



POWERED BY

California Community Colleges

Contract Education Boot Camp

The Contract Education Boot Camp is for Contract Education staff new to the business of Contract Education, as well as seasoned professionals looking to enhance their present skill set.

In conjunction with the Learning Resources Network (LERN), the leading association in contract education, the California Community Colleges Contract Education Technical Assistance Provider (CE TAP) has developed the Contract Education Boot Camp including eight Units with each Unit including a welcome page, reading, recorded PowerPoint presentation, and quiz.

LERN was founded in 1974 as a nonprofit international association and annually serves over 6,000 lifelong learning professionals. With expertise in open enrollment course programming, marketing, contract education, and operations, LERN researches and provides how-to technical assistance. LERN services include an annual conference, certification institutes, webinars, publications and reports, plus much more. For more information about LERN go to www.lern.org.

Throughout North America there are different understandings of Contract Education. The following is LERN's understanding:

- Contract Education is not about integrated marketing selling to individual potential students or participants, but instead about selling to businesses, government agencies and organizations to purchase one or more services for their employees.
- The most successful Contract Education programs operate independently from open enrollment course programming, so staff can focus exclusively on selling and delivering contracts.
- Although Contract Education staff may recommend a client or potential client send employees to open enrollment courses, the focus of Contract Education staff is not recruitment of students or participants.
- Contract education is all about client relationship building based on trust and confidence.

- While training is a key component of Contract Education, the shift lately is expanding services to focus more on solutions which may or may not include training.
- Of all the programs within a lifelong learning unit, Contract Education is normally the most profitable and many times the profits help support other mission-oriented activities.

Contract Education is growing, thus the importance of the Contract Education Boot Camp. It is important we do Contract Education right! With the competition growing and Contract Education profitable, if you are not talking to your present and potential clients – somebody else will be.

The following are the Contract Education Boot Camp Units:

- Unit 1: Marketing Contract Education to a District
- Unit 2: Marketing Contract Education to Employers
- Unit 3: Finances, Benchmarks & Data
- Unit 4: Real World Selling
- Unit 5: Needs Assessment
- Unit 6: Pricing Contracts
- Unit 7: Teaming with the Right Instructors
- Unit 8: Quality Assurance

For each Unit, follow these steps:

Step 1: Read the Welcome Page (included is a Did You Know Fact)

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 Contract Education Boot Camp, you will have the skills to successfully market, sell, and deliver contracts. Both the California Community Colleges Contract Education website and LERN website have additional resources to support a deeper understanding of any of the information shared in Contract Education Boot Camp.

Supporting businesses, government agencies, and organizations is our mission and the Contract Education Boot Camp is designed to support successfully meeting the mission.