

**November 15th, 2017**

New Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **New Microsystem – Conduct Instructor Training: Develop Assistant Center Directors**
  - o **New Resources:**
    - **Assistant Center Director Job Description**
    - **Assistant Center Director Performance Evaluation**

Revised Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **Updated Initiate Employment: Perform Background Check**
  - o **New Resources:**
    - **Background Screening Guide**

**Microsystem sections (§) for Lead Generation:**

- **Updated Develop an Internet Presence: Manage Your Microsite for Better Visibility**
- **Updated Generate Awareness: Engage in Public Relations**
- **New Resources:**
  - o **Best Practices – Tags for SEO**
  - o **Microsite SEO Basics**

**Microsystem sections (§) for Right Materials:**

- **Updated Assess Student: Choose an Assessment**
- **Updated Assess Student: Administer an Assessment**

**October 9<sup>th</sup>, 2017**

Revised Content – Operations Manual

---

**Microsystem sections (§) for RIGHT MATERIALS**

- **THE ENTIRE SUCCESS FACTOR WAS UPDATED FOR GEOMETRY READINESS**
- **New resources:**
  - Assessment Selection Guide
  - Workout Book Recommendations Based on Assessment Level

**Microsystem sections (§) for LEAD GENERATION:**

- **Develop an Internet Presence: Optimize a PPC Campaign**

**Microsystem sections (§) for LEAD GENERATION:**

- **Generate Awareness: Host a TriMathlon**
- **New resources:**
  - Marketing materials (available on Download Depot): Local Social Media Facebook Content Guidelines, Make the TriMathlon Fun, Official TriMathlon Rules, Participant FAQs, TriMathlon Materials Checklist, TriMathlon Planning Timeline, TriMathlon Scripted Instructions, TriMathlon Create Event Registration

**Microsystem sections (§) for A REAL PARENT RELATIONSHIP:**

- **Build a Parent Relationship: Express Interest and Care**
  - **Manage Self: Training Syllabus for Center Owners and Hired Center Directors**
  - **New resources:**
    - New MU training course (Stage 1): “Parent Relationships Basics”
-

**September 13th, 2017**

New Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **Conduct Center Director Training: Develop Center Director**

Revised Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **Conduct Instructor Training: Certify Lead Instructors**
- **Evaluate Employee Performance: Document Performance and Provide Feedback**

**Microsystem sections (§) for Management:**

- **Manage Performance: Evaluate Business Performance**
- **Manage Staff: Staff Mathnasium Center Roles**
- **Manage Staff: Anticipate External Hiring for Center Staffing**

**August 28<sup>th</sup>, 2017**

New Content – Operations Manual

---

**Microsystem sections (§) for LEAD GENERATION:**

- **Generate Awareness: Host a Math Night**

**June 15<sup>th</sup>, 2017**

Revised Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **Recruit and Review Applicants: Make Hiring Decision, Pending Background Check**
- **Initiate Employment: Collect Employment Paperwork**

**May 17<sup>th</sup>, 2017**

Revised Content – Operations Manual

---

**Microsystem sections (§) for Exceptional People:**

- **Conduct Instructor Training: Certify Instructors**
- **Conduct Instructor Training: Certify Lead Instructors**

**Microsystem sections (§) for Right Materials:**

- **Reward Student Progress: Implement Student Incentive Program**

**Microsystem sections (§) for Management:**

- **Manage Self: Complete Early Stage Training**
- **Manage Staff: Staff Mathnasium Center Roles**
- **Manage Staff: Promote the Mathnasium Career Path**
- **Manage Staff: Anticipate External Hiring for Center Staffing (formerly, Delegate Center Responsibilities and Tasks)**

**Other:**

- **Center Hours clarified in Establish Programming: Set Program Offerings & other microsystems; There must be a fully trained Center Director present in the Center from 12 – 7 pm.**
- **Updated Training Syllabus (time estimated to complete sections)**
- **New ZeeWise Support Contact**
- **New MU training resource – Mathnasium University Walk-Through Manual**

**March 6<sup>th</sup>, 2017**

Revised Content – Operations Manual

---

**Microsystem sections (§) for RIGHT MATERIALS – DIAGNOSE SKILL GAPS AND SET LEARNING GOALS**

- § Assess Students: Administer an Assessment

**Microsystem sections (§) for RIGHT MATERIALS – PRESCRIBE A LEARNING PLAN**

- § Assess for Learning Retention: Respond to Post Assessment Results

**Microsystem sections (§) for A GREAT CENTER LOCATION – CREATE THE MATHNASIUM LOOK**

- § Build Out the Space: Provide Signage and Exterior Decor
-

January 23<sup>rd</sup>, 2017

Revised Content – Operations Manual

---

**Microsystem sections (§) for A GREAT CENTER LOCATION – CREATE THE MATHNASIUM LOOK**

- § Set Up the Center: Provide Tools and Supplies

**Microsystem sections (§) for MANAGEMENT – MANAGE PEOPLE**

- § Manage Self: Training Syllabus for Center Owners and Hired Center Directors

**Microsystem sections (§) for MANAGEMENT – MANAGE PEOPLE**

- § Manage Self: Complete Early Stage Training

**Microsystem sections (§) for MANAGEMENT – MANAGE PEOPLE**

- § Manage Self: Attend On-Going Training

**Microsystem sections (§) for EXCEPTIONAL PEOPLE – TRAIN EMPLOYEES**

- § Conduct Instructor Training: Certify Instructors

**Microsystem sections (§) for EXCEPTIONAL PEOPLE – TRAIN EMPLOYEES**

- § Conduct Center Director Training: Develop Center Director

October 2016

Revised Content – Operations Manual

---

**Microsystem sections (§) for EXCEPTIONAL PEOPLE – TRAIN EMPLOYEES**

- § Conduct Instructor Training: Certify Instructors

**Microsystem sections (§) for LEAD CONVERSION**

- § THE ENTIRE SUCCESS FACTOR WAS UPDATED
  - M.A.T.H. Model training course

**Microsystem sections (§) RIGHT MATERIALS – DIAGNOSE SKILL GAPS AND SET LEARNING GOALS**

- § Assess Student: Choose an Assessment is updated
- Assess Student: Administer an Assessment is updated

**Microsystem sections (§) for RIGHT MATERIALS – PRESCRIBE A LEARNING PLAN**

- § Assign Materials: Assign and replace Binder Materials is updated
- Customize a learning Plan: Adding a Workbook is updated

**Microsystem sections (§) for RIGHT INSTRUCTION – MANAGE STUDENT PROGRESS**

- §Manage Student Visit: Document Session and Track Progress is updated
- Teach the Content: Use Mathnasium Learning Constructs – New Microsystem
- New training courses:
  - Teaching Constructs – Counting



- **Teaching Constructs – Wholes and Parts**
- **Teaching Constructs – Proportional Thinking**

**Microsystem sections (§) for A REAL PARENT RELATIONSHIP**

- **THE ENTIRE SUCCESS FACTOR WAS UPDATED**
  - **Progress Reporting training course**
  - **New Resource: Parent Communication Guidelines**

**Microsystem sections (§) for MANAGEMENT – MANAGE PEOPLE**

- **Manage Self: Training Syllabus for Center Owners and Franchisees is updated**
  - **Manage Self: Complete Early Stage Training is updated**
-

**August 10, 2016**

Revised Content – Operations Manual

---

**Microsystem sections (§) for LEAD CONVERSION-ADVANCE THE SALE TO A VISIT**

- **§ Follow up with Leads: Follow up with Mass Emailing**

(includes overview of Constant Contact mass emailing system)

**Microsystem sections (§) for LEAD GENERATION-REACH OUT TO POTENTIAL CUSTOMERS**

- **§ Generate Awareness: Host a TriMathlon**

(includes details for TriMathlon 2016)

**July 6, 2016**

Revised Content – Operations Manual

---

**Microsystem sections (§) for EXCEPTIONAL PEOPLE-Train Employees**

- **§ Conduct Instructor Training: Certify Instructors**

(included details for Multiplication Fact Fluency Instruction)

**Microsystem sections (§) for RIGHT INSTRUCTION-Manage Student Progress**

- **§ Manage Student Visit: Document Session and Track Progress**

**Microsystem sections (§) for RIGHT MATERIALS-Prescribe A Learning Plan**

- **§ Assign Materials: Assign and Replace Binder Materials**

**Microsystem sections (§) for MANAGEMENT-Administer Business Plan**

- **§ Manage Performance: Evaluate Business Performance**

(included new Requirements for Consideration to Acquire Additional Centers)

**Microsystem sections (§) for EXCEPTIONAL PEOPLE-Hire Exceptional People**

- **§ Recruit and Review Applicants: Advertise Job Posting**

(included details on Mathnasium Careers Page)

**Microsystem sections (§) for EXCEPTIONAL PEOPLE-Hire Exceptional People**

- **§ Initiate Employment: Perform Background Check**

(updated contact info for Ashley Miner)

**Microsystem sections (§) for LEAD GENERATION-Reach Out To Potential Customers**

- **§ Generate Awareness: Host a TriMathlon**

(included details on Mathnasium TriMathlon 2016)

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Build Out the Space: Provide Signage and Exterior Decor**

**Microsystem sections (§) for MANAGEMENT-Manage People**

- **§ Manage Self: Training Syllabus for Center Owners and Hired Center Directors**

("Mathnasium Training Syllabus" for new Stage 1-5 requirements.)

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Set Up the Center: Provide Tools and Supplies**  
(updated Mathnasium Start-Up Office Supplies order form)

Mathnasium University Training Course Updates:

- new training course for "Accounting and Reporting"
- new training course for "Multiplication Fact Fluency Instruction"

Updated M2 Resource Documents:

- Mathnasium Start-Up Office Supplies List
- Assessment Selection Guide
- Workout Book Assignment Guide
- Readiness Report (for Stage 5 training)
- Instructor Performance Evaluation (removed references to old training courses)
- Center Director Transition Activities (removed references to old training courses)

**March 10, 2016**

Revised Content – Operations Manual

---

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create the Mathnasium Look**

- **§ Set Up the Center: Provide Tools and Supplies**  
(QuickBooks Online now syncs with Mathnasium's CARS/ZeeWise reporting system.  
Updated software recommendations for QuickBooks Online versions. For new franchisees we will be requiring use of either QB Online Essentials or Plus)

- New "Mathnasium QuickBooks Online Pricing and Setup"
- New "QuickBooks Online User Guide"

-Note: QuickBooks Desktop User Guide is still available on M2 for current franchisees to reference, but has been renamed to "QuickBooks Desktop User Guide – RETIRED"

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Maintain the Look of the Center: Thoroughly Clean Center**

(added reference to "Daily Center Cleaning Checklist")

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Set Up the Center: Furnish the Center**

(Updated with Center Layout Requirements and updated IKEA Furniture List)

**Microsystem sections (§) for A GREAT CENTER LOCATION-Establish Location**

- **§ Find Location: Research Available Locations**

(removed Location Desirability Index. Updated references to Center Layout Requirements and commercial real estate broker. Clarification on removal of office space requirement.)

**Microsystem sections (§) for A GREAT CENTER LOCATION-Establish Location**

- **§ Find Location: Narrow Options**

(Updated with new Site Evaluation Form doc and Center Layout requirements.)

**Microsystem sections for A GREAT CENTER LOCATION – Create The Mathnasium Look**

- **§ Build Out the Space: Provide Signage and Exterior Decor**

(Updated requirements for Center Hours window graphics and Open Carry Law)

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Build Out the Space: Provide Interior Decor**

(Added recommendation to add a red color accent wall to Center restroom, along with any extra wall art. Also recommending to painting all door frames in black color).

**Microsystem sections (§) for A GREAT CENTER LOCATION-Create The Mathnasium Look**

- **§ Build Out the Space: Provide Signage and Exterior Decor**

(Primary store front signage and window graphics must be pre-approved by FBC/Support prior to installation. Neon A+ sign is not a mandatory item. Updated language about monument signage.)

**Microsystem sections (§) for MANAGEMENT-Administer Business Plan**

- **§ Organize Business: Set Up Business Services**

(Updated contact info for Upsilon (formerly WePayOnline) and QuickBooks Online info)

**Microsystem sections (§) for MANAGEMENT-Administer Business Plan**

- **§ Organize Business: Set Up Operational Infrastructure**

(Updated setup steps for QuickBooks Online and CARS reporting)

**Microsystem sections (§) for MANAGEMENT-Administer Business Plan**

- **§ Organize Business: Set Up and Manage Insurance Services**

(Updated insurance requirements, removal of Professional Liability as a required coverage)

**Microsystem sections (§) for MANAGEMENT-Manage People**

- **§ Manage Self: Attend On-Going Training**

(Updated annual convention fee from \$100 to current \$250 for 2016.)

**Microsystem sections (§) for LEAD GENERATION-Be Visible**

- **§ Increase Center Appeal: Update Location Exterior**

(Added reference to “Planogram” document (from Marketing Team) for Center exterior diagram and requirements. Updated contact info/link for Printing For Less.)

**Microsystem sections (§) for LEAD GENERATION-Be Visible**

- **§ Increase Center Appeal: Update Center Interior**  
(Updated contact info/link for Printing For Less.)

**Microsystem sections (§) for LEAD GENERATION-Be Visible**

- **§ Develop an Internet Presence: Optimize a PPC Campaign**  
(Added reference to “PPC FAQs” document for common questions and answers regarding the PPC paid advertising model. Adjusted steps to get a PPC campaign setup.)

(For information on timing, costs and benchmarks for all marketing programs please see the “Mathnasium Start Up Marketing Plan” document:  
or “Marketing The Mathnasium Way”

**Microsystem sections (§) for LEAD CONVERSION-Enroll**

- **§ Enroll: Enroll New Customers**  
(Added reference to QB Online User Guide, to enter the new customer to QuickBooks.)

**Microsystem sections (§) for LEAD CONVERSION-Advance The Sale To A Visit**

- **§ Follow up with Leads: Follow up with Mass Emailing**  
(Changed references of Apprenticeship to “Readiness Training”.)

**Microsystem sections (§) for LEAD CONVERSION-Advance The Sale To A Visit**

- **§ Follow up with Leads: Follow Up Individually**  
(link to Lead Pipeline Flowchart)

**Microsystem sections (§) for MANAGEMENT-Administer Business Plan**

- **§ Manage Performance: Evaluate Business Performance**  
(update reference to QuickBooks Online User Guide)

**Microsystem sections (§) for MANAGEMENT – Administer Business Plan**

- **§ Organize Business: Set Up Operational Infrastructure**  
(updated info on phone call “porting” and VOIP (Vonage) options for new centers)

**Microsystem sections for MANAGEMENT – Administer Business Plan**

- **§ Organize Business: Develop Legal Entity**  
(Updated policy language stating that franchisees are not required to disclose their business Employer/tax ID# to parents).

**Microsystem sections (§) for MANAGEMENT-Manage People**

- **§ Manage Self: Training Syllabus for Center Owners and Hired Center Directors**  
(“Mathnasium Training Syllabus” for new Stage 1-5 requirements.)

**Microsystem sections (§) for MANAGEMENT-Manage People**

- **§ Manage Self: Complete Early Stage Training**

(Updated with Stage 1-5 prerequisite requirements. Changed references of Apprenticeship to “Readiness Training”)

#### **Microsystem sections (§) for MANAGEMENT-Manage People**

- **§ Manage Self: Attend On-Going Training**  
(Updated requirements for ongoing training)

#### **Microsystem sections (§) for EXCEPTIONAL PEOPLE-Hire Exceptional People**

Updated “Hire Exceptional People” microsystems:

- § **Recruit and Review Applicants: Customize Job Posting**
- § **Recruit and Review Applicants: Advertise Job Posting**
- § **Recruit and Review Applicants: Screen Applicants**
- § **Recruit and Review Applicants: Interview Candidates**
- § **Recruit and Review Applicants: Make Hiring Decision, Pending Background Check**
- § **Initiate Employment: Perform Background Check**
- § **Initiate Employment: Provide Mathnasium Shirts and Nametags**

Updated hiring resource documents (updated content & “SAMPLE” watermark included):

- Sample Instructor Ads**
- Sample Center Director Job Posting**
- Announce Job Posting to Universities - Template**
- Sample Instructor Posting Flyer**
- Instructor Application Sample**
- Employment Test**
- Employment Test Answer Key**
- Higher Math Literacy Test**
- Higher Math Literacy Test Answer Key**
- Higher Math Literacy Test Mapping**
- Applicant Response Template**
- Sample Instructor Interview Questions**
- Instruction Evaluation Written Test**
- Instructor Interview Assessment**
- Applicant Rejection Template**
- SterlingBackcheck – Process for Minor’s Background Check**

#### **Microsystem sections (§) for RIGHT MATERIALS and RIGHT INSTRUCTION**

##### **Workout Plan Update**

After a year in the field, we have released a new version of the Workout Plan with some minor formatting changes to help manage a student’s session. Franchisees can continue to use the original version if they choose to do so. Also included a M2 document link to a concrete example of what a complete Workout Plan should look like: (Workout Plan – Sample Filled out)

#### **Mathnasium University Training Course Updates:**

##### **Mathnasium University Training Course for A GREAT CENTER LOCATION – Create The Mathnasium Look**

- **§ Set Up The Center: Provide Tools And Supplies**  
(updated with QB Online requirement for new franchisees)

**Mathnasium University Training Course for A GREAT CENTER LOCATION – Create The Mathnasium Look**

- **§ Build Out the Space: Provide Interior Décor**

(updated paint requirements (i.e. restroom accent wall))

**Mathnasium University Training Course for A GREAT CENTER LOCATION – Create The Mathnasium Look**

- **§ Build Out the Space: Provide Signage and Exterior Decor**

(updated exterior signage details and recommendations)

**Mathnasium University Training Course for A GREAT CENTER LOCATION – Establish Location**

- **§ Find A Location: Research Available Options**

(Enclosed office is no longer a center layout/buildout requirement, Center Layout Requirements)

**Mathnasium University Training Course for A GREAT CENTER LOCATION – Establish Location**

- **§ Find A Location: Narrow Options**

(updated references to Site Evaluation Form, Center Layout Requirements)

**Mathnasium University Training Course for A GREAT CENTER LOCATION – Create The Mathnasium Look**

- **§ Set Up The Center: Furnish the Center**

(updated to reflect new Center Layout Requirement and references to IKEA furniture requirements.)

**November 2, 2015**

New Content – Operations Manual

---

Microsystem sections (§) for LEAD GENERATION-Be Visible

- § Develop an Internet Presence: Promote Public Reviews

Revised Content – Operations Manual

---

Microsystem sections (§) for MANAGEMENT – ADMINISTER BUSINESS PLAN

- § Organize Business: Set Up Operational Infrastructure

(Updated instructions for new franchisees to setup Listen360, Yelp & Google My Business account access)

**October 1, 2015**

New Content – Operations Manual

---

Microsystem sections (§) for PARENT RELATIONSHIPS-Build Parent Relationship and Resolve Concerns

- § Stay in Touch with Parents: Solicit Parent Feedback

Mathnasium University Training Course for PARENT RELATIONSHIPS – Build Parent Relationship and Resolve Concerns

- § Stay in Touch with Parents: Solicit Parent Feedback

Revised Content – Operations Manual

---

Microsystem sections (§) for MANAGEMENT- MANAGE PEOPLE

- § Manage Self: Training Path Check List for Franchise Owners and Hired Center Directors  
(Updated version of the check list to support the release of the updated Stage 1 Overview and Welcome and Stage 4 Apprenticeship Overview courses. Two new courses have been added to the list, which are ‘Stage 4 Apprenticeship Feedback’ and ‘Stay in Touch with Parents: Solicit Parent Feedback’)

Microsystem sections (§) for RIGHT MATERIALS – DIAGNOSE SKILL GAPS AND SET LEARNING GOALS

- § Assess Student: Choose an Assessment  
(Updated guidelines to choosing an SAT assessment—every student enrolling in SAT prep program must take a Mathnasium SAT assessment)

Microsystem sections (§) for RIGHT MATERIALS-PRESCRIBE A LEARNING PLAN

- § Assign Materials: Set-up Student Binder  
-Changed "Avery 5-tab binder dividers" to "5-tab binder dividers"  
-Removed "Binder Workout Procedure"  
-Removed "Plastic Page Protector"

Microsystem sections (§) for RIGHT MATERIALS-PRESCRIBE A LEARNING PLAN

- § Assign Materials: Evaluate Mastery from Session Feedback  
(Changed "Binder Notes and Instructions" to "Workout Plan")

Microsystem sections (§) for RIGHT MATERIALS-PRESCRIBE A LEARNING PLAN

- § Assign Materials: Assign and Replace Binder Materials  
(Changed "Binder Notes and Instructions" to "Workout Plan")

Microsystem sections (§) for A GREAT CENTER LOCATION-ESTABLISH LOCATION

- § Find Location: Research Available Locations  
(Enclosed office is no longer a center layout/buildout requirement)

Microsystem sections (§) for A GREAT CENTER LOCATION-Establish Location

- § Find Location: Narrow Options  
(Enclosed office is no longer a center layout/buildout requirement)

Microsystem sections (§) for A GREAT CENTER LOCATION-Create the Mathnasium Look

- § Build Out the Space: Provide Interior Decor  
(Enclosed office is no longer a center layout/buildout requirement)

Microsystem sections (§) for A GREAT CENTER LOCATION-Create the Mathnasium Look



- § Set Up the Center: Furnish the Center  
(Removed references to “Jules” student chairs. Replaced with general reference to “black chairs” and updated IKEA Furniture List with alternative furniture options)

Microsystem sections (§) for LEAD CONVERSION-Enroll

- § Enroll: Enroll New Customers  
(Added section to address student transfer process.)

Microsystem sections (§) for MANAGEMENT-ADMINISTER BUSINESS PLAN

- § Establish Programming: Plan Summer Programs  
(Added section to address process for advancing student grade levels)

Microsystem sections (§) for MANAGEMENT – ADMINISTER BUSINESS PLAN

- § Organize Business: Set Up Operational Infrastructure  
(Updated instructions for new franchisees to setup Listen360 account access)

## **August 11, 2015**

### **New Content – Operations Manual**

---

Microsystem sections (§) for RIGHT INSTRUCTION – Manage Student Progress

- § Manage Student Visit: Check-in Students
- § Manage Student Visit: Check-out Students

### **Revised Content – Operations Manual**

---

Microsystem sections (§) for A GREAT CENTER LOCATION-Create the Mathnasium Look

- § Set Up the Center: Provide Tools and Supplies  
(Removed references to scanner and label maker. Added attendance tablet requirements.)

Microsystem sections (§) for EXCEPTIONAL PEOPLE-Train Employees

- § Conduct Instructor Training: Communicate Employment Procedures and Center Operations  
(changed “scanning” to “checking-in”)

Microsystem sections (§) for LEAD CONVERSION-Enroll

- § Enroll: Enroll New Customers  
(removed reference to barcode label)

Microsystem sections (§) for RIGHT INSTRUCTION-Manage Student Progress

- § Manage Student Visit: Balance Session Activities  
(changed “scanning in with their binder” to “checking in at the Attendance Kiosk Check-in tablet”. Changed “scanning out” to “checking out”.)

Microsystem sections (§) for MANAGEMENT- Administer Business Plan

- § Organize Business: Set Up Operational Infrastructure  
(changed “scanner” to “Attendance Kiosk Check-in tablet”)

Microsystem sections (§) for RIGHT MATERIALS – Prescribe A Learning Plan

- § Customize a Learning Plan: Modify the Learning Plan  
(updated to reflect the “Recommended Additions” updates, formerly Recommended Focus Ons)

Mathnasium University Training Course for A GREAT CENTER LOCATION – Create The Mathnasium Look

- § Set Up The Center: Provide Tools And Supplies  
(updated with the new Attendance Kiosk Check-in requirements)

## **February 24, 2015**

Revised Content – Operations Manual

---

Microsystem sections (§) for A GREAT CENTER LOCATION-Create the Mathnasium Look

- § Build Out the Space: Provide Interior Decor  
(added clarification for Grenadine red paint color under “Paint Walls > Additional Considerations” section)

## **January 15, 2015**

New Content – Operations Manual

---

Microsystem sections (§) for LEAD GENERATION-Be Visible

- § Develop an Internet Presence: Update Your Microsite

Microsystem sections (§) for RIGHT INSTRUCTION-Teach the Mathnasium Way

- § Implement Team Teaching: Rotate and Read the Floor
- § Implement Team Teaching: Engage Students Appropriately
- § Implement Team Teaching: Student Interactions
- § Implement Team Teaching: Disengage and Communicate

Microsystem sections (§) for RIGHT INSTRUCTION-Manage Student Progress

- § Manage Student Visit: Document Session and Track Progress
- § Manage Student Visit: Balance Session Activities

Microsystem sections (§) for MANAGEMENT-Administer Business Plan

- § Manage Finances: Evaluate Business Performance

Microsystem sections (§) for MANAGEMENT-Manage People

- § Manage Self: Complete Early State Training
- § Manage Self: Attend On-Going Training
- § Manage Self: Participate in Shared Forums

Materials

- MU – Keep Microsite Information Up-to-date

- MU – Team Teaching
- MU – Evaluate Business Performance
- Microsite Walk Through
- Customer Testimonial Release
- Workout Plan
- Mathnasium Session Wheel
- Notes to Center Director
- Last Punch of the Day
- KPI Dashboard Explanations and Instructions
- The file named "binder workout procedure.doc" in M2 updated with a new version.  
M2: <https://na23.salesforce.com/sfc/#version?selectedDocumentId=069A000000VJwQ>  
(change: Removes reference to "Homework page")

## Revised Content – Operations Manual

---

Microsystem sections (§) for RIGHT INSTRUCTION-Manage Student Progress

- § Manage Student Visit: Set Session Goals and Track Session Progress  
(replaced original Manage Student Visit: Track Session Progress and Check Mastery)

Microsystem sections (§) for EXCEPTIONAL PEOPLE-Train Employees

- § Conduct Instructor Training: Certify Instructors  
(updated Instructor Training requirements for Team Teaching)

Microsystem sections (§) for LEAD CONVERSION

- Updated intro wording (Aim to convert 40-60% of leads, enroll 10-15 students per month)

Microsystem sections (§) for LEAD GENERATION

- Updated intro wording (Aim to generate 25-35 leads per month)
- § Increase Center Appeal: Update Location Exterior  
(removed Bulk Office Supply brochure holder reference. Franchisees will need to purchase an Outdoor Brochure Holder from an online vendor of their choice.)

Microsystem sections (§) for ASSIGN MATERIALS: Set-up Student Binder

(change: Removed reference to "Binder Notes and Instructions")

- Deleted intro/overview section on "Training"
- The **Operational Guides** document has been retired. The sections with remaining relevant content were created as separate documents and referenced as appropriate in the Operations Manual.

Specifically, they include: Great Instruction, Marketing Overview, Resource Information - Vendors and Passwords, Customer Service, Accounting and Reporting, and QuickBooks User Guide.