



MUTUAL BENEFIT AGREEMENT FOR STATUS AND BRANDING

For over 40 years, the Association of California Community College Administrators, ACCCA has provided advocacy, professional development and benefits to its members who are the administrators and managers of the largest higher education system in the world.

The following mutual benefit agreement would brand **SchoolsFirst Federal Credit Union** as the *exclusive financial services provider endorsed by ACCCA to its growing membership*.

Among our membership are business and corporate partners whose basic membership benefits include:

- Representation on the ACCCA Board of Directors and an opportunity to serve on the Board
- A connection to over 1200 administrators and managers in the California community college system through ACCCA
- An annual subscription to the Association's new quarterly publication *ACCCA Reports* (relaunch of the revised newsletter set for January 2019)
- Weekly legislative updates delivered to your contact electronically and access to ACCCA's advocate to answer your questions
- A link on the ACCCA website via the online directory of preferred business members
- Reduced rates for banner advertising on the web site and in the annual conference program
- Reduced rates for sponsorship and conference options
- Opportunities to present at selected conference sessions and special events
- Opportunity to exclusively sponsor regional workshops and social events for targeted audiences
- Opportunity to submit articles for publication in *ACCCA Reports*
- Opportunity to be connected with ACCCA's network of over 250 campus representatives and commission volunteers.

As the *exclusive financial service provider* to ACCCA members, a focused branding and promotional campaign would be developed by ACCCA to promote SchoolsFirst to its members as a part of their curated benefits package. This would include:

- An initial distribution of promotional material provided by SchoolsFirst to announce the partnership. Materials will be distributed to members in a coordinated campaign in the 2018-19 operating year.
- Annual promotions in coordination with ACCCA member recruitment efforts

- Inclusion of SchoolsFirst information as a part of each new member packet

In exchange for these benefits:

BUSINESS MEMBERSHIP: SchoolsFirst will become a Business Member of ACCCA upon payment of annual dues, and will provide all necessary printing of materials for branding purposes that promotes both SchoolsFirst and ACCCA membership to California community college administrators and managers.

ANNUAL CONFERENCE: SchoolsFirst will have a presence and participate at the Gold Level (\$2,500) at the 2019 Annual Conference of the Association. Should the agreement be renewed, participation will be at the Diamond Level [\$5,000] or other mutually agreed to level above the Gold Level. As such they will collaborate with ACCCA on content to inform potential members about financial services through SchoolsFirst as well as other financial-related content.

ANNUAL BUDGET WORKSHOP: SchoolsFirst will have a presence and participate as a named sponsor at the annual Workshop on the Governor's Proposed Budget. They may optionally collaborate with ACCCA to identify and host a keynote speaker from the financial realm.

ADMIN 101 and ADMIN 201: SchoolsFirst will have a presence and participate as a dinner sponsor at ACCCA's summer academies, Admin 101 in the south and Admin 201 in the north.

OPTIONAL SUPPORT: SchoolsFirst may choose to sponsor one regional event [cost of catering] in a selected region of the state each year and/or may contribute to ACCCA members in other ways to be determined [scholarships, etc.]

DURATION: The agreement is one year beginning on January 1, 2019 and concluding on December 31, 2019. The agreement may be reviewed and updated each year, or revoked by either party at will.

AGREED ON:

Nov. 26, 2018

AGREED ON:

BY:

Jan K. Brown

BY:

TITLE/AGENCY:

Executive Director

TITLE/AGENCY:

ACCCA

SCHOOLSFIRST FEDERAL CREDIT UNION