

Amazon & CAEL EV deadline extension

- Guidelines and Best Practices for Coaches



Please read the whole document before granting an EV deadline extension.

What is an EV extension?

- All learners from Amazon and new CAEL learners have a **30-day** period from the day they enroll to complete a list of requirements in order to confirm their enrollment with EnGen. We call this “**EV period**”.
- The list of items to complete, also called “EV criteria” varies depending on their package:

Package	EV Criteria
Platform + Private Speaking	<ul style="list-style-type: none">>= 180 minutes>= 2 private classes for Amazon>= 1 private class for CAEL
Platform + Private Writing	<ul style="list-style-type: none">>= 180 minutes>= 1 Writing Workshop submission
Platform + Group Classes	<ul style="list-style-type: none">>= 180 minutes>= 1 Workshop for Amazon>= 1 Workshop for CAEL
Please note: <u>NO</u> learners are enrolled into the below package . Learners may get <i>switched</i> into the Platform + Group Classes package OR the below package after not EVing for their original package.	
Platform Only (does not include coaching)	60 <= minutes < 180
Deactivated	< 60 minutes

- The EV deadline can be found in the learner’s profile in HubSpot, under the property **Month 1 engagement deadline:**
 Month 1 engagement deadline
 08/02/2024
- If learners complete their EV criteria before the deadline is met, they **automatically** succeed in confirming their enrollment.
- If learners fail to complete their EV criteria within the deadline, they might get deactivated or downgraded to a different package (see EV chat above). This

process, called “Deactivation and Program Change” is currently being handled by Kenia Hashizume and was previously handled by Mackenzie Campbell.

How to give a learner an extension:

- Please update their property **Month 1 engagement deadline** to the new EV deadline. This means that you will need to clearly communicate to the learner what their new deadline is.
- For “regular” EV extensions of 3-7 days you do not need to notify Kenia.
- For special circumstances like EV extensions of **more than 1 week**, please make sure to Slack Kenia Hashizume to let her know so she’s aware of this special situation when working on the Deactivation Process.
 - **For Amazon only:** When you’re granting an EV extension, you *may* also grant an **Institutional expiration date** extension of the same length (this has to be done separately on the Admin Portal) if you see fit, depending on the reason for the extension. Use your judgment. (Adam K. approved this in a Key Clients meeting.) **Please inform Kenia Hashizume as well about institutional expiration extensions beforehand. Please read the next section of the document about valid reasons for an extension.**

When to give learners an extension?

- Sometimes, learners might need an extension in order to EV. Coaches can give learners extensions, under certain circumstances.
- **The extension must be given before the EV deadline is met.**
(There might be some exceptions when the deadline was 1-2 days ago, and if you reach out to Kenia H., she might be able to accept the extension, but this will not always be the case.)
- Starting in September 2024, we are going to be **strict** about extending EV deadlines:
 - The learner needs to **proactively** contact you to ask for an extension, and **they must have a "valid" reason** (ex: mandatory overtime at work, Prime Day, peak season, health problem, family emergency, lack of digital literacy that didn’t allow them to activate their account quickly, tech issue on our side, etc.).
 - Not paying attention to emails/comms during the EV period is **not a good enough reason** for an EV extension.
 - Similarly, if you notice that a learner's EV deadline is today or tomorrow and they are "close" to EVing but have not contacted you to request an extension, this is also **not a good enough reason** for an EV extension.

Last updated: 3/19/25 by Kenia H.