

Vincent B. Kates & Associates

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Adult Schools - ESL/Citizenship

There is both a financial and learning advantage for maintaining duplication licenses and even beginning new licenses.

One of the only ways Adult School can produce additional revenue is through maximizing Benchmarks.

There is significant data that shows benchmark growth whenever DVDs are used in a combination of classroom and the DVDs go home for additional time on task. We have data specific to the use of In-English and EASY in well managed check out programs that is astonishing.

Because there is no need to maximize ADA, class size becomes important only for reaching an optimum size for benchmark growth. With the lessened need for ADA, there is a reduced need for open enrollment.

Here is a revenue model for a 3 day per week class at 3 hours per day for a 12 week class.

Instructor cost	\$ 50.00 per hour	
class hours	<u>108.00</u> class hours	
Instruction cost	\$ 5,400.00	
Charge \$ 25.00? for 25 Students	\$ 625.00	
1 Benchmark per students (modest)	<u>\$ 5,000.00</u>	
Gross Revenue	<u>5,625.00</u>	
Profit/Loss before other expenses	225.00	
Materials Cost		_____
Other Overhead		_____
Profit/Loss		_____

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Revenue Model - The variations may be infinite.

Instructor Cost per Hour	_____	
Instructor Cost per Class	_____	
Charge for Class	_____	
# of Students - Benchmark Target	_____	
Projected Profit/Loss for Class including Instructor Costs	_____	
Materials Costs		_____
Other Overhead Costs		_____
Profit/Loss		_____

Additional considerations

1. Well managed CASAS Testing is Critical to success
2. Have Students sign a contract or make some type of commitment.
 - 2.1 On-time for class.
 - 2.2 Commit to study time at home.
3. If a 4 day a week class is interrupted by a holiday, use FRIDAY as a make-up day.