



APO Chapters,

I would like to introduce myself as the point of contact at MyEdu as we move forward with our internship partnership involving Alpha Phi Omega and its local chapters. I serve as the Director of Campus Rep Programs and am excited to grow our program and our relationship with APO members across the country.

Thus far, I have enjoyed working with Bob London, Executive Director, to jump start our internship program with APO to meet the needs of students nationwide. My goal in reaching out to you is to give you someone within MyEdu to work with in order to get our internships to students on your campus.

As you want to help grow the skills and experiences of your student members, we too want to develop future leaders through this partnership. I urge your members to reach out to me at their earliest convenience so we can get started.

Please find my contact information below, and feel free to reach out at any time. I look forward to hearing from all of you soon and moving forward with this opportunity.

Regards,

Jaime Sutton
Director, Campus Rep Programs
(B) 512.469.9777 x201
(C) 512.496.7729
Jaime.Sutton@myedu.com

Included in this Packet:

- Job Description
- Position Payouts
- Applicant Submission Instructions
- Faculty Advisor Recommendation Form

Company: MyEdu
Job Title: Campus Representative
Job Type: Internship for APO members
Location: On Campus
Hours: 10-12hrs/week

Job Description: MyEdu is seeking enthusiastic undergraduates from professional fraternities/sororities who are looking to learn and apply marketing and sales principles in real world situations. The internship is open to students across all majors. This position offers the opportunity for growth with a rapidly expanding company, and will strengthen and build a student’s resume. Ideal Campus Reps work well under limited management and enjoy a fun, flexible work environment. Campus Reps are charged with raising awareness about MyEdu and managing our brand image on campus.

Benefits and Responsibilities Include:

- Developing creative and innovative ways to increase the MyEdu membership and create a viral buzz on and around campus
- Developing weekly plans with key deadlines and goals
- Networking with leaders on campus
- Providing feedback to MyEdu for market analysis and product development based on efforts on campus
- Serving as a liaison between your campus users and the MyEdu staff

Skills and Abilities Preferred:

- Professional Fraternity/Sorority member
- Focus on gaining real-world experience while in college
- Campus involvement and organizational experience – leadership experience a plus
- Self-motivated and drive to follow projects through to completion
- Exceptional work ethic and desire to work in a growing company
- Extroverted personality and good networking skills
- Strong oral and written communication skills

(contact your advisor to verify course credit approval)

Contact (Ref. APO):
Jaime.Sutton@myedu.com

About MyEdu

MyEdu.com (formerly Pick-A-Prof) is an online academic tool that guides students through their college careers.

The company goals are to help students raise their GPA, save money and graduate on time.

Features include:

- Official grade records
- Professor reviews
- Class schedules
- Degree plans
- Book lists
- Facebook integration
- Resume builder
- Dashboards
- Course credit manager

93% of MyEdu users' GPA is above 3.0 and 37% achieve GPAs higher than 3.67

70% of MyEdu students at 4-year colleges graduate on time compared to 36% nationwide

On average students save 20% of college costs by avoiding extra semesters & failed courses





Position Payouts

Payouts to Reps for getting registered users:

1. Free registered user payout depends on school size:
 - Tier 1 (campuses 35K students) reps get paid \$20 per 200 new users
 - Tier 2 (campuses 10-35K students) reps get paid \$20 per 100 new users
 - Tier 3 (campuses <10K students) reps get paid \$20 per 75 new users
2. 10% of paid subscriptions regardless of Tier

Initiatives:

1. Semester/Quarter Weekly Plan - \$20
2. Social Media Connections - \$50 for first 500, \$25 for each additional 500
3. Campus Feedback - \$15 for 3 quotes (one from professor, advisor and student)
4. Marketing Around Campus - \$10 (must have pictures of 10 different locations where marketing takes place)
5. Speaking in front of 10 large groups >25 - \$50 (organizations, classes, dorms, etc)
6. Set-up meeting with us and your Student Government- \$50 (payout once meeting happens)
7. MyEdu Article in school newspaper - \$100

Bonuses to Offer:

- Video Creation – Up to \$100
- High School Visits – Up to \$50
- Referral - \$50 (If referred rep stays on for at least 30 days)
- Extra Publication – Up to \$100
- Local Business/Organization Alliance – Up to \$100
- Fun Bonus/Semester (T.V. Bonus)



Applicant Submission Instructions

Please prepare:

- Updated resume
- Advisor Recommendation Form (See below)
- Cover Letter to include with email

To Submit an Application:

- Email all materials to Jaime.Sutton@myedu.com
- Subject Line: Application for Campus Representative at _____(school)
- Body: Cover Letter (3-5 sentences)
- Attachments: Resume and completed Advisor Recommendation Form

Next Steps:

- Student will be contacted by Sarah O'Brien with MyEdu to set up a phone interview
- MyEdu will verify student's advisor recommendation prior to the interview
- Position status will be communicated within one week of interview
- If accepted student will begin working with MyEdu ASAP!



Faculty Advisor Recommendation Form

(Or the National/Regional Officer with your Professional Fraternity/Sorority if your Faculty Advisor is not available)

Student Name:

Organization Affiliation:

School:

Based on the skill set described below, I believe that this candidate rates as follows for this MyEdu Campus position:

Excellent Good Fair Poor

Comments:

Advisor Name:

Contact Phone:

Contact Email:

Skills and Abilities Preferred:

- Focus on gaining real-world experience while in college
- Campus involvement and organizational experience – leadership experience a plus
- Self-motivated and drive to follow projects through to completion
- Exceptional work ethic and desire to work in a growing company
- Extroverted personality and good networking skills
- Strong oral and written communication skills