



POWERED BY

California Community Colleges

## **Unit 1 – Marketing Contract Education to a District**

Learn strategies for demonstrating the value added of Contract Education through the District's CEO, CIO, or CTE Dean's vision and understanding. Find out how to generate District testimonials to support the value added, so the next steps of who to call, where to go, and what to do next can be acted on.

To complete the Unit, follow these steps:

Step 1: Read the Welcome Page

Step 2: Read the Reading

Step 3: Listen/Watch the Recorded PowerPoint

Step 4: Take the Quiz. The answers can be found at the bottom of the Quiz. A score of 80%, or 8 out of 10, is considered passing.

After completing the Unit, take a few minutes to generate a list of actions you have learned that you believe you can put in motion.

### **DID YOU KNOW...**

The Contract Education business is shifting from information to solutions. The primary focus of Contract Education programs has been providing training for businesses, government agencies and organizations. Today the need is more for solutions, thus an increase in consulting, mentoring, project management and other solution services. Solution-selling Contract Education programs normally build deeper and longer-lasting client relationships.