

Partner Agency Onboard Training **Updated April 22, 2021**

1. Thank them & express our enthusiasm for a long-term, mutually beneficial partnership.
2. Let them know that this training should take approximately 1 – 1½ hours.
3. Training aims: A. Overview of colleges B. Communication with us C. Resources for them
4. Emphasize that partnership is a collaboration in helping students find the best fit.
 - Stress that they should reach out whenever via email, social media, etc.
 - Just let us know how we can support (you, Steven and team) in assisting students.
5. Review key details (and any questions) about the [MOA](#)
 - Commission and invoicing (you will show where on the Current partners page later)
 - While the MOA is a commission model agreement, our partnership is not a transaction.
 - We support our partners financially in various ways (e.g., digital marketing, student fairs, etc.) and we are always here to answer questions, have a call with their staff or a prospective student and family, arrange an info. session, etc.
6. Review 4CD Structure
 - District Office
 - Responsible for all partnerships
 - Separate from the colleges & located in a different city
 - Communicate with you & Steven for marketing support, etc; Harue for anything \$ related
 - Clarify your role
 - CCC/DVC/LMC
 - Applications go directly to the colleges; Steven does not see them.
7. Provide an overview of the [website](#)
 - Highlight that this is one of the few U.S. sites devoted only to prospective international students, education agencies, etc. (nearly all are just a link on an institution page)
 - The site gives partners one bookmark for all things Colleges of Contra Costa; the purpose is to make it easier for them to understand and promote our colleges.
8. Review the website page by page (suggested order as follows):
 - FRONT PAGE
 - ABOUT
 - APPLY
 - INTERNATIONAL STUDENTS & ALUMNI (briefly)
 - GLOBAL PARTNERS (Current Partners; pw = bayarea2020; *two notes:)
 - *Downloads: show 3-4 Ppt. Slides (location map, 2 + 2 \$ in CA; CSU & UC map)
 - *Transfer Resources: show [University of California – Admissions by Source School](#)
9. Questions?
10. Re-emphasize: we look forward to working together and not to hesitate to reach out