Cisco Networking Academy Membership Guide v3.8

Last Updated October 2021

Your guide to success in the Cisco Networking Academy program

1. Overview

1.1. Purpose of This Document

Welcome to the Cisco Networking Academy program. Your organization plays a critical role in the success of Cisco Networking Academy globally. You help ensure that every academy delivers high quality instruction and achieves positive student outcomes. This document provides a detailed description of the program requirements, policies, and resources available to you.

1.2. Benefits of Cisco Networking Academy Membership

Be the bridge to career possibilities for people everywhere by providing the best workforce development program in the industry. As a member of Cisco Networking Academy, your institution has access to a comprehensive technology skills and career building program with a global reputation for preparing people for success in a connected world. Benefits of Cisco Networking Academy include:

Learning Resources that Promote Academic Excellence

- Online access to up-to-date technical curricula for Cisco certified courses, partner courses as well digital badges
- Access to the Cisco netacad.com and skillsforall.com learning platform for administrators, instructors, and students
- Access to videos, graphics, and supplemental learning materials in several languages
- Online assessments that provide immediate feedback
- Interactive Tools such as Cisco Packet Tracer, a network configuration simulation tool, which may only be used in a non-commercial, non-production training environment. Packet Tracer may only be used to educate students enrolled in Cisco Networking Academy courses. As a condition to your distribution and use of Cisco Packet Tracer you must comply with the [Cisco Packet Tracer Terms](#).

Support for Success

- Global and local marketing of Cisco Networking Academy to students and employers
    - o Enhanced Marketing Toolkit
    - o Ability to co-brand marketing content
    - o Quarterly Marketing Roundtables
    - o Job trends analysis, Future of work content and information on the value of certifications

- Support services from an Academy Support Center (ASC)
- Ongoing professional development from an Instructor Training Center (ITC) or ASC
- Instructor Professional Development (IPD) week to inform about NetAcad updates, curriculum changes, and new industry technologies
- Remote Instructor Training Best Practices Playbook on Cisco netacad.com learning platform
- Support from the Cisco Global Support Desk
    - o Live agent support available 16 hours a day, 5 days a week via chat, web, and email

- Support via Chat BOT Virtual Assistant and FAQs available 24x7
- Support offered in English, French, and Spanish
- Online reporting of quality metrics based on global standards
- Discounted equipment and Cisco certification exam discounts
- Business Development and Marketing Materials: NetAcad positioning targeted for a variety of audiences
- Quarterly Marketing Roundtable, keeping partners and instructors up to date on marketing initiatives
- Networking Academy Maintenance including:
  - Download of supported versions of Cisco software for Networking Academy labs
  - Access to technology packages and advanced feature sets required for specific labs
  - Registered access to Cisco.com

  Note: Networking Academy Maintenance does not provide hardware replacement. Cisco SMARTnet Total Care service is available at discounted rates for academies.

A Global Community of Educators Dedicated to Collaborative Learning

- An active Facebook and LinkedIn community
- Virtual and live regional events to network with others and learn about the latest technology

Recognition from Cisco, a Leading Technology Corporation

- Achievements and milestones are acknowledged through the Cisco Networking Academy Recognition Program.

  Note: All benefits defined in the Cisco Networking Academy Membership Guide are applicable to all academies in good standing upon admission to the Cisco Networking Academy program unless otherwise stated. Benefits may be added, removed or modified to better serve the community.

1.3. Types of Academies

A Cisco Academy is an organization that teaches technology skills and career building to **students** using the Cisco Networking Academy curriculum and tools, in order to improve career and economic opportunities.

An Instructor Training Center (ITC) is an institution that trains and accredits new and existing **instructors** to teach the Cisco Networking Academy curriculum. An ITC also provides technical support and professional development opportunities to instructors for up to one year.

An Academy Support Center (ASC) is an institution that provides academies with operational support and services. An ASC is the first line of support for academies when an issue arises. An ASC is also the lead for onboarding new academies and getting them oriented to the tools and processes in the program.

1.4. Roles and Responsibilities

When your institution becomes an academy, you join a global network of diverse educational institutions dedicated to the values and mission of Cisco Networking Academy. Each type of academy has a distinct role to play in the success of the program. A single institution may take on one or multiple roles described in the following sections.

1.4.1. Academies

Academies teach technical skills and career building to **students** using the Cisco Networking Academy curriculum and tools. Academies are responsible for recruiting students, hiring instructors, providing facilities for instruction, and maintaining student records in the learning platform. Depending on the [courses](#) they offer, academies are encouraged to purchase [lab equipment](#) (see section 2.2 Academy Policies) for hands-on activities and may be required to align to an Academy Support Center. All academies must comply with the terms of their membership agreement and the policies outlined in this Membership Guide.

1.4.2. Instructor Training Centers

ITCs prepare and authorize new and current Cisco Networking Academy instructors to teach Cisco Certification Aligned courses (ex: CCNA, DevNet, ...). An ITC may charge by activity or subscription for all services they provide and may engage the academies they support in fee-for-service contracts.

They are responsible for providing:

- Access to online instructor resources for training.
- One year of technical support for participating instructors completing training at the ITC including assisting them in starting their classes.
- Details about lab equipment needed to teach courses.
- Assistance and virtual support for lab setup.
- Participation in Cisco Events, such as IPD Week, Partner Conference, etc. as needed.
- Quarterly professional development opportunities to instructors they have trained, either using material provided by Cisco or developing new or localized material.
- Support and lead efforts to grow the number of qualified Networking Academy instructors actively delivering training to students.
- Conduct a minimum of training sessions per year, with a minimum target of new instructors trained, to be agreed upon in partnership with the Cisco Business Development Manager.

    ITCs should focus their efforts in training instructors who are committed to and have plans to open a student class in their curriculum within 12 months of obtaining their instructor certification.

All ITCs must comply with the terms of their membership agreement and the policies outlined in this Membership Guide.

1.4.3. Academy Support Centers

ASCs play a critical role in the development, growth, and sustainability of Cisco Networking Academy. They recruit academies and instructors, helping them meet requirements for delivery of the Cisco Networking Academy curricula. ASCs are responsible for:

- Supporting academies and instructors (new and existing) with day to day questions on learning management system (LMS), curriculum, assessments and other aspects of the program.
- Mentoring academy contacts and instructors.
- Providing new instructors a walk-through of how to use the LMS and other Networking Academy tools.
- Driving student growth and participation within existing academies, as well as recruiting new academies.
- Proposing ideas and taking action to expand the reach of Cisco Networking Academy by expanding the content and curriculum offered by an institution.

- Working with educational institution or Government policy makers and other stakeholders to localize the Cisco Networking Academy in the educational market.
- Identifying the need and assisting Cisco in obtaining curriculum alignment for key market segments.
- Providing feedback to Cisco on initiatives to help grow student participants in reskilling or upskilling opportunities.
- Participating in and advertising Cisco Events, such as IPD Week, Partner Conference, Quarterly Marketing Roundtable etc.
- Amplifying Cisco Networking Academy marketing and communication efforts (ex: including a section in their organization website or social media channels promoting Cisco Networking Academy initiatives).
- Amplifying awareness of the Talent Bridge Program career resources and job matching engine with students, instructors and academies.
- Update Business Development Manager on Cisco Academy Contact changes and/or work with Cisco Networking Academy Support to update the Cisco Academy Contact.
- Work with Cisco Business Development Manager in developing a strategy for their country with clear initiatives and goals.

An ASC may charge by activity or subscription for all services they provide. ASCs **must** provide, at a minimum, the following services to the academies they support:

- Act as the primary point of contact for academies in need of support.
- Assist in onboarding new academies and provide access to a program orientation for new administrators and instructors.
- Assist academies and instructors with questions relating to the use of the program.
- Make academies and instructors aware of updates and changes to program (courses, platform, policies, etc.).
- Lead activities to drive growth in number of students participating in the program, through existing and new academies.
- Mentor academies and instructors on how to navigate the local education system, including the integration of NetAcad courses into an institution's curriculum.

In addition to providing the services above, ASCs are encouraged to provide academies and instructors with services and offers of their own, increasing value to their academy and increasing its sustainability.

All ASCs must comply with the terms of their membership agreement and the policies outlined in this Membership Guide. ASCs must provide all services listed above by the end of each calendar year or Cisco can invoke the option to terminate the ASC's membership agreement. ASCs should work with their Cisco Business Development Manager to understand service details and responsibilities.

1.4.4. Cisco

In addition to the benefits listed in section 1.2 ([Benefits of Cisco Networking Academy Membership](#)), Cisco is responsible for the following:

- Develop and maintain curricula and assessments for Cisco certified courses
- Develop and maintain the online course delivery system
- Provide supplemental learning materials, interactive tools, and other resources
- Support a partner ecosystem of ASCs and ITCs to provide instructor professional development, technical, mentoring, and program support to academies
- Provide equipment discounts and certification exam discounts for Cisco certified courses
- Provide certificates of course completion, digital badges, and continuing education credits
- Maintain the Cisco Networking Academy Recognition Programs

Note: Benefits may be added, removed or modified over time in order to provide the best and most relevant resources to the community.

1.5. Becoming a Member of Cisco Networking Academy

To join the Cisco Networking Academy community, all institutions must go through the onboarding process, which includes signing the applicable membership agreement(s) and reviewing and agreeing to the policies applicable to the membership type(s) listed in [Section 2.2](#) below.

Note: Entities are prohibited from operating as part of the Cisco Networking Academy program in a U.S. sanctioned country or embargoed destinations, including, but not exclusively, Cuba, Iran, the Crimea Region, North Korea, and Syria. In rare circumstances, the US Government may approve a license for limited training in an embargoed country. However, the assumption of denial applies.

1.5.1. Becoming an Academy

A contact who is authorized to make decisions for an institution completes the online form: [Become an Academy](#). Additional information may be required, depending on regional requirements and processes. The application is reviewed by the Cisco Networking Academy staff, who have the sole discretion to deny acceptance of an institution, without any liability, for any reason or for no reason. Applicants are notified by email whether their institution has been accepted to participate in the program. If the application is accepted, the contact will receive an email to log in to the learning platform and sign the membership agreement to set up an account.

After acceptance, either Cisco or the institution may terminate the membership agreement without any liability to the other party for any reason or for no reason by providing at least thirty (30) days' written notice to the other.

NOTE: If the institution is located in Russia, additional regional requirements and guidelines can be found in this [resource](#).

1.5.2. Becoming an Instructor Training Center or Academy Support Center

Institutions may become an ITC or ASC by applying online using the Apply to become an ASC or ITC link under the I'm Managing tab in the Cisco netacad.com learning platform. The application is reviewed by the Cisco Networking Academy staff who have the sole discretion to deny acceptance of an ITC or ASC, without any liability, for any reason or for no reason. If approved, the institution will be invited to accept an Instructor Training Center Membership Agreement and/or Academy Support Center Membership Agreement. If a candidate institution is not

an academy, they can contact the Cisco Global Support Desk at netacadsupport@netacad.com to initiate the process.

After acceptance, either Cisco or the ITC or ASC, as applicable, may terminate the applicable membership agreement without any liability to the other party, for any reason or for no reason, by providing at least sixty (60) days' written notice to the other.

2. Policies

2.1. Overview of Cisco Networking Academy Policies

The Cisco Networking Academy policies were created to help ensure the high-quality delivery of the Cisco Networking Academy offerings. All instructional and administrative staff who are part of the Cisco Networking Academy program should be familiar with the applicable policies. Joining Cisco Networking Academy and accepting the appropriate membership agreement indicates a binding commitment to adhere to the policies set forth in this document.

2.1.1. Scope

The applicable policies listed in the next section must be adhered to by all academies, ITCs, and ASCs. Prior written approval from Cisco must be obtained for any exceptions to these policies.

2.1.2. Compliance

Compliance with applicable Cisco Networking Academy policies is required for member institutions. Several processes are in place to promote and support compliance.

> **Note:** When an institution fulfills more than one role, it is necessary for that institution to abide by the policies and sign the appropriate membership agreement for each role it fulfills.

2.1.3. Non-Compliance

Failure to comply with these policies may result in the termination of the membership agreement and loss of membership privileges and access.

2.2. Academy Policies

All academies must adhere to all the following policies to maintain membership in the Cisco Networking Academy community:

1. Institution must be approved by Cisco to become an academy.
2. Academies must comply with Cisco's policy on non-support of violence and terrorism.
3. Academies must accept the online (or other) membership agreement upon joining the Networking Academy program. The membership agreement will be automatically renewed for the duration of the academy's participation in Networking Academy.
4. Academies must comply with Cisco copyright, marketing, and privacy policies as well as complying with all applicable laws (including those related to sanctioned and embargoed countries). (See Related Policies.)

5. Academies must ensure hands-on or remote access to equipment, in line with course guidelines to support skills-based learning and assessment.

6. Academies must assign the roles of Contact and Advisor to at least one individual. The Contact is the main contact for Cisco regarding operational tasks, general communications, and feedback. The Advisor is responsible for collaborating with Cisco and/or an ASC on matters related to quality and overall academy success. (See Continuous Improvement of Educational Quality.)

7. Academies must ensure that instructors successfully complete any required training and assessments in a Cisco Networking Academy course prior to teaching that course. Instructor certification is recommended, but NOT mandatory or a prerequisite for teaching a course. (Please see Instructor Training Policies and Guidelines.)

8. Academies must ensure that only Cisco Networking Academy registered students are permitted access to curriculum and skills-based assessments to maintain the integrity of the Cisco Networking Academy program.

9. Academies must ensure that all students taking the class are enrolled in the Cisco netacad.com learning platform and use the Cisco Networking Academy materials including assessments.

10. Academies must ensure that all instruction for these courses developed by Cisco (CCNA Introduction to Networks, CCNA Switching, Routing, and Wireless Essentials, and CCNA Enterprise Networking, Security, and Automation, Network Security, CyberOps Associate, CCNP Enterprise, and DevNet Associate) meet the following criteria:

    - Instructor led

    - A minimum of 28 days for course/class duration

11. Academies may choose to deliver Cisco Networking Academy instructor-led courses to students in person or remotely. In either learning environment, however, physical equipment for use in labs is essential for CCNA and CCNP courses. Best practices and feedback from educators and learning scientists show unequivocally that beginners in networking should have access to physical equipment, in turn leading to better learning outcomes. Therefore, NetAcad's position is that every student studying CCNA or CCNP course materials and completing lab exercises should have physical equipment to learn on. In cases where it is impossible for students to gain access to a full lab environment, we strongly recommend the use of one or a combination of:

    - Remote access to labs as a hosted service (eg: NDG NETLAB+)

    - Packet Tracer complemented with a subset of the recommended physical equipment (any available switch, router or other network devices)

12. All academies that intend to offer IT Essentials, CCNA Introduction to Networks, CCNA Switching, Routing, and Wireless Essentials, and CCNA Enterprise Networking, Security, and Automation, Network Security, CyberOps Associate, CCNP Enterprise, DevNet Associate and IoT Fundamentals are required to align to an ASC for support. All other academies are highly encouraged to align with an ASC as well. For courses not requiring alignment with an ASC, instructor must contact the support desk for answers to their questions.

13. Cisco Networking Academy also offers courses developed by content partners. Each content partner has their own Terms and Conditions that must be accepted before teaching a class developed by that content partner.

14. Academies must manage their own educational quality. (See Continuous Improvement of Educational Quality.)

15. All individuals associated with an academy must accept and comply with the Website Usage Agreement and the Networking Academy Copyright Permissions.

Note: Some information, including but not limited to, the name and email addresses of Contacts and Advisors and basic performance indicators may be shared with your ASC so they can provide support as needed. Any personal data provided to Cisco will be treated in accordance with Cisco's Privacy Statement (including the Networking Academy Data Privacy Sheet).

2.3. Instructor Training Center Policies

Cisco partners with institutions called ITCs to train Cisco Networking Academy instructors to effectively deliver the Cisco Networking Academy curriculum to students. ITCs must adhere to the following policies to maintain membership in Cisco Networking Academy:

1. Institution must be approved by Cisco to become an Instructor Training Center.

2. ITCs must comply with Cisco's policy on non-support of violence and terrorism.

3. ITCs must accept the online (or other) membership agreement upon joining the Networking Academy program and every three years thereafter.

4. ITCs must comply with Cisco copyright, marketing, and privacy policies as well as complying with all applicable laws (including those related to U.S. sanctioned and embargoed countries). (see Related Policies.)

5. ITCs must assign the role of Contact to at least one individual. The Contact is the main contact for Cisco regarding operational tasks, general communications, and feedback. (See Continuous Improvement of Educational Quality.)

6. ITCs must ensure that Instructor Trainers have a valid IT career certification aligned to the courses they teach, successfully complete the qualification process, and renew their qualifications as described in the Instructor Trainer Qualification Guidelines.

7. ITCs must have at least one qualified Instructor Trainer in any curriculum to offer instructor courses.

8. ITCs must have access to lab equipment that meets current curriculum requirements and provide multiple options for instructor training.

9. All individuals associated with an ITC must accept and comply with the Website Usage Agreement and the Networking Academy Copyright Permissions.

10. ITCs are expected to offer quarterly professional development opportunities to instructors they have trained, either using material provided by Cisco or developing new or localized material. ITCs may engage the academies they support in fee-for-service contracts.

11. ITCs are encouraged to offer support or training for courses developed by content partners that are delivered on the Cisco Networking Academy platform.

2.4. Academy Support Center Policies

Cisco partners with ASCs to support academies and Cisco Networking Academy instructors. ASCs must adhere to all of the following policies to maintain membership in Cisco Networking Academy:

1. Institution must be approved by Cisco to become an Academy Support Center.

2. ASCs must comply with Cisco's policy on non-support of violence and terrorism.

3. ASCs must accept the online (or other) membership agreement upon joining the Cisco Networking Academy program and every three years thereafter.

4. ASCs must comply with Cisco copyright, marketing, and privacy policies as well as complying with all applicable laws (including those related U.S. sanctioned and embargoed countries). (See Related Policies.)

5. ASCs must assign the role of Contact to at least one individual and the role of Advisor to one individual. The Contact is the primary contact for Cisco regarding operational tasks, general communications and feedback. The Advisor is the primary contact for Academy administrators and instructors with support needs.

6. All individuals associated with an ASC must accept and comply with the Website Usage Agreement and the Networking Academy Copyright Permissions.

7. ASCs are permitted to support academies anywhere in the world, unless academy is part of a closed country or ecosystem. There are some countries (ex: Russia) that have a closed ecosystem in which academies are assigned to a specific ASC in their region in order to maximize the value to the instructor, academy and partner

Note: ASCs may engage the academies they support in fee-for-service contracts.

3. Related Policies

3.1. Cisco Networking Academy Policy on Eligibility

Cisco Networking Academy is focused on creating social benefit and positive outcomes for its students and member institutions. To participate in Cisco Networking Academy as either an academy, ITC, or ASC, entities must be either (a) a "not-for-profit"; or (b) a Cisco approved organization, as determined by Cisco. In either case (a) or (b), the entity may be required to provide Cisco with such evidence (including information and documentation) of its status that Cisco, in its absolute discretion, requires.

3.1.1. Not-for-profit Designation

"Not-for-profit" is an organization that:

- is defined as such by local law (for example, in the US, a public charity that is non-profit and tax exempt under the U.S. Internal Revenue Code Section 501 (c)(3)); or
- if no such definition exists in local law, provides evidence to Cisco's satisfaction that is otherwise "not for profit" (for example that it will offer the Cisco Networking Academy courses on a cost recovery basis for the social benefit of its students and community).

Assuming the entity otherwise meets the quality and legal requirements for participation, these organizations may be eligible to participate in Cisco Networking Academy.

3.1.2. Cisco Approved Organizations

"Cisco approved organizations" are entities that Cisco determines, in its absolute discretion, to be eligible to participate in the Cisco Networking Academy program. These may be "for-profit" organizations, universities, accredited career colleges; government departments or agencies and must otherwise meet the quality and legal requirements for participation.

3.2. Cisco's Policy on Non-support of Violence and Terrorism

Cisco does not knowingly support organizations that endorse, support, or promote violence, terrorist activity, or related training, whether through their own activities or indirectly through their support of, support by, or cooperation with other persons and organizations engaged in such activities. We require any entity that participates in Networking Academy to confirm that they do not engage in or support such activities, and we vet our partners with care. If an entity appears to be in violation of this policy, we will suspend activity immediately. If our investigation discloses violations of this policy we will classify the institution as ineligible for future participation in the program, and we will take such other steps as the law may require.

3.3. Cisco's Policy on Copyright

Cisco Systems, Inc. and its affiliates ("Cisco") invest significant resources to create software, text, and other materials. The majority of these materials are protected under copyright laws of the United States and of other countries worldwide. To protect its investment, Cisco diligently guards against infringement of its copyrighted materials. Cisco's copyright policy and trademark policy outline certain conduct that violates Cisco copyrights. This policy is subject to change at any time and without notice.

3.3.1. Copyright

Copyright protects original works of authorship fixed in a tangible medium of expression. Copyright infringement occurs when any one or more of the following rights is violated: (1) reproduction; (2) adaptation; (3) distribution to the public; (4) performance in public; or (5) display in public. Copyright infringement issues can also arise when a new work or a modification of an existing work, known as a derivative work, is created from a copyrighted work. A derivative work is based upon a preexisting work in which the preexisting work is changed, condensed, recast, transformed, adapted, or embellished. If the preexisting or underlying work is a protected work under copyright law, one who wishes to exploit the derivative work must obtain a license from the owner of the copyright in the underlying work or works. Thus, modification of Cisco copyrighted materials for commercial use without explicit permission constitutes infringement.

Without written permission from Cisco, no one may make any unauthorized reproduction or engage in distribution of Cisco copyrighted materials, which include, but are not limited to, materials such as books, publications, computer software (including object code and source code), online curricula, web content, diagrams, photos, testing materials, exams, text, images, and graphics published by Cisco in any format.

It is Cisco policy to enforce its copyrights against any third-party infringer. Except as provided in the Limited Authorization in 3.3.2 of this Membership Guide, to help ensure that no entities or individuals participating in the Cisco Networking Academy program infringe on any Cisco copyrighted materials, they should not, without express permission from Cisco, engage in any of the following:

- Directly or indirectly copy, reproduce, or distribute any Cisco materials (including webpages) or any part of the text or graphics from those materials.
- Directly or indirectly modify or create derivative works of any Cisco materials.
- Copy, reproduce, or modify source code or object code of any Cisco product.
- Create an emulator or simulator of a Cisco product, such as a Cisco router, in a manner that is likely to confuse the public about the source of the emulator or simulator.
- Create materials that look as though they originated from or are endorsed by Cisco.

- Imitate the color or visual appearance of Cisco materials and/or products.
- Use Cisco icons as graphical design elements in your materials. These icons should be used only in network design diagrams.
- Distribute Cisco work by sale, rental, or other disposition.

3.3.2. License to Program Materials

Cisco grants entities participating in the Cisco Networking Academy program under an appropriate written agreement a nonexclusive, nontransferable license to use the materials provided to it as part of the Cisco Networking Academy program including courses, videos, graphics, support materials and tools ("Networking Academy Offerings") solely for the purpose of fulfilling its role in the Cisco Networking Academy program. The license only lasts for as long as that entity continues to be a member of the Cisco Networking Academy program and will end when the relevant agreement between that entity and Cisco ends or, if earlier, when Cisco otherwise notifies the recipient that the license is terminated. Cisco retains all right, title, ownership and interest in Networking Academy Offerings and any modifications or improvements, including but not limited to translations and localized versions of Networking Academy Offerings. All licenses not expressly given by Cisco herein are reserved. Recipients must not remove, conceal, or alter any product identification or proprietary notices appearing on the Program Material or any products made available in connection with the Program. Except as set forth in any separate agreement involving the relevant products, rights and obligations with respect to any software provided in connection with the Cisco Networking Academy program shall at all times be subject to the terms found here: www.cisco.com/web/about/doing_business/legal/terms_conditions.html

To the maximum extent permitted by law, Cisco provides all materials (including any Networking Academy Offerings), services, websites or other deliverables provided as part of the Cisco Networking Academy program "as is", without warranty of any kind, express or implied, including, without limitation, any implied warranties or conditions of merchantability, fitness for a particular purpose, satisfactory quality or non-infringement. To the maximum extent permitted by law, all such warranties are hereby excluded.

Without limiting the foregoing, Cisco authorizes active instructors at authorized and active academies, ITCs and/or ASCs to reproduce portions of Cisco Networking Academy Offerings, to use for the sole purpose of furthering the instruction of active students who are participating in Cisco Networking Academy. This limited authorization automatically terminates if the instructor ceases working as an active and authorized instructor for the Cisco Networking Academy program. Upon revocation, a former instructor must immediately cease all use of Networking Academy Offerings Materials and return to Cisco all existing copies of any such Networking Academy Offerings.

3.3.3. Copyright Permission Requests

To request permission to use Cisco copyrighted material, please use the online request tool.

3.4. Cisco's Policy on Marketing

3.4.1. Entity Status

Subject to 3.4.2. ("Use of Marks") and the logo usage guidelines outlined in section 3.4.2, an academy, ITC, ASC (each an "Entity"), may advertise, during the term of its membership agreement with Cisco, its status as an

academy, ITC, or ASC, provided it is in full compliance with the terms and conditions of their membership agreement.

3.4.2. Use of Marks

Solely while their membership agreement remains in effect, Entity is authorized to use the Program Logo Cisco makes available for download from the Cisco netacad.com learning platform (hereinafter collectively referred to as the "Mark") for use to indicate Cisco Networking Academy membership or otherwise to market the program in a form and manner pre-approved in writing by Cisco. Any usage of the Mark must be in accordance with the Cisco trademark policy and any logo usage guidelines Cisco designates for the Mark.

Except as set forth above, Entity is not authorized to use the Mark or any other logo, trademark, branding, or other indicia of Cisco without prior written consent from Cisco, in each case. Entity confirms Cisco's sole and exclusive ownership and title to the Mark and that all goodwill arising from use of the Mark shall inure to the benefit of Cisco. Entity further acknowledges that it has no rights, title, or interest in the Mark. Other than as expressly provided in their membership agreement, Entity agrees that it will not use the Mark, and that it will not register or seek to register the Mark in any jurisdiction, and will not use, register, or seek to register any mark, name, or designation that is confusingly similar to the Mark. Entity also agrees that it will not challenge the validity of the Mark or take any other action, directly or indirectly, that is inconsistent with Cisco's ownership of the Mark. Entity agrees that all use of the Mark will be of at least as high a quality as the services currently offered by Cisco. Entity further represents and warrants that its use of the Mark will not involve anything that is objectionable, unethical, unreliable, obscene, or infringing. Cisco reserves the right to review Entity's use of the Mark at any time, and, upon Cisco's request, Entity shall provide to Cisco, at no cost to Cisco, samples of Entity's use of the Mark. If Cisco determines in its sole discretion that Entity's use of the Mark does not meet the requirements of their membership agreement or Cisco's quality standards, Entity shall immediately cease all use thereof.

The obligations and limitations in this 3.4.2 survive the termination or expiration of the Entity's membership agreement with Cisco.

3.5. Cisco's Policy on Privacy

Cisco respects and is committed to protecting your personal information. Our privacy policies reflect current global principles and standards on handling personal information – notice and choice of data use, data access and integrity, security, onward transfer and enforcement/oversight. To learn more, review the Cisco Online Privacy Statement and the Cisco NetAcad Privacy Data Sheet.

3.5.1. Eligibility and Parent/Guardian Consent

Each Cisco Networking Academy must obtain appropriate parent or guardian consents for students who are considered minors (under the law of your Cisco Networking Academy's jurisdiction). Consent is required for Cisco's processing of the minors' personal data, which includes the collection, use and sharing of the data, in connection with the administration and management of Cisco Networking Academy. This data may be transferred to Cisco affiliates worldwide. Each Cisco Networking Academy must maintain copies or other appropriate written proof of such consents, and promptly provide them to Cisco upon Cisco's reasonable request. The collection, use and

sharing of personal information by Cisco will be in accordance with Cisco's Privacy Statement referenced in section 3.5 above.

3.6. Compliance with Laws, and Embargoed Countries

Note: All entities and individuals participating in the Cisco Networking Academy program are reminded of their obligations to comply with all applicable international, federal, state, and local laws and regulations in connection with their participation in Cisco Networking Academy, including obligations with respect to export controls and embargo restrictions under the laws and regulations of the United States ("US.") and the European Union, including without limitation, export controls administered by the U.S. Department of Commerce, the United States Department of Treasury Office of Foreign Assets Control, and other U.S. agencies. Without limiting the foregoing, please note that entities are prohibited from operating as part of the Cisco Networking Academy in embargoed destinations or countries designated as supporting terrorist activities, including Cuba, Iran, the Crimea Region, North Korea, and Syria. In rare circumstances, the US Government may approve a license for limited training in an embargoed country. However, the assumption of denial applies. For further information relating to export and contract compliance, please visit the following website: www.cisco.com/web/about/doing_business/legal/global_export_trade/general_export/contract_compliance.html

4. Additional Information

4.1. Continuous Improvement of Educational Quality

To help ensure the high quality and consistent delivery of the Cisco Networking Academy curriculum and maximize student success, Cisco has developed tools and resources to help academies to monitor and engage in continuous improvement, including:

- **Academy Success Dashboard** reports on key metrics over time, by curriculum, and compared to country averages. Metrics include pass rate, student feedback surveys, and student performance (gradebook score and final exam score). Contacts, Advisors, and ASC Academy Specialists have access to the dashboard. To learn more, review the Academy Reports Page on the Cisco netacad.com learning platform.
- **Academy Advisor** regularly reviews the Academy Success Dashboard to identify opportunities for improvement. They work with their ASC Academy Specialist, Cisco representatives or an ITC to maintain quality and academy success.

4.2. Recognition

Cisco celebrates the success of our academies through the Cisco Networking Academy recognition program.

We encourage you to explore the Cisco Networking Academy recognition program and find out more about how you can meet the specific eligibility requirements and award criteria. Please visit the Recognition Program on the Cisco netacad.com learning platform.

By joining Cisco Networking Academy, member institutions agree to participate in the recognition program. All Academies and Instructors are automatically opted-in to receive Cisco Networking Academy notifications and public recognition on the Cisco Networking Academy netacad.com recognition pages, if they should achieve recognition. However, while Academies and Instructors that meet the criteria will receive recognition, **if you would**

prefer to not be recognized publicly for your achievement, please indicate your desire to opt-out of public recognition by selecting the opt-out option for Recognition in your Cisco netacad.com profile page.

4.2.1. Academy Recognition

Recognized milestones and achievements include:

- Special regional projects or initiatives that have significant impact to Cisco Networking Academy
- High impact contributions based on nominations from regional Business Development Manager
- Academy years of service

4.2.2. Instructor Recognition

Recognized milestones and achievements include:

- Recognition of instructor excellence based on student achievement and feedback
- High impact contributions based on nominations from regional Business Development Manager
- Instructor years of service milestones for 1, 5, 10, 15, and 20 years of active participation

4.2.3. Instructor Training Center or Academy Support Center Recognition

Recognized milestones and achievements include:

- Alignment to the goals and responsibilities of providing best in class support and instructor training to academies and instructors.
- Expand the impact of Cisco Networking Academy through the addition of new instructors and partnerships with local government, Non-Governmental Organizations (NGOs) and education institutions.
- Lead local social impact efforts in their communities.
- Demonstrate academic excellence through student enrollments and learning outcomes.
- Demonstrate positive results in social impact, student growth, accrediting instructors, guiding instructors to open Cisco Networking Academy courses, instructor satisfaction, and engagement.
- Host Instructor professional development.
- Initiate special regional projects or initiatives that have significant impact to Cisco Networking Academy.
- High impact contributions based on nominations from regional Business Development Manager.
- Collaboration and instructional excellence.

4.3. Guidelines for Program Sustainability

Cisco encourages institutions to consider the following guidelines to increase the sustainability of their program. Though not required, these best practices can contribute to the quality and sustainability of programs worldwide.

4.3.1. Guidelines for All Entities

1. Contacts, advisors, and instructors should complete the Academy Orientation course.
2. Create a business and communications plan that covers internal and external marketing.
3. Share your best practices with others to increase opportunities for academy and student growth.
4. Joint Commitment and Accountability Model

- Discover and accelerate new "impact" opportunities in the country.
- Identify key commitments for Cisco and Partners.
- Define common opportunities to expand reach and access of Cisco Networking Academy to be successful together.

4.3.2. Guidelines for Academies

1. Academies should adopt new versions of curricula when available.
2. Academies should promote community engagement such as community service projects and link to local employment opportunities for students.
3. Academies should adhere to the number of hours of classroom instruction and lab time durations.
4. Academies should explain the value of career certifications to students in a manner appropriate to student goals and needs.
5. Academies should provide opportunities for students to apply their skills in a manner appropriate to student goals and needs.
6. Cisco Networking Academy instructors should have a professional development plan. It is strongly recommended that instructors obtain relevant industry certifications (or equivalent) within two years of completing their initial training.
7. Cisco Networking Academy instructors should review any course concepts they are unfamiliar with through self-study or formal training.

4.3.3. Guidelines for ITCs

1. All Cisco Networking Academy Instructor Trainers should have a professional development plan.
2. Cisco Networking Academy Instructor Trainers are required to maintain relevant industry certifications (or equivalent) for the courses they teach.
3. Cisco Networking Academy Instructor Trainers should review any course concepts they are unfamiliar with through self-study or formal training.
4. ITCs should maintain a minimum of two qualified Instructor Trainers.
5. ITCs should operate on a fee-for-service, cost recovery basis, except when the institution has other means of support (such as government funding).

4.3.4. Guidelines for ASCs

1. ASCs should have at least one Advisor on staff.
2. Advisors should complete the Academy Orientation course in order to offer support to instructors and administrators of their supported Cisco academies.

5. Instructor Training Policies and Guidelines

5.1. Cisco Networking Academy Instructor Qualification Process

Qualified instructors can create a student class and deliver instruction in the Cisco netacad.com learning platform. The following policies and guidelines outline the process for providers of instructor training to qualify instructors.

Note: "Instructor" is an individual who trains students. "Instructor Trainer" is an individual who trains Cisco Networking Academy instructors. See section 5.2, Instructor Trainers.

5.1.1. Qualification

Specific instructor requirements for each curriculum are described on the Course Resources page. In general, instructors must:

- Be associated with an academy.
- Complete the Academy Orientation course.
- Complete instructor training in person or remotely or demonstrate their skills through the instructor fast track option.
- Successfully complete online, hands-on, skills-based assessments and course feedback forms, according to instructor training requirements.

5.1.2. Instructor Fast Track Option

Candidates who have prior subject matter knowledge may be qualified by demonstrating the skills and knowledge needed to teach a course. These candidates must successfully complete any hands-on, skills-based assessments associated with the course and the Academy Orientation course. An instructor candidate who does not pass the assessments must enter a full instructor training class.

5.1.3. Offering Remote Training Classes

ITCs may choose to deliver virtual or remote instructor-led training classes. Physical equipment for use in labs is essential for CCNA and CCNP courses. Best practices and feedback from educators and learning scientists show unequivocally, that beginners in networking should have access to physical equipment, in turn leading to better learning outcomes. Therefore, Cisco Networking Academy's position is that every student studying CCNA or CCNP course materials and completing lab exercises should have physical equipment to learn on. In cases where it is impossible for students to gain access to a full lab environment, we strongly recommend the use of one or a combination of:

- Remote access to labs as a hosted service (eg: NDG NETLAB+)
- Packet Tracer complemented with a subset of the recommended physical equipment (any available switch, router or other network devices)

The course cannot be self-paced or independent study and should follow the guidelines below:

- The Instructor Trainer should have previous experience in delivering virtual or remote instructor-led training to an audience.

- An instructional delivery plan should be developed to include the time and number of sessions (synchronous or asynchronous), the tools and technology that will be used for instruction, and the measures and technologies to ensure integrity and security of assessments (delivery and proctoring).

5.1.4. Continuing Education Guidelines

Instructors are encouraged to complete a minimum of four hours of training annually and to pursue industry certification in the course they are teaching. ITCs should develop and promote professional learning activities to the instructors they train.

5.2. Cisco Networking Academy Instructor Trainer Qualification Process

The Instructor Trainer Qualification process is a rigorous evaluation designed to maintain a high level of quality in instructor training.

5.2.1. Qualification Process

Following is the process for qualifying an instructor trainer to train instructors to teach CCNA Introduction to Networks, CCNA Switching, Routing, and Wireless Essentials, and CCNA Enterprise Networking, Security, and Automation, Network Security, CyberOps Associate, CCNP Enterprise, or DevNet Associate courses.

Eligibility

- Have good communication and management skills.

- Have taught at least one student class within the last 12 months in the relevant course.

- Supported by an ITC and associated with an ITC after passing the Instructor Trainer Qualification process.

- Nominated to become an Instructor Trainer by a Cisco Business Development Manager or by an ITC Contact.

- Additional requirements for CCNA courses: hold a Cisco CCNA® Certification and be accredited as a CCNA instructor.

- Additional requirements for CyberOps Associate: hold a Cisco CyberOps Associate ® Certification and be accredited as a CyberOps Associate instructor.

- Additional requirements for DevNet Associate: hold a Cisco DevNet Associate ® Certification and be accredited as a DevNet Associate instructor.

- Additional requirement for Network Security: accredited as a Network Security instructor.

- Additional requirements for CCNP Enterprise: hold a CCNP Enterprise® Certification and accredited as a CCNP Enterprise instructor.

Pretest

- CCNA Introduction to Networks, CCNA Switching, Routing, and Wireless Essentials, and CCNA Enterprise Networking, Security, and Automation, CyberOps Associate, CCNP Enterprise, and DevNet Associate instructor trainer candidates may be given the option to take a pretest in place of holding a current Cisco certification.

Proctored Evaluation

- Practical skills demonstrated through interactive tools and hands-on equipment

- Configuration and troubleshooting capabilities

- Knowledge of course topics

- Pedagogical, presentation, and technical skills demonstrated through presentations and Q&A sessions

5.2.2. Annual Renewal Process

To maintain qualification, Instructor Trainers must:

- Maintain or increase their IT career certification level.

- Teach at least one instructor class every three (3) years with a minimum of three students . Contact your regional Cisco Technical Manager for more details.

- Maintain an association with an Instructor Training Center (ITC).