



CONTINUING EDUCATION
DEAN'S OFFICE

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February 15, 2005

Michael Offerman
President
Capella University
225 South 6th Street, 9th Floor
Minneapolis, MN 55402

Dear Michael:


Per our ongoing conversations, UCI Extension would like to build on previous efforts (June 2003 agreement) to market the articulation of three certificate programs into the Capella University online degree program (see attachment A).

The proposed Spring 2005 – Spring 2006 plan would include:

1. UCI will co-develop with Capella University letters that will be sent to a number of target audiences, as noted in Attachment B. We anticipate that this will provide a minimum of 4,600 messages being delivered (in contrast to around 1,450 in the previous campaign). Many of these messages will be repeated over a period of four quarters (Spring 2005 through Spring 2006). The plan includes open house/graduation events co-developed by UCI Extension and local Capella University staff.
2. UCI will continue to provide a telephone responder who will take calls, provide some information and follow a "referral protocol" to refer interested students to Capella's marketing staff.
3. UCI will maintain the control and confidentiality of all names, postal, and email addresses of UCI students and will send mailings to them through established internal processes. After initial contact through UCI, co-developed referral protocol will be followed.
4. UCI will include information about the articulation agreement with Capella on the UCI Extension website and in the UCI catalog with links and referrals to Capella.
5. Any use of the name and/or logo of the University of California or Capella University will be subject to prior written approval of the named university.

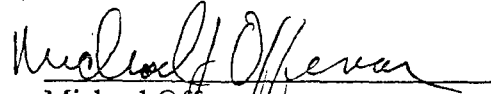
Payment: Capella will make a one-time payment of \$7,500 to UCI for undertaking these marketing efforts. In addition, Capella will pay \$500 per student for any student transferring UCI Extension courses from the identified programs toward Capella degrees as long as the student actually matriculates and remains enrolled through the 100% drop period for their first course at Capella.

We look forward to continuing our relationship with Capella University and the participation of more students in the articulation process.



Gary Matkin
Dean of Continuing Education
University of California, Irvine

2/15/05
Date



Michael Offerman
President
Capella University

2/21/05
Date