

**From:** Nelson, Todd  
**Sent:** Tuesday, August 24, 2010 8:09 PM  
**To:** EDMC\_ALL  
**Subject:** Safeguard Student Choice

All,

In recent weeks, I have been communicating with you on a new regulation proposed by the U.S. Department of Education that could have a substantial impact on proprietary schools across the country, including those operated by Education Management. Known as the "Gainful Employment" rule, the Department has proposed a regulatory approach that we believe relies on arbitrary statistics, rather than the academic quality of an institution, to determine whether students studying in a particular program will remain eligible for federal financial aid. For some recent media coverage of the rule, I invite you to read two editorials published Sunday and today, in the *Washington Post* and *Washington Times*, as well as a column written last week by our Chairman, Jock McKernan, in the Washington, DC publication, *The Hill*.

**This proposed rule's potential consequences on EDMC could be substantial, making the next several weeks critical as we attempt to make the Department fully aware of our concerns during an official comment period that ends on September 9.** The rule, which would generally apply only to proprietary colleges and universities, could have a particularly negative effect on students who rely on federal grants and loans in the pursuit of their degrees. Likewise, the proposed rule could have a significant impact on those who staff and support academic programs offered at proprietary institutions, including ours.

Between now and September 9, for those who have not done so already, I invite everyone to take the opportunity to share their concerns regarding the potential impact of the proposed Gainful Employment regulation. There are several ways in which we can make our comments part of the Department's official record of public comments, and please note that no employee is under any obligation to take part in these activities.

- This week, employees throughout EDMC and our schools will be receiving phone calls during business hours from our partners, the DCI Group, to assist you in crafting personalized letters to U.S. Secretary of Education Arne Duncan, detailing for him your own views on Gainful Employment. You will be asked a series of short questions that will help DCI Group create a unique letter. These personalized letters will then be delivered to you for a signature, along with a pre-addressed, stamped envelope. We encourage you to mail the letters as quickly as possible so that your comments are received before September 9. The entire process should take no more than 10 minutes of your time, but its impact on EDMC would be immeasurable.
- I once again invite you to utilize EDMC's Higher Education Action Center as a resource to learn more about Gainful Employment and to craft your own letter to Secretary Duncan through the convenience of your own computer. With just a few mouse clicks, the EDMC Higher Education Action Center provides you all the tools you need – including template message points – to craft and send a personal letter to Secretary Duncan.

As always, I cannot thank each and every one of you enough for your efforts on behalf of our students. I thank you in advance for your careful consideration of this important issue and for taking the time to share with the Department of Education your views on the true impact of its proposed Gainful Employment rule. Should you have any additional questions, please do not hesitate to contact our Vice President of Government Relations, Cathy Caponi, at [ccaponi@edmc.edu](mailto:ccaponi@edmc.edu).

Todd