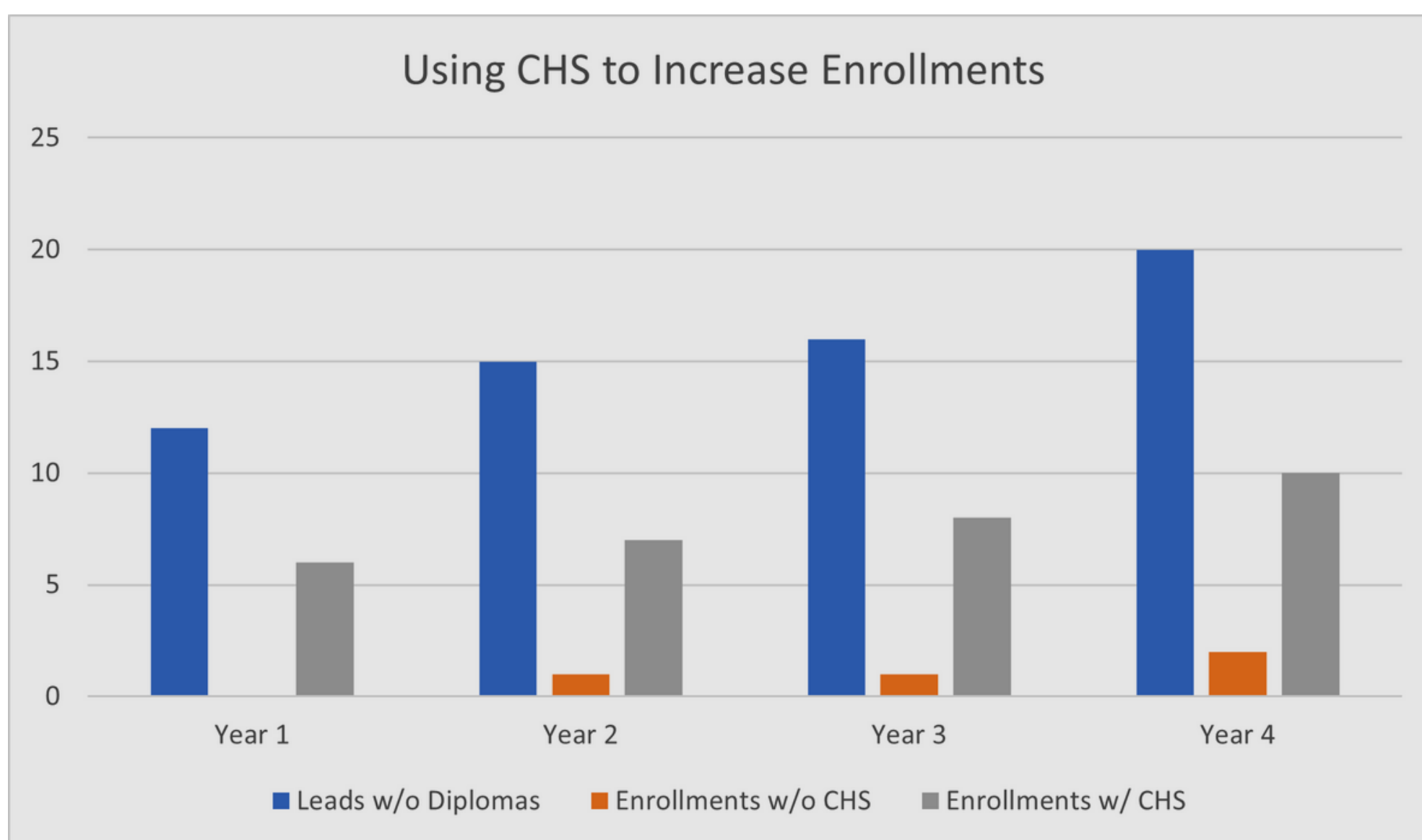


# Financial Benefits of Using COHS

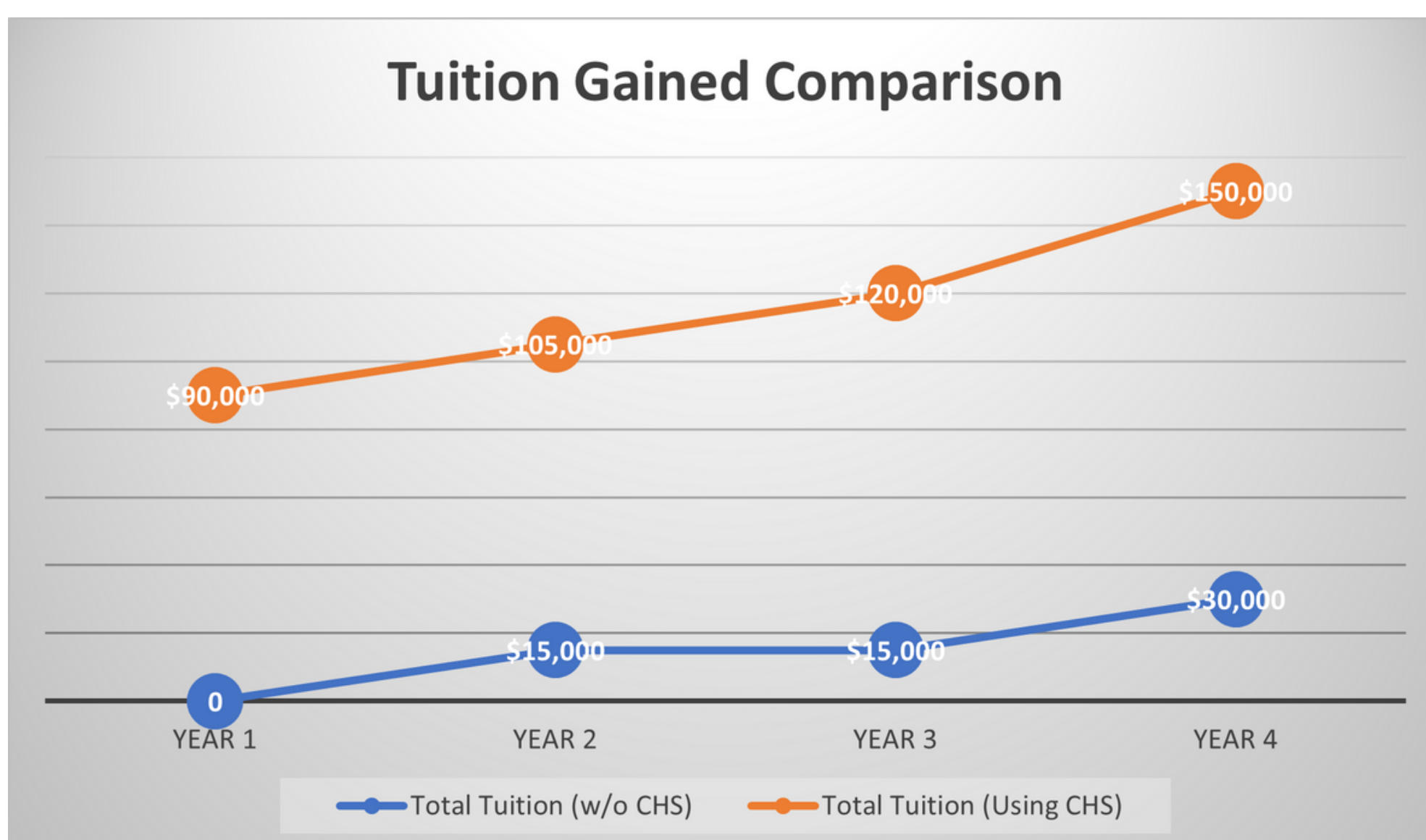
Many career colleges struggle with prospective adult leads who do not have their diplomas, but with COHS Express you can now market to adult student markets knowing you will be able to increase student enrollments, increase school conversion rate, and reduction in average student acquisition costs.

## Increasing Enrollments

On average, a career college will receive 10% of their perspective leads from adult students without a high school diploma. Many schools are forced to send these students to either adult school or earn their GED, many of which they will never see again. This creates more work on the part of admissions and the marketing departments. Through [COHS Express](#) or the [Dual Enrollment Solution](#), career colleges can keep these students in house and increase enrollment while reducing the stress on admissions and marketing.



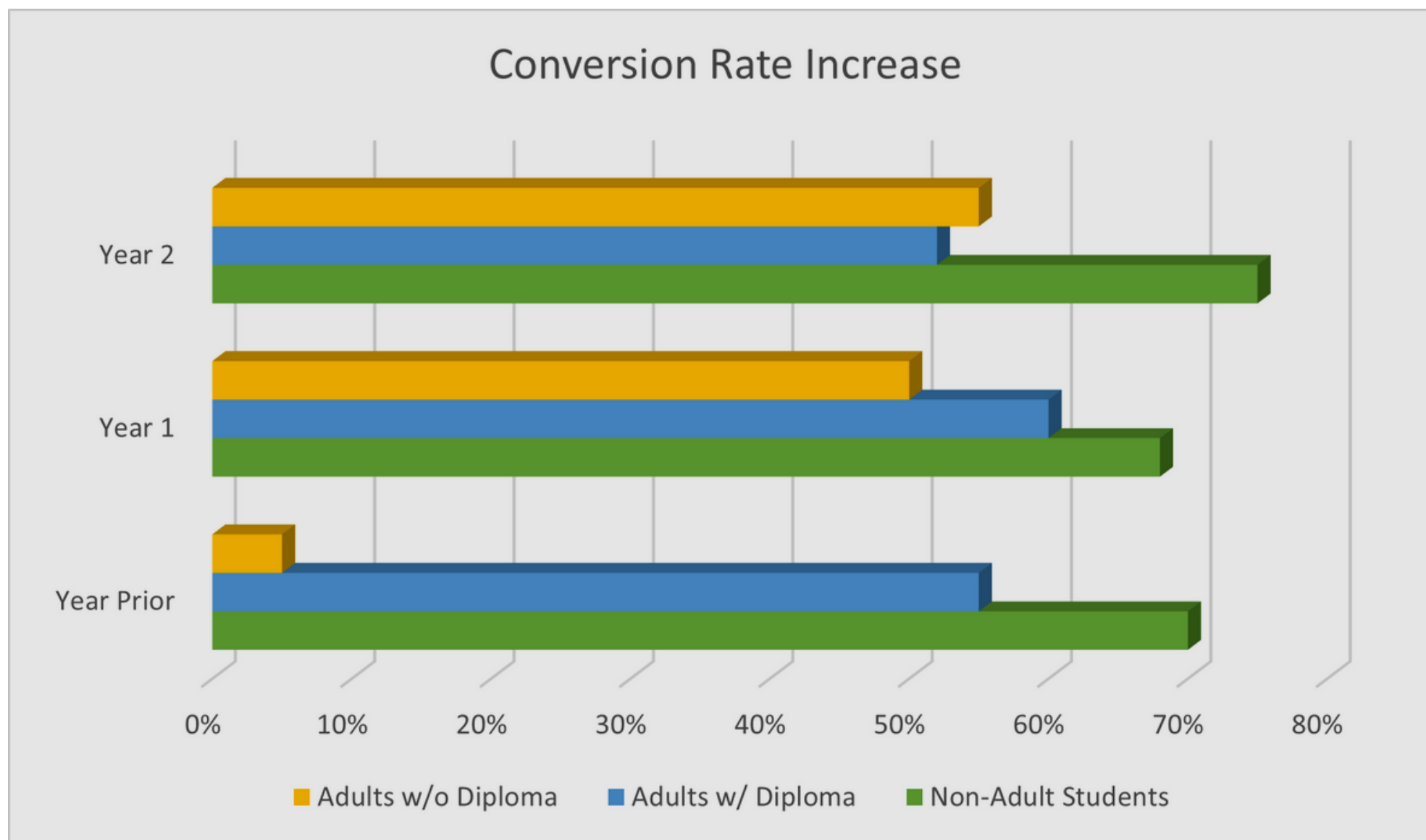
By putting a dollar figure to these enrollments, it truly showcases the impact of being able to add these previously unrealized enrollments.



(Numbers are based off of tuition of \$15,000 per student)

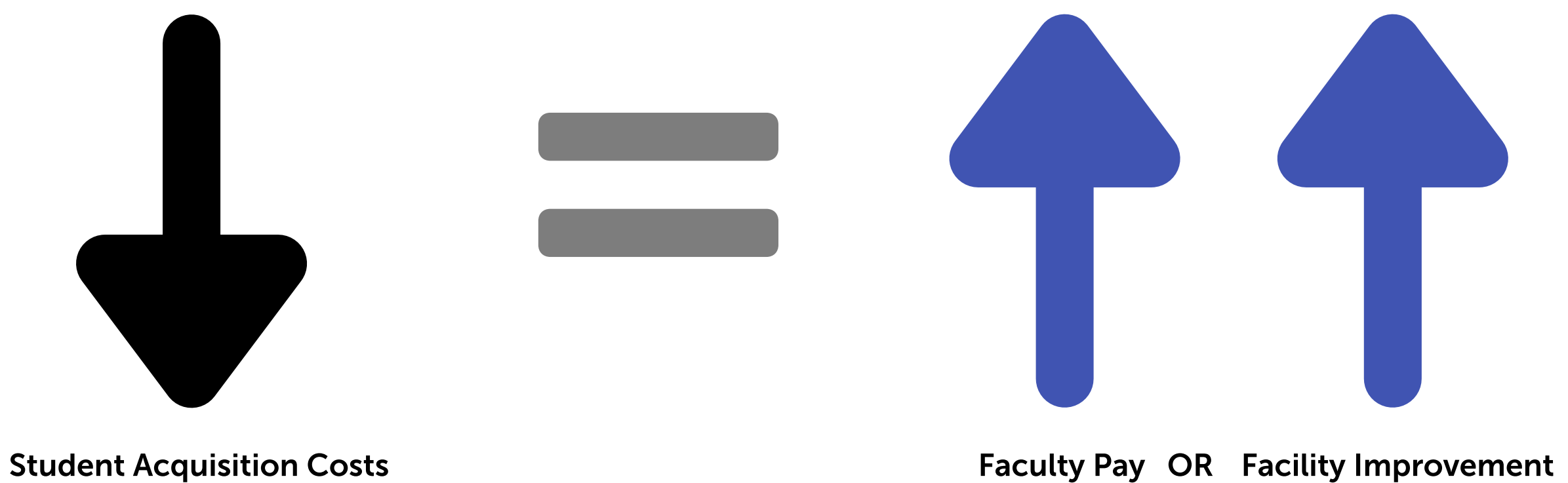
## Increased School Conversion Rate

As the first graph shows, the use of the COHS Express Diploma program will assist in increasing the number of student enrollments specifically among the adult student market. This increase in enrollments will improve the school's conversion rate, allowing for greater productivity in the school's admission and marketing departments.



## Reduction in Acquisition Costs

Through the increase of students and a higher rate of conversion, this will reduce the average student acquisition cost. By reducing the acquisition costs, the career college would then be able to reallocate those funds to other initiatives or potential expansion of the college.



Additionally, the school could reinvest the savings into a scholarship fund for adult learners without high school diplomas and increase even more the conversion rate and number of enrollments from adult learners.