



# GUIDELINES FOR STATEWIDE AND REGIONAL CONTRACT SERVICES

## Intent

These guidelines are intended to provide clarification on the rights and responsibilities of colleges in responding to requests for contract training by business and industry and in the marketing of contract training services.

## Guiding Principles

The community and technical college system has the resources, expertise, and desire to provide fast, flexible, and immediate responses to businesses, industry associations, state and local agencies, and other establishments seeking education and training services. These guidelines are established with recognition that:

- Colleges can control marketing to new customers within their own districts; and
- System collaboration in serving customers, when possible, provides the greatest good for colleges, the customer, and the community; and
- Open, honest, and timely communication is vital to quality education and training services and is critical to building and maintaining strong relationships; and
- District boundaries shouldn't get in the way of responding directly to businesses' needs; and
- Competition is part of the market place and serves to meet customer needs.

## Definitions

**Marketing** contract training or educational services refers to conducting direct solicitation which includes but is not limited to cold calls, direct mailings, direct emails, and face-to-face solicitation. Marketing activities that are contracted to outside vendors by a college are to be accountable to these guidelines.

**Out of District** relates directly to the location of the training site. A college is, therefore, working out of district if they are providing training on a site that is outside of their geographic district region. In the case where a company wishing to conduct training at a site located within the college district boundaries has its headquarters or other centralized operations outside the district, it is permissible for the college to coordinate training with the company's headquarters. Should the same business then request additional contract training services from the college that are to take place outside the college's district, the college has first right of refusal to fulfill the training request.

**Intermediaries** are organizations and entities that interact between colleges (as training providers)

and business customers. They act as formal or informal brokers in the training marketplace and may also act as formal or informal training partners in contract training activities.

**Centers of Excellence** serve as statewide leaders in developing industry-driven education and training and are housed at individual community or technical colleges. Centers of Excellence act as clearing houses of information and resources and provide system coordination, coaching and mentoring to assist in building seamless educational and work-related systems.

## Guidelines

- A. It is agreed that colleges will only market contract education/training services within their geographic district boundaries unless there is a documented agreement between or among out-of-district and in-district colleges that allows for marketing in each other's district.
- B. It is further agreed that when a business, state or local agency, or other establishment requests training with an out-of-district college for contract education and training services, the out-of-district college will have first right of refusal to respond to the education/training request. If the out-of-district college agrees to respond to the request, they will first contact the in-district college with courtesy notification that an out-of-district request has been made and accepted. Whenever possible, colleges involved will collaborate to respond to the education/training request.
- C. Because businesses obtain training services through a number of different types of intermediaries, it is agreed that colleges will apply the following guidelines when intermediaries are involved in contract training.

## Intermediaries Not Affiliated with Community and Technical Colleges

Intermediaries that engage in education or training brokering services like Impact Washington, Association of Washington Businesses, economic development councils, workforce development councils and chambers of commerce may request training from an out-of-district college on behalf of clients. When an out-of-district request is made by an intermediary of this type, it is agreed that the out-of-district college may respond the same as it would if the business itself were requesting the training (as provided in section (B) above).

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## Revision and Amendment History

Description	Revision Date
Guidelines approved by WACTC	09/29/2006