

**PALO ALTO COLLEGE
COLLEGE PROCEDURE**

Procedure Number: I 8.0
Procedure Title: Instructional Contracts with Outside Agencies
Relevant Board Policy:
Originating Unit: Corporate and Community Education Division
Maintenance Unit: Vice President of Academic Affairs

I. Purpose: To establish steps for legal agreements between Palo Alto College Corporate and Community Education Division (PAC-CCE) and contracting organizations for providing education or training.

II. Procedure Statement:

Contracts may be obtained as a result of any of the following methods:

A. Cold Calling:

1. Use local business databases and journals to identify potential contracting organizations.
2. Call Human Resource representatives and/or training coordinators to discuss employee training needs and requirements.
3. Send a list of potential course offerings to employers for review.
4. Courses will then be developed and delivered based on the company's specifications.

B. Incoming Business Calls/Emails:

1. Companies will contact PAC-CCE to inquire about a specific training curriculum. Courses will be developed and delivered to meet the company's specifications.
2. If the College cannot meet the company's specific training needs, a referral to one of the other Alamo Colleges will be provided, if applicable.

C. Networking with Related Industry Groups:

- 1) Program managers will identify related companies and associations/organizations within each discipline and are encouraged to:
 - a. Learn about presentations/meetings/events by signing up for related industry newsletters.
 - b. Attend social mixers and events sponsored by related industry groups.
 - c. Volunteer as guest speakers at related industry meetings/luncheons.
 - d. Participate in educational/employment fairs.
 - e. Invite representatives from related industry organizations to join a PAC-CCE Advisory Committee.

- f. Promote within Palo Alto College for referrals and information sharing, in reference to PAC-CCE products and services.

D. Participation with Local Workforce/Agencies/Grants:

1. Invite organizations to join a PAC-CCE Advisory Committee.
2. Participate in Alamo Colleges grant proposals.
3. Partner with other Alamo College CCE Divisions for grant opportunities.

E. New Client Sales Pitch Checklist:

1. Establish a professional association with current employees of related industry companies.
2. When responding to incoming business contacts, determine if the company or organization has education/training needs.
3. Assist employers/partners in assessing the training needs of their employees.
4. Program Managers will be knowledgeable about their specific disciplines.
 - a. Become familiar with faculty and their approved areas of instruction.
 - b. Become familiar with courses previously taught through Palo Alto College.
 - c. Be able to determine “if a new course is created, will the cost associated with this process be beneficial to both the employer and Palo Alto College?”

F. Once a contact has been established with a company, the following steps are to be considered:

1. Determine appropriate course information and materials needed for the course. Considerations are:
 - a. Identify what book(s) will be required.
 - b. Course outlines are created.
 - c. Syllabi are written.
 - d. Determine any student special needs.
 - e. Identify the instructor’s training needs.
 - f. Find out what licensing guidelines may apply.
 - g. Discover whether there is an existing student/employee advancement track within the company that might influence course content.
 - h. Establish how many hours of instruction are needed to reach the course objectives.
 - i. Evaluate suitability of the intended training location.
 - j. Develop a pool of competent, experienced, Alamo Colleges approved instructors who can teach all aspects of the desired training.

2. Agree on cost per student, location and meeting times.
3. Select an approved Alamo Colleges instructor in the discipline being taught.
4. Submit two original Education Services Agreements for signatures and approvals.

Links to Alamo Colleges Legal Services forms:

Educational Service Agreement

Affiliation Agreement (for clinical services)

Issued: July 5, 2000

Approved: (signed: Enrique Solis)
President

Updated: December 17, 2010

Dean of Corporate & Community
Education