

### **Questions to be answered by George Burnett**

1. What were the start and end dates of your employment with Alta Colleges, Inc. (Alta)?
2. What position(s) did you hold while at Alta?
3. During what time periods did you hold the position(s)?
4. What were your job duties for each position?
5. Were you responsible for the supervision and control of the Westwood College brand owned by Alta (Westwood)?
6. Did you approve Westwood's advertisements? Have knowledge of them?
7. Did you direct Westwood's policies and/or procedures for its admissions department? Approve them? Have knowledge of them?
8. Did you direct Westwood's policies and/or procedures for its admissions representatives? Approve them? Have knowledge of them?
9. Did you approve Westwood's training materials for its admissions representatives? Have knowledge of them?
10. Did you participate in or attend Westwood's training sessions for its admissions representatives?

### **The following questions refer to Enclosures A, B, C, and D.**

11. The Department has found credible evidence of the following practices at Westwood:
  - (a) That admissions representatives were trained, directed, or encouraged to present themselves as advisors looking out for prospective students' best interest.
  - (b) That admissions representatives were trained, directed, or encouraged to use emotional triggers in their discussions with prospective students.
  - (c) That admissions representatives were trained, directed, or encouraged to portray Westwood to prospective students as a selective school that would accept only a certain number of students each term, and to use that selectivity to get them to enroll quickly.
  - (d) That admissions representatives were trained, directed, or encouraged to tell the prospective student that their (the admissions representative's) personal recommendation

was necessary in order for the prospective student to enroll, and then make an offer of a time-limited “personal recommendation” to prospective students in order to get them to enroll quickly.

- (e) That admissions representatives were trained, directed, or encouraged to try and close each sale during the initial phone call or meeting with the prospective student.
- (f) That admissions representatives were trained, directed, or encouraged to not take “No” for an answer from the prospective student.
- (g) That admissions representatives were trained, directed, or encouraged to overcome any requests by the prospective student for more time to think about the decision.
- (h) That admissions representatives were trained, directed, or encouraged to overcome any requests by prospective students to consult with a family member.
- (i) That admission representatives were provided with scripted responses for a variety of reasons a prospective student might offer for not wanting to enroll.
- (j) That when students asked about transfer of credits, admissions representatives were trained, directed, or encouraged to respond that Westwood was “fully accredited” or “nationally accredited.”
- (k) That admissions representatives were trained, directed, or encouraged to characterize the transferability of Westwood credits as similar to the transfer of credits at other schools.
- (l) That admissions representatives were trained, directed or encouraged to convey to prospective students that Westwood’s national accreditation meant that its credits would transfer.
- (m) That after obtaining the student’s commitment, admissions representatives were trained, directed, or encouraged to begin filling in the enrollment paperwork by asking the students questions.
- (n) That during the time between 2006 and 2011, Westwood marketed its bachelor’s degree program in Criminal Justice in the Chicago area as training students for careers in criminal justice, including as police officers.
- (o) That between 2006 and 2011, Westwood ran a television advertising campaign representing its Criminal Justice program as training students for careers as police officers in Illinois.

(p) That between at least 2007 and 2008, Westwood's Criminal Justice webpage showed a police officer standing next to a police car; stated that police and sheriff's patrol officer jobs were predicted to increase; indicated that this Criminal Justice program was offered at all of Westwood's Illinois campuses; and stated that "Law Enforcement Officer" was one of the jobs that Westwood's students could qualify for.

(q) That during the time period between 2006 and 2011, Westwood's admissions representatives represented to prospective Illinois students that they could become police officers with the Chicago Police Department or the Illinois State Police with a Westwood degree.

12. Please state whether or not you took any action, whether directly or indirectly, in directing or approving any of the conduct or practices described in question 11(a)-(q) above, answering separately for each item.
13. For any item in your response to Question 12 to which you responded in the affirmative, please describe any such actions in detail.
14. Please state whether or not, at any time, you had any knowledge (whether gained directly or indirectly) of any of the conduct or practices described in question 11(a)-(q) above, answering separately for each item.
15. For any item in your response to Question 14 to which you responded in the affirmative, please state when you became aware of the conduct or practice, how you became aware of the conduct or practices, and how (if at all) you responded.
16. Were you aware of, or did you ever seek to learn, the job placement rates Westwood reported to its accreditors? If you did, when did you become aware of them?
17. Were you aware of, or did you ever seek to learn, the salaries Westwood graduates earned based on Westwood's internal graduate salary data? If you did, when did you become aware of them?