



POWERED BY

**California Community Colleges**

## **Unit 7 – Teaming with the Right Instructors**

Your instructors play a critical role in the success of your Contract Education program. Learn about the qualities of a good Contract Education instructor, as well as what information and policies should be included in an instructor handbook. Discover instructor recruitment strategies and best practices to increase your instructor pool.

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 use what you have learned to generate a list of actions you can put in motion.

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

Tracking client relationships is important, thus the need for a customer relationship management system (CRM). A CRM will track communication with present and potential clients, as well as generating your pipeline report. Data can be collected in your CRM and data-driven reports produced. As your number of clients and leads grows, it becomes more critical to have a software system all Contract Education staff can access and use to store documents like proposals and contracts, as well as use for digital marketing communication. It is good to have one or more staff trained in how to get the best out of your CRM.