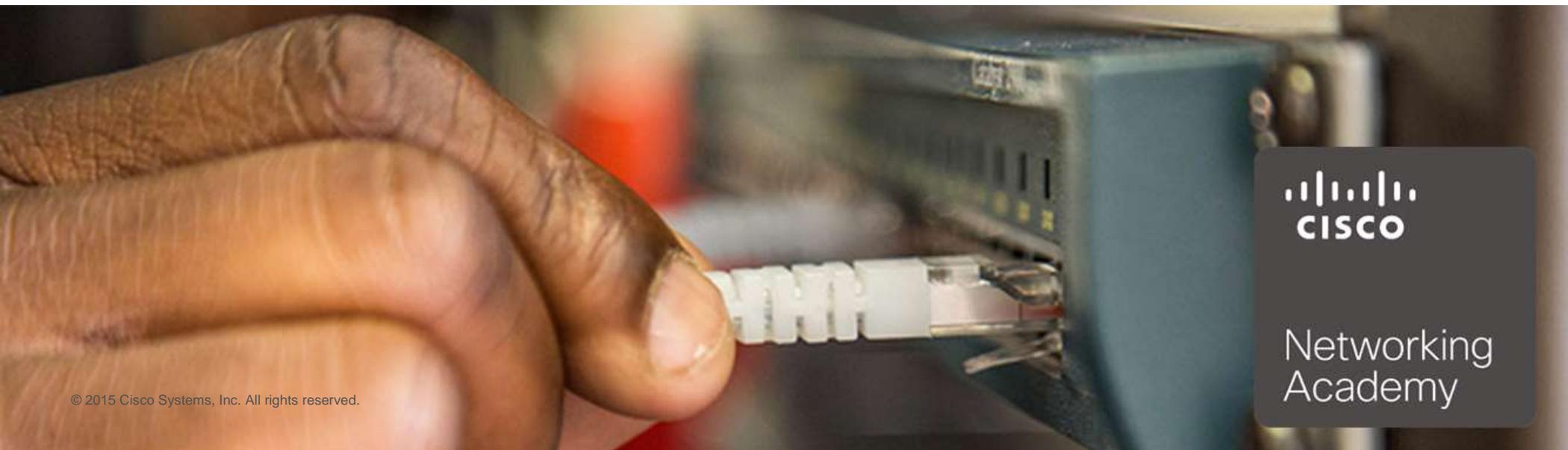




HANDBOOK FOR ACADEMY SUPPORT CENTERS v2.0

December 2015

Last update: 12/19/15



Networking
Academy

Handbook Snapshot

This handbook is for:

- ASC Contacts
- Academy Support Advisors
- ASC Staff

How to Use the Handbook

This handbook describes the expectations for Academy Support Centers (ASCs) and introduces the tools and resources available to you in order to provide services and support to your academies, instructors, and administrators.

The handbook is designed to be used as a reference by users at ASCs so you can fully optimize the tools within NetSpace. The content will provide you with an overview of the available tools and resources, suggestions for using these resources, and links to additional information.

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By the Numbers



170 Countries¹

9,000 Academies¹

5 Million Students Worldwide¹

585 ASC/ITC Partners²

¹As of July 31, 2015

²As of July 29, 2015

Welcome to Cisco Networking Academy

Welcome to the Cisco Networking Academy program. Thank you for your partnership with Cisco to support the success of instructors and learners in the world's largest classroom.

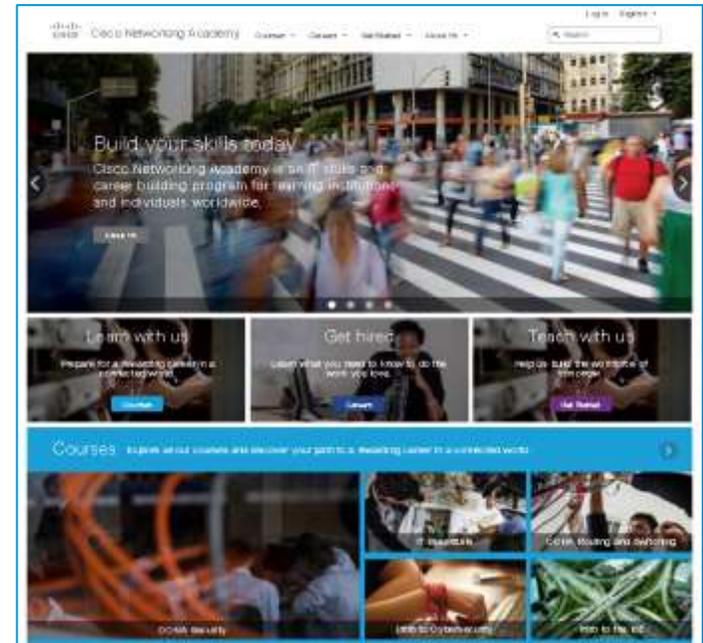
As a member of an Academy Support Center (ASC) you have the opportunity to positively impact the experiences of instructors and learners through your guidance and expertise. Your leadership will help academies optimize their use of the educational resources available in Cisco Networking Academy. You will also be recognized by Cisco and your supported academies as an advocate and leader of the Networking Academy program. The operational support provided by ASCs is essential throughout the lifecycle of an academy, and you will play a significant role in the sustained success of your academies and the program overall.

For all of your past, current, and future contributions to Cisco Networking Academy, we would like to thank you and welcome you to your new leadership role in the program!

Accessing NetAcad.com

NetAcad.com is the primary location for all of the resources and tools available to help you fulfill the role of an Academy Support Center. NetAcad.com includes resources to help you manage and communicate with academies (Figure 1).

Figure 1. NetAcad.com Launch Page



NetAcad Ecosystem



Academy – Teaches networking principles to students

Instructor Training Center – Trains and accredits instructors

Academy Support Center – Provides operational support to academies

Cisco – Provides resources to all institution types to promote high quality instruction for students

An Important Role in the Ecosystem

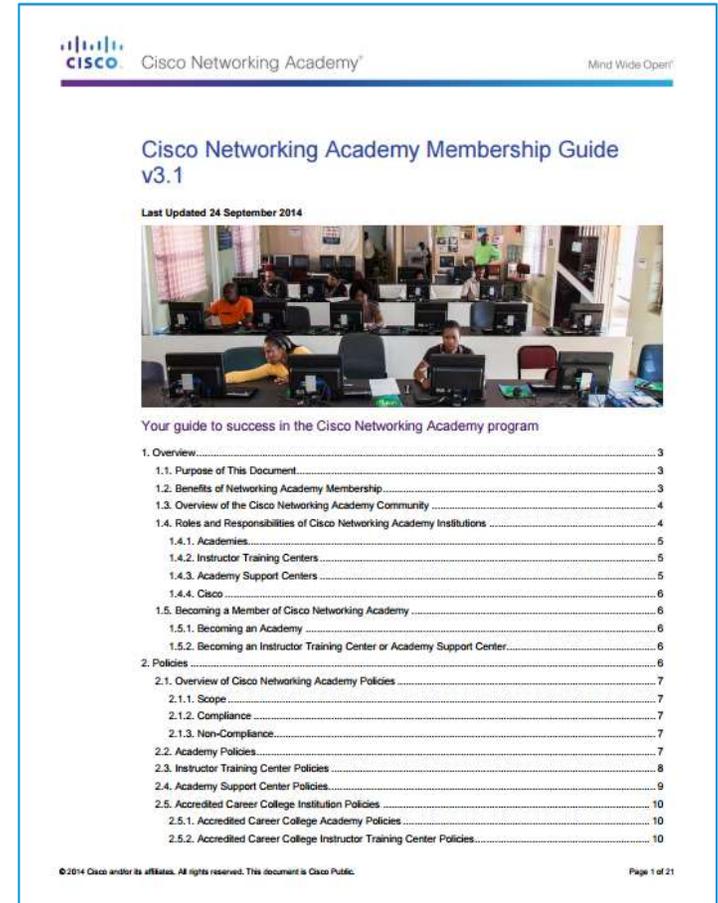
Your ASC plays a significant role in the success of your supported academies and the Cisco Networking Academy program as a whole. A clear understanding of the expectations for your ASC can help you communicate the benefits of this support relationship to academy administrators and instructors and foster collaboration in meeting specific goals.

On the following pages, you can find the expectations that Cisco has developed for ASCs according to the [Cisco Networking Academy Membership Guide](#) (Figure 2) along with potential services that align with these expectations.

These expectations have been separated into several categories: Operational, Onboarding, Communication, Quality, and Promotion. The services listed for each expectation are intended only to provide additional guidance for ASCs that may need help. They are **not** intended to be a definitive list.

Cisco recognizes that you and your ASC are in the best position to identify the needs of your academies and to develop a portfolio of relevant services. Though all ASCs must be able to meet the baseline expectations, the services your ASC offers will depend upon your understanding of your academies’ needs, your staffing and resources, and the specific goals of your ASC.

Figure 2. Cisco Networking Academy Membership Guide



The Networking Academy Membership Guide provides information related to:

- Institution policies and expectations
- Networking Academy courses
- Instructor training
- Becoming a member of the program

Operational Support

Expectation 1: Act as first point of contact for supported academies in need of operational assistance related to academy and course management

Possible services:

- Communicate to your supported academies your ASC's role as first point of contact and the importance of assigning the ASC Academy Specialist role to a representative from your ASC
- Proactively create supporting materials to assist academies with recurring issues
- Develop a comprehensive support plan including multiple contact methods such as phone or chat

The **Academy Support Advisor** is the primary contact for Academy administrators and instructors with support needs.

An Important Role in the Ecosystem

Operational Support

Establishing an active support relationship with an Academy Support Center is necessary for all academies that plan to offer Cisco Certification courses. To promote the importance of this relationship, Cisco encourages academy administrators and instructors to contact their ASCs first when they experience issues related to the management of their academies or classrooms.

To help your ASC resolve these support issues, Cisco has developed a number of tools for your use.

ASC Academy Specialist

The ASC Academy Specialist role is available for the NetAcad Contact at your supported academies to assign to an Academy Support Advisor. The ASC Academy Specialist has limited access to an academy's **Manage** tab in NetAcad.com. This role will allow you to assist with the following issues for your academies:

- Adding and deleting users
- Managing course enrollment
- Changing user roles
- Updating academy information including the NetAcad Contact

The ASC Academy Specialist also has access to the [Academy Success Dashboard](#), a tool for academies to use with their ASCs to improve the quality of instruction and operation within Networking Academy.

NetAcad Success Lead

The NetAcad Success Lead role is similar to the ASC Academy Specialist except the role allows the user access to course information in the classroom environment, including student contact information and marks. Due to privacy laws in many countries prohibiting the sharing of student data with third parties, Cisco discourages the use of the NetAcad Success Lead role for ASCs unless your ASC has a legal association with an academy. However, if your ASC has an official managerial relationship with an academy, the NetAcad Success Lead role will offer you the most access to an academy's data and management tools.

The **ASC Academy Specialist** role can only be assigned to a user from your ASC by the NetAcad Contact at an academy. To provide the most effective support to your academies, Cisco encourages you to communicate the value of this role to all of your NetAcad Contacts. The [Managing Users](#) tutorial shows the process for assigning this and all other user roles at an academy.

An Important Role in the Ecosystem

Operational Support (continued)



Partner Live Chat Support

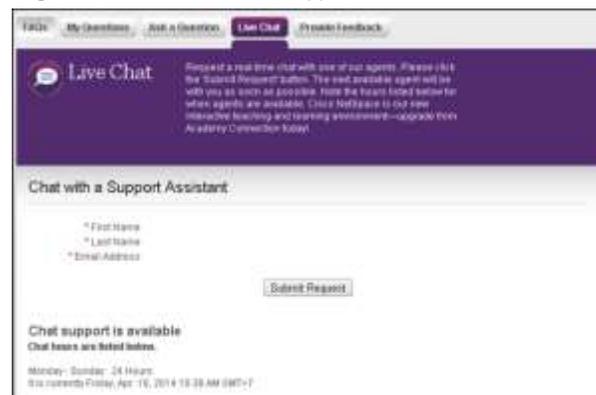
The *Partner Live Chat Support* link gives you priority access to agents from the Global Support Desk when you need additional help with academy issues Monday through Friday 7:00 am to 7:00 pm (Pacific Time) (Figure 4). You can use this tool on behalf of your supported academies when you are faced with an issue that you cannot resolve directly. In many cases, these escalated issues will involve problems within the classroom environment such as exam activation or the gradebook.

Partner Live Chat Support is accessible by all users with an ASC role under the **Manage** tab in NetAcad.com. All issues regarding academy and classroom management can be addressed on behalf of an academy with the following exceptions:

- Change of Academy Support Center for the academy
- Access to the academy's [Membership Agreement](#)

The requests above must be made directly by the NetAcad Contact

Figure 4. Partner Live Chat Support



Only users from an Academy Support Center or an Instructor Training Center will see the *Partner Live Chat Support* link in NetAcad.com.

Partner Feedback Forum

The [Partner Feedback Forum](#) is a private page for ASCs and ITCs to identify frustrations and recommendations for improvement to the tools, systems, and processes associated with supporting academies and instructors. A cross-functional Cisco team will review and prioritize the submissions to the forum biweekly. We encourage you to use this forum to help us identify persistent issues and cumbersome processes on behalf of instructors, students, and yourself.

Figure 5. Partner Feedback Forum



For specific issues in need of resolution, use the *Partner Live Chat Support* link.

Onboarding Support

Expectation 4: Provide a program orientation to administrators and instructors from supported academies

Possible Services:

- Direct new instructors to self-enroll in the Academy Orientation course
- Actively promote completion of Academy Orientation as part of service agreement
- Incorporate Academy Orientation into a comprehensive on-boarding process for new academies

You can find out more about using the Academy Locator by watching the [tutorial](#).

An Important Role in the Ecosystem

Onboarding Support (continued)

Ordering Equipment

To teach Cisco certification courses, academies must build a course lab for students to engage in hands-on activities. Ordering equipment can be one of the most difficult challenges for new academies, and academy contacts and instructors will often rely on their ASCs for guidance.

The *Equipment Lists by Curriculum* folder available on the [Equipment Information](#) page in NetAcad.com is a comprehensive list of all the necessary equipment an academy must include when building a course lab. Additionally, the *Equipment Ordering* folder on the same page will provide details about ordering equipment for specific regions.

Networking Academy Maintenance

The [Networking Academy Maintenance](#) service helps academies maintain the software on their lab equipment and reduce costs. This service is offered at no cost to academies and offers the following benefits:

- Ability to download supported versions of Cisco software
- Ability to enable technology packages and advanced feature sets
- Registered access to Cisco.com

As a member of an ASC, Cisco encourages you to promote this service to academies new to the program.

Instructor Training

If your ASC is also one of the 450 institutions offering instructor training for Networking Academy courses, then finding instructor training should be easy. If your ASC does not offer instructor training, the [ITC Locator](#) can help you find an Instructor Training Center for instructors at your academies.

The ITC Locator allows users to search by specific curricula or geographic location. The search results will include a list of recent courses that have been offered at the ITC and published offerings from the ITC's Partner Profile page. Institution and course information posted in the locator is maintained by the Instructor Training Center.

Academy Orientation

The Academy Orientation course provides a comprehensive overview of Networking Academy and the services, tools, and resources available for academies. There are two ways the course can be offered to academies:

- A self-study course available through the [Global Instructor Resources](#) community
- A course offered by an accredited Academy Support Advisor at your ASC as part of the onboarding process

If you are an Academy Support Advisor, you can self-enroll in the ASC Orientation course in order to be accredited to open Academy Orientation.

An Important Role in the Ecosystem

Communication

Expectation 5: Localize and disseminate critical communications from Cisco

Possible Services:

- Post a catalog of critical Cisco communications online for access by your supported academies
- Disseminate localized versions of critical Cisco communications to supported academies
- Send monthly activity summary of Cisco communications to supported academies for review.

You can find out more about the ASC Dashboard by watching the [tutorial](#).

Communication

Consistent communication between your ASC and your supported academies is critical to your shared success. Cisco relies on its ASC partners to localize important notifications so academies stay informed about the latest updates to curriculum and the program in general.

ASC Dashboard

The ASC Dashboard (Figure 7) is a report with a wide variety of information related to the instructors, courses, and contacts at your supported academies. This report provides the name, email address, and phone number for the NetAcad Contact at each of your supported academies. The ASC Dashboard is accessible in NetAcad.com for all ASC Contacts and Academy Support Advisors by using the *Access Academy Reports* link under the **Manage** tab.

The ASC Dashboard has several tabs that contain critical information about your supported academies' course activity and student enrolment. Below is a list of each tab and a summary of the information:

- **Supported Academies by ASC** – Basic information about your supported academies, including address, NetAcad Contact name, email address, and phone number
- **Academy Curriculum Activity** – A list of the class end dates for each curricula that the academy offers and the student participant numbers for each curricula over the previous twelve months

- **Academy Contacts** – Easy reference tab for information about the NetAcad Contacts including additional roles at the academy
- **Academy Instructors** – A list of all the instructors and their contact information at your supported academies including an indicator if they have taught a course within the prior twelve months
- **Instructor Training** – Information about the accreditations of the instructors at your supported academies based on the pass date of the instructor course
- **Classes** – A list of courses published in NetAcad.com at your supported academies that have an end date within 12 months prior to the date the report was accessed, are currently in session, or have a start date within the next two years

Figure 7. ASC Dashboard

ASC Name	Address 1	Address 2	City	State	Zip	Country	Phone	Email	NetAcad Contact
5300 Lakes Center	5300 Lakes Center	5300 Lakes Center	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com
1200 North Main Street	1200 North Main Street	1200 North Main Street	Franklin Lakes	NJ	07645	USA	201-261-1000	asc@lakescenter.com	asc@lakescenter.com

An Important Role in the Ecosystem

Communication (continued)

Communication

Expectation 6: Build awareness and offer training to increase understanding and usage of new and helpful resources and tools from Cisco and NetAcad partners

Possible Services:

- Contribute to online community discussion boards to help connect members to resources and the latest program information
- Send periodic bulletins to academies about new tools and resources
- Deliver quarterly WebEx meetings to review new tools and resources

ASC Academy Support Offering

The ASC Academy Support Offering is a blank course template available for Academy Support Advisors to open on behalf of their ASCs. The purpose of this course is to provide a forum where ASCs can publish materials, facilitate discussions, and post communications for their supported academies.

If you have the role of Academy Support Advisor at your ASC, follow the process below to open the ASC Academy Support Offering:

- Send an email to Partner Advocacy (partner_advocacy@cisco.com) requesting accreditation to open the course.
- After receiving a confirmation email from Partner Advocacy, open the ASC Academy Support Offering under your ASC in NetAcad.com.
- Populate the blank course template with materials, discussions and communications relevant to your academy community.
- Publish the course in NetAcad.com.
- Invite and enroll NetAcad Contacts, Instructors, and administrators from your supported academies in the course.

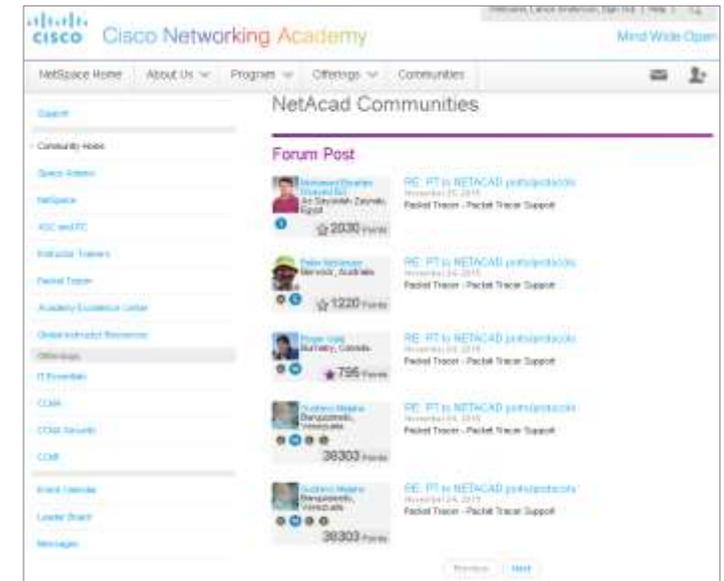
Tutorials for managing the users and activities within a NetAcad course are available in the [NetAcad.com FAQs and Tutorials](#) header in NetAcad.com.

NetAcad.com Communities

The [NetAcad.com Communities](#) are an important tool for communicating the most up-to-date information regarding the Networking Academy program. There are communities dedicated to each of the Cisco curricula along with others for NetAcad.com, Packet Tracer, and Instructor Trainers. The [Global Instructor Resources](#) community managed by the Technical Field Organization is a vital resource for the instructors at your supported academies.

You can also access the [ASC-ITC Community](#) to read about the latest information related to partner activities, interact with agents from the Global Support Desk, post questions for other ASCs and Cisco, and share your own good news.

Figure 8. NetAcad.com Communities



An Important Role in the Ecosystem

Communication (continued)



WebEx Training Center Account

All active ASCs and ITCs are eligible to apply for a [WebEx Training Center Account](#) for use in communicating with their supported academies. WebEx Training Center is a versatile tool that can be used to present webinars, conduct virtual meetings with academy staff, identify issues using desktop share, and record tutorials in local language for reference by instructors.

To apply for a WebEx Training Center account, please complete the [WebEx Training Center Account Request Form](#) and send as an attachment to partner_advocacy@cisco.com.

The [WebEx Training Center User's Guide](#) is a comprehensive manual that describes the various tools and functions available for your WebEx account. There are a number of advanced features available that will further enhance your ability to interact with your supported academies and instructors.

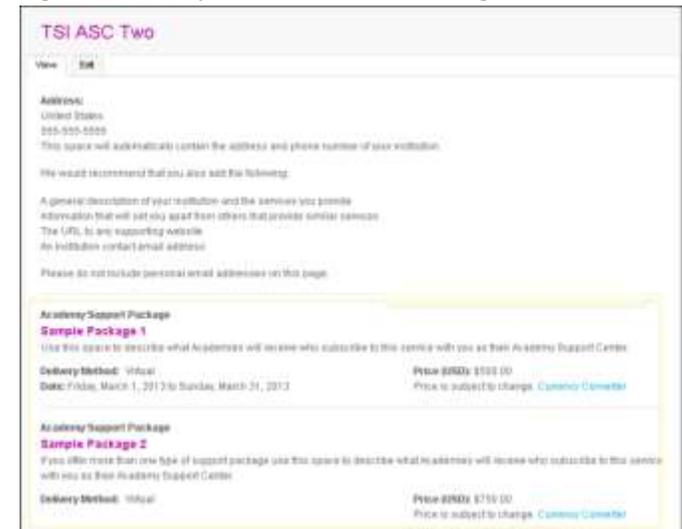


ASC Locator Partner Profiles

The [ASC Locator](#) can be used to communicate the services that your ASC offers to academies. The Partner Profile pages (Figure 8) within the ASC Locator contain two sections: one open text area where you can provide details about your ASC and the other where you can indicate the services your ASC provides from a checklist. These services will then be visible to users looking for specific ASC support offerings in the ASC Locator.

The [Editing the Locator Information](#) tutorial will guide you through the process for editing your profile page.

Figure 8: Academy Locator Partner Profile Pages



An Important Role in the Ecosystem

Quality

Expectation 7: Collaborate with academies to improve the quality of academy operations and instruction in Networking Academy courses

Possible Services:

- Communicate to academies the importance of assigning the role of ASC Academy Specialist to assist with quality monitoring
- Inform and educate academies about the tools and approaches Cisco provides to promote quality
- Develop a systematic approach to help supported academies set goals related to quality, develop action plans, and evaluate success

Quality Support

Maintaining and improving quality requires continuous work and a planned and systematic approach. As a member of an Academy Support Center, your leadership in improving quality at your supported academies is important. Cisco provides a variety of tools to support you and your academies in your ongoing efforts to achieve excellence for Networking Academy students. Your main point of contact regarding academy quality is the NetAcad Success Lead

Model for Academy Excellence

The Cisco Academy [Model for Academy Excellence](#) offers a holistic approach to quality at the academy level. The model is comprised of six criteria to evaluate the quality of your supported academies' operations (Figure 9):

- Academy Management
- The Academy Team
- Resources
- Student, Teaching and Learning
- Partnerships
- Results

The Model for Academy Excellence guides NetAcad Success Leads and Contacts to an understanding of the cause and effect relationship between an academy's activities and their outcomes. The Model for Academy Excellence establishes a foundation for discussions with your aligned academies and can also be used as a guideline to promote the success and sustainability of recently onboarded academies.

Academy Success Dashboard

The Academy Success Dashboard (Figure 10) is a tool for the analysis of selected performance measures with data from courses dating back to 2008. Any user at your ASC who has been assigned the ASC Academy Specialist role at a supported academy can access the Academy Success Dashboard for that academy using the *Access Academy Reports* link under the **Manage** tab in NetAcad.com

The following key metrics are displayed in the Academy Success Dashboard:

- Pass Rate
- Student
- Student Performance

For each academy the Academy Success Dashboard provides numeric values per year and per curriculum as well as in-depth graphical analysis. The academy's performance can also be compared with the country average.

Figure 10: Academy Success Dashboard



Promotional Support

Expectation 8: Provide marketing support for academies to attract students

Possible Services:

- Direct academies to marketing materials available in NetAcad.com
- Organize events in collaboration with academies to introduce potential students to Networking Academy
- Organize and facilitate student competitions for supported academies

Expectation 9: Assist academies with alignment of Networking Academy courses to current offerings

Possible Services:

- Provide a list of Cisco courses that align to locally or regionally approved curricula
- Provide one-on-one assistance to instructors to help align Cisco curricula and current courses
- Meet with school administration of potential academies to promote alignment between Cisco curricula and current

An Important Role in the Ecosystem

Promotional Support

The continued impact of Networking Academy on the lives of students and their communities depends on the ability of academies to promote themselves and the benefits of the program to new students. There are a number of tools and resources you can direct academies to that promote involvement with the Networking Academy program in the [Marketing Toolkit](#) in NetAcad.com.

Partner Logo

One of the clearest indicators of your supported academies' participation as a Cisco partner in Networking Academy is the [Cisco Partner Logo](#). Cisco has created specially designed logos that academies may use in promotional materials in accordance with the guidelines described in the [Partner Logo Guide](#).

Posters and Brochures

Cisco also offers [Posters and Brochures](#) for academies to display in high traffic areas or distribute at events or other frequently visited locations at an academy.

Videos, Success Stories, & Photos

Cisco has provided a number of [Videos, Success Stories, and Photos](#) for academies to include in their promotional materials including printed handouts, blog posts, media releases or information at outreach events.



Event Displays and Giveaways

To promote NetAcad at local events, academies can take advantage of the materials and designs listed below for their [Event Displays and Giveaways](#):

- Banners
- Pop-Ups
- T-Shirts
- Presentations

Press Releases

Your supported academies can use the [Press Releases](#) templates and guidelines to circulate information related to NetAcad among media outlets in order to create excitement about upcoming events and news.

Social Media Resources

Academies need to take advantage of the variety of promotional channels available through social media to attract potential students. The [Social Media Resources](#) section in NetAcad.com provides links to applications that academies can use to build communities, post videos, and create blogs.

Cisco Certifications and Vouchers

Probably the most effective promotional resources that academies can access are former students who have achieved success. Students can increase their chances of finding employment after completing their NetAcad courses by becoming certified. To help NetAcad students achieve certification, Cisco provides discounts that cover a portion of the exam costs. The [Cisco Certifications and Vouchers](#) page in NetAcad.com provides a number of FAQs and other resources to guide academies and their students on the path to certification.

Processes You Should Know

There are a number of reasons available for you to select when suspending an academy:

- Failure to pay support fee
- No contact from academy
- Incomplete agreement
- No longer offering Cisco courses

For any other reasons, the ASC Contact may select the *Other* option.

Once an ASC Contact accepts a request to align with an academy, it may take 2 - 4 days for a newly accepted academy to appear on your ASC Dashboard.

In the sections above we described a number of processes that your ASC could follow to better communicate with and support your academies. You can also find a number of tutorials for various processes related to classroom and academy management in the [NetAcad.com FAQs and Tutorials](#) page.

In this section we will guide you through two processes to help you manage your ASC's relationship with your supported academies using the *Manage ASC Relationships* link under your **Manage** tab in NetAcad.com.

Manage ASC Relationships

Accepting or Declining Requests for Support

The *Manage ASC Relationships* link allows the ASC Contact to accept or decline the pending requests of academies seeking support. Academies are permitted to openly pursue other support relationships with ASCs when they are dissatisfied with the services they are receiving.

When a NetAcad Contact requests to be aligned to your ASC, a communication is sent from NetAcad.com to your ASC Contact alerting the contact that a request for support is pending approval. The ASC Contact can then access the *Manage ASC Agreements* link and choose to either *Accept* or *Decline* the request under the **Pending Cisco Academy Accounts** header.

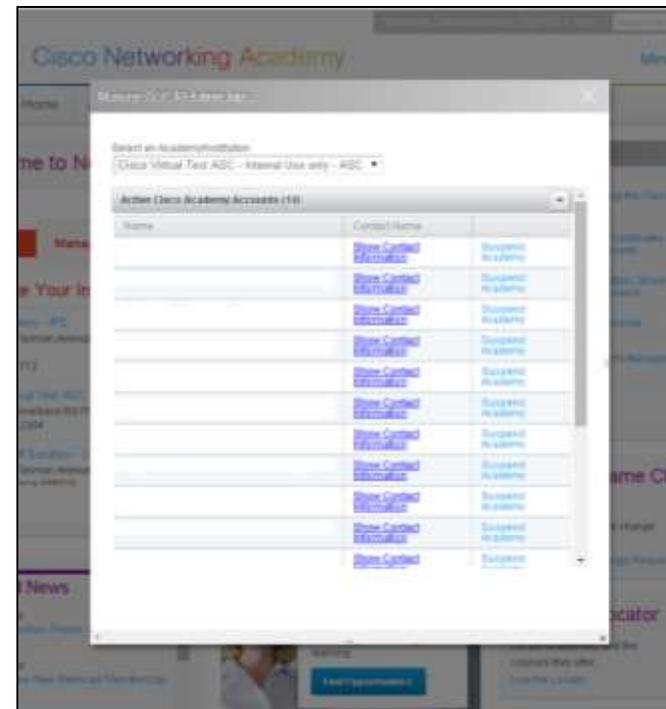
If the request is accepted, a notification will be sent to the NetAcad Contact, and the academy will appear under the **Active Cisco Academy Accounts** header in the window and also in the ASC Dashboard under your ASC.

If the request is declined, the NetAcad Contact will receive

a notification and will need to search for another ASC.

Suspending Active Academy Accounts

Your ASC can also suspend the account of any academy that is not meeting your requirements for support. An ASC Contact can access the *Manage ASC Relationships* link and choose the *Suspend Academy* button next to an academy to begin the process (Figure 10). The ASC Contact will then indicate the reason for the suspension



and click the *Submit* button.

Figure 10: Suspending Supported Academies

The [Manage ASC Relationships](#) tutorial explains the process for requesting an ASC relationship from both the academy and ASC perspective.

Processes You Should Know

Manage ASC Relationships (Continued)



After the ASC Contact has clicked *Submit*, the selected academy will move to the **Suspended Cisco Academy Accounts** header for a period of 30 days. During this time, the ASC Contact can use the *Unsuspend* button to reactivate the account at any time if the academy meets the requirements for support.

At the end of thirty days, the academy's relationship with your ASC will be deactivated automatically and the academy will move to the **Inactive Cisco Academy Accounts** header for your ASC. At this point, the academy will not be able to open any of the Cisco certification courses and will only have access to supplemental, partner, and community generated courses until a new active ASC support relationship is established.



ASC Rewards



ASC Rewards is a program that recognizes and rewards the performance of your Academy Support Center. Cisco understands that the contributions of our NetAcad partners are crucial to the success of Networking Academy, and we are excited to give back to you for your time and energy.

For this year, ASCs that qualify for the program are eligible to receive the following rewards based on their reward category designation: travel stipends, certification discounts, Cisco logo shirts, and grant funding. The ASC Rewards program is co-managed in partnership with INLEA and you can find more information about the program below and on the [ASC Rewards FAQ](#).

Qualifying for ASC Rewards

Most ASCs will qualify for ASC Rewards based on points earned in four areas:

Student Reach – The number of NetAcad student participants at academies supported by your ASC

Student Growth – The increase in the number and percentage of NetAcad student participants year over year at academies supported by your ASC

Academy Satisfaction – The satisfaction of academies supported by your ASC based on quarterly instructor survey results

Regional Impact – The impact of your ASC on the NetAcad program as determined by the responsible CSR Manager/AAM

The total score for an ASC is calculated annually and ASCs with a high enough score qualify for ASC Rewards.

ASC Rewards Categories

There are three categories of rewards for ASCs in the program. NetAcad Premier+ and NetAcad Premier Partners are recognized for achievements in line with the goals of the program, specifically student growth. These ASCs typically demonstrate the following characteristics:

- Large number of NetAcad students at supported academies
- High growth rate of NetAcad students at supported academies
- High academy satisfaction
- Support for global and regional Cisco initiatives

The NetAcad Select Partner category recognizes the efforts of ASCs that have been key partners with Cisco in achieving the current success of the NetAcad program. These ASCs are typically identified by the following characteristics:

- Large number of NetAcad students at supported academies
- Positive academy satisfaction
- Long and productive partnership with NetAcad
- Previous and ongoing support for global and regional Cisco initiatives

Strategies for Success as an Academy Support Center

Getting Started on the Road to Success

To help you achieve success as an ASC, please follow these strategies to take advantage of all the tools available to you.



- 1) **Understand your NetAcad academy community:** Though your ASC can potentially support any academy within the program, it is vital to your success that you understand the needs of the instructors and the academies close to your location. Work with your CSR Manager to determine what specific needs academies in your area have and offer services targeted to meet those needs.
- 2) **Understand local regulations for educational institutions:** Local regulations regarding the ability of educational institutions to contract independently with organizations vary widely around the world. Refer to local or regional regulations regarding the ability of schools to pay support fees in your area to determine if that is an option for building a business plan.
- 3) **Assess your ASC's capacity:** By determining the number of staff and staff hours your ASC can dedicate to assisting academies, you can develop your business plan to accommodate the optimal number of academies your ASC can effectively support.
- 4) **Stay Up-to-Date:** ASCs need to know the latest information about Networking Academy and determine what is relevant to promote in their own communities. Attend regional conferences and global webinars, visit the communities frequently, and read Cisco announcements and newsletters to stay current and pass along important information to your academies.
- 5) **Build a sustainable business plan:** Most ASCs have

developed a cost recovery model to cover the expenses of maintaining their operations. There are a number of business models that ASCs have developed to generate revenue to cover these costs:

- a. Establishing an annual fee for services
 - b. Establishing a tiered model depending on the maturity of the academy
 - c. Applying for government funds, especially grants related to ICT or employment
 - d. Fulfilling the role of Instructor Training Center and using the fees associated with instructor training to cover the services of the ASC
 - e. Providing services without cost to a select group of academies (usually within a very limited geographical area)
- 6) **Market your services:** As your ASC begins operating, be sure to take advantage of the ASC Locator to promote your service offerings. Also, check with your CSR Manager to see if there are other promotional opportunities in your area.
 - 7) **Stay connected to your supported academies:** Maintain consistent communication with your supported academies. This will help you identify issues and be responsive to your academies' needs.
 - 8) **Ask for help:** There are a number of resources available to you when you need assistance, including your CSR Manager, Partner Advocacy (partner_advocacy.com), and the ASC-ITC Community in NetAcad.com.

Summary of Expectations and Potential Service Offerings

Category	Expectation	Potential Service Offerings
Operational Support	Act as first point of contact for supported academies in need of operational assistance related to academy and course management	Communicate your ASC's role as first point of contact and the importance of assigning the ASC Academy Specialist role to a representative from your ASC
		Proactively create supporting materials to assist academies with recurring issues
		Develop a comprehensive support plan including multiple contact methods such as phone or chat
Onboarding Support	Assist new supported academies with the onboarding process	Answer questions from new academies about the process
		Deliver a WebEx meeting for new academies to review the process
		Provide onsite visit to new academy to finalize the process
	Assist supported academies with finding instructor training and setting up their classrooms and labs, including ordering equipment	Send communication with links to resources for finding training
		Schedule WebEx meeting to discuss lab set-up
		Provide onsite visit to consult with new academy about training and lab set-up
	Provide a program orientation to administrators and instructors from supported academies	Direct new instructors to self-enroll in the Academy Orientation course
		Actively promote completion of Academy Orientation as part of service agreement
		Incorporate Academy Orientation into a comprehensive on-boarding process for new academies
Communication	Localize and disseminate critical communications from Cisco	Post a catalog of critical Cisco communications online for access by your supported academies
		Disseminate localized versions of critical Cisco communications to supported academies
		Send monthly activity summary of Cisco communications to supported academies for review
	Build awareness and offer training to increase understanding and usage of new and helpful resources and tools from Cisco and NetAcad partners	Contribute to online community discussion boards to help connect members to resources and the latest program information
		Send periodic bulletins to academies about new tools and resources
		Deliver quarterly WebEx meetings to review new tools and resources

Summary of Expectations and Potential Service Offerings (continued)

Category	Expectation	Potential Service Offerings
<p>Quality</p>	<p>Collaborate with academies to improve the quality of academy operations and instruction in Networking Academy courses</p>	<p>Communicate to academies the importance of assigning the role of ASC Academy Specialist to assist with quality monitoring</p>
		<p>Inform and educate academies about the tools and approaches Cisco provides to promote quality</p>
		<p>Develop a systematic approach to help supported academies set goals related to quality, develop action plans, and evaluate success</p>
<p>Promotional Support</p>	<p>Provide marketing support for academies to attract students</p>	<p>Direct academies to marketing materials available in NetAcad.com</p>
		<p>Organize events in collaboration with academies to introduce potential students to Networking Academy</p>
		<p>Organize and facilitate student competitions for supported academies</p>
	<p>Assist academies with alignment of Networking Academy courses to current offerings</p>	<p>Provide a list of Cisco courses that align to locally or regionally approved curricula</p>
		<p>Provide one-on-one assistance to instructors and administrators to help align Cisco curricula and current courses</p>
		<p>Meet with school administration of potential academies to promote alignment between Cisco curricula and current courses</p>



Important Links

[NetAcad.com](#)

[Cisco Networking Academy Membership Guide](#)

[ASC Membership Agreement](#)

[Academy Membership Agreement](#)

[ASC Locator](#)

[Instructor Training Locator](#)

[ASC-ITC NetAcad.com Community](#)

[NetAcad.com FAQs and Tutorials](#)

[Equipment Information](#)

[Marketing Toolkit](#)

[WebEx Training Center User's Guide](#)

[WebEx Training Center Account Request Form](#)

[Partner Advocacy](#)