



Letter of Participation

Presented to: Odisee University College

Cisco Networking Academy has enjoyed partnering with Odisee—bringing the most relevant educational opportunities to students and, in turn, producing a steady stream of talent for global employers. Based on this solid relationship, and the highly reputable nature of your institution, we invite you to participate in our Lighthouse Pilot.

The Lighthouse initiative strives to work closely with 10 EMEAR academies to improve the “NetAcad Experience” for students, instructors and for the institution itself. We would very much like Odisee University to be one of **our first pilots** based on your reputation and location.

This letter explains more about the initiative: what Cisco will provide and what we ask from you. It also offers a recommended timeline. Please review this document and respond with any questions.

Warmest regards,

Piotr Pluta
Pilot Executive Sponsor, Cisco Networking Academy

Contents

Cooperation Agreement—Lighthouse Pilot Project—Reinforcing the educational model of the Cisco Networking Academy/classroom of the future	3
About the Pilot	3
What Cisco Will Provide	4
What Academy Will Provide	5
Recommended 2018 Timeline	6
Acknowledgement	7
Addendum	8
Form A – Cisco Lighthouse Digital Marketing	8
Form B – Cisco Lighthouse Pilot Metrics	8

Cooperation Agreement—Lighthouse Pilot Project—Reinforcing the educational model of the Cisco Networking Academy/classroom of the future

About the Pilot

Our overarching goal is to inspire and showcase the “classroom of the future” by offering 10 academies fresh Cisco marketing materials that will reinforce the positive nature of pursuing an education at a Cisco Networking Academy. Beyond reinforcement, our intention is also to persuade young people to choose higher education in the field of ICT.

Because your academy—and others—are the **first experience of Cisco** for hundreds of thousands of young people, teachers, education management and government officials, we believe that we have a great opportunity here. An opportunity to broaden recognition that Cisco’s Networking Academy is offered at such a prestigious institution while serving your educational goals.

The aim of the Lighthouse initiative is to help with learning experiences—by making the environment nicer and by reinforcing this educational model. As such, the project is not intended to promote Cisco products, because Cisco Systems as a business company focuses on B2B (business-to-business) relationships.



What Cisco Will Provide

Cisco Networking Academy agrees to provide Odisee University College the following:

1. A budget of \$12,000 USD for the “classroom of the future.”
2. A set of Lighthouse Pilot banners, posters and monitor stickers promoting ICT education. These materials will be created by and paid for by Cisco and will incorporate new creative design that takes into consideration the preferences of Odisee UC stated during exploratory meeting.

Proposed deliverables for Cisco lab:

- A Networking Academy plaque (placed outside of the Cisco lab)
- Up to 10 A2 non-commercial technical-oriented posters
- Up to 10 A2 non-commercial generic educational posters
- Up to 1000 6” laptop and monitor stickers

Proposed deliverables for Odisee Marketing Department approval:

- Up to 6 flag banners (single or double sided - for use outside of campus)
- Up to 6 roll-up banners (for use inside of campus)
- Branded beer mats (for the campus pub and sized to your specifications)
- Digital static demo for TV monitors (that can be set to loop and rotate around other messages)
- Digital web and social media banners

3. A courtesy review of the different banners, posters and monitor stickers promoting ICT education will offered before production-ready files are made.
4. A choice between two production scenarios for the banners, posters and monitor stickers created by Cisco for the Lighthouse Pilot:
Scenario (1) – Cisco delivers production-and-digitally-ready files for Odisee marketing to produce with their preferred vendor(s) and install themselves.

Scenario (2) Cisco’s Design Agency manages the production of all deliverables and delivers them to Odisee marketing for installation.

Supporting notes:

- For either scenario, production/installation costs are earmarked to be less than \$12,000 USD. All paid for by Cisco.
- If more Lighthouse Pilot materials are needed after Phase 1, we can discuss. Depending on their expense, we might need to share the production expense.
- All materials created by Cisco for the Lighthouse Pilot will be yours to use; however, Cisco will continue to own the IP such as Cisco logo and Cisco brand elements.
- Cisco will initiate a follow-up meeting with Odisee Marketing Department after files are delivered to confirm they have everything they need if scenario (1) is chosen.

What Academy Will Provide

Odisee University agrees to:

1. Display the materials created by Cisco for the Lighthouse Pilot for **nine months** (beginning August 2018 through April 2019).
2. Ensure that the materials created by Cisco for the Lighthouse Pilot are installed **within 5-6 weeks** after design files are production-ready.

Supporting notes:

- Final design files are to be used as is. Odisee Marketing to give size, quantity and other specifications to the Lighthouse Pilot team during the **courtesy design review meeting**. Final files will factor in this feedback.
 - There are no restrictions regarding the placement of the materials created by Cisco for the Lighthouse Pilot; only that they are displayed within 5-6 week timeframe.
3. Utilize the materials deemed for “digital marketing” created by Cisco for the Lighthouse Pilot within the **same 5-6 week timeframe**. Within three weeks after receipt, Odisee Marketing Department to share their digital marketing plan with the Cisco Lighthouse Pilot team by completing **Digital Marketing Form A** in the addendum and emailing to the Cisco Lighthouse Pilot team at lighthouse-pilot@external.cisco.com.
 4. Allow Cisco to bring a customer to your institution where you serve as a reference for the Networking Academy program. A minimum of one customer visit per quarter.
 5. Host a Cisco Networking Academy event after materials created by Cisco for the Lighthouse Project are up. For the event, you agree to follow a **Lighthouse Event Checklist**, provided to you by the Cisco Lighthouse Pilot team **four weeks prior to event**. Prior to the event, you will collect consent forms from anyone that will be in the video footage. For the event, you will assist a videographer hired by Cisco to follow a video shot list contained in the Checklist, using only the students and faculty that have provided consent forms. You will ensure that the videographer does not take any face shots of anyone that does not provide a consent form. Either the consent forms can be provided to Cisco representative (Rik Bleeker or Piotr Pluta) present at the event or forms can be emailed within two weeks after the event to lighthouse-pilot@external.cisco.com.
 6. Help Cisco measure success of the Lighthouse Pilot by agreeing to compile data per the **Pilot Metrics Form B** in the addendum and submit it quarterly by email to Cisco Lighthouse Pilot team at lighthouse-pilot@external.cisco.com. Quarterly schedule: end of July 2018, end of October 2018, end of January 2019 and end of April 2019.

Recommended 2018 Timeline

With the spirit of moving forward quickly and accomplishing this important initiative together, we suggest the following timeline:

<i>Milestones</i>	<i>Dates</i>
<i>Mutual agreement reached by both parties</i>	By July 10
<i>Cisco shows a courtesy preview of design to Odisee UC and Odisee marketing</i>	Mid-July
<i>Odisee UC provides baseline data to Cisco</i>	End of July
<i>Cisco to finalize production files</i>	Mid-August
<i>Production commences</i>	End of August/Early Sept.
<i>Odisee marketing submits digital marketing plan to Cisco</i>	Within 3 weeks after digital files are received
<i>Odisee UC has Cisco marketing materials installed</i>	Within 5-6 weeks after files are finalized
<i>Cisco provides event checklist to Odisee marketing</i>	Four weeks prior to launch event
<i>Launch event</i>	TBD
<i>Odisee UC provides video consent forms</i>	To Cisco representative at event or within 2 weeks after event takes place

Acknowledgement

The Lighthouse Pilot (as outlined within this Letter of Participation) is agreeable to respective parties:

_____ (signature) _____ (date)
Odisee vzw, (0408.429.584)
Belgium, 1000 Brussels, Warmoesberg 26,
hereto represented by Joris Rossie

_____ (signature) _____ (date)
Cisco Networking Academy,
170 W. Tasman Dr., San Jose, CA 95035,
hereto represented by Piotr Pluta

Addendum

Form A – Cisco Lighthouse Digital Marketing

Form B – Cisco Lighthouse Pilot Metrics



Cisco Lighthouse Digital Marketing Form

Please complete and mail form to Lighthouse Pilot team at lighthouse-pilot@external-cisco.com.

Describe your specific strategies and tactics for utilizing Cisco marketing tools in your online channels:

When do you plan to launch?

Which audiences to you plan to reach?

What messages will you be communicating?

How will you tie in Cisco?

What will be your metrics for success?



Cisco Lighthouse Pilot Metrics Form

Please complete and email form per quarterly schedule to Lighthouse Pilot team at lighthouse-pilot@external-cisco.com.

1. Student enrollment

- Number of self-paced:
- Number of instructor-led:

2. Number of students completing program:

3. Number of new instructors added:

4. Number of new academies added:

5. Share below any feedback from new Cisco marketing tools – provide comments in text: