



WILLIAM WOODS  
UNIVERSITY

## Statement of Opportunity

William Woods University is interested in expanding our relationship with State Fair Community College to provide their graduates, alumni and employees increased exposure to educational opportunities at an affordable cost. Along with increased enrollments, additional benefits to William Woods University through the partnership would include additional marketing and recruiting opportunities.

## Partnership Purpose

This is a partnership between William Woods University (referred to in the remaining document as WWU) and State Fair Community College (referred to in the remaining document as SFCC). The partnership name will be WWU-SFCC, and may be referred to as “The Parties”. Because of this partnership, graduates of State Fair Community College will enjoy a diverse, four-year, private college experience that places emphasis on cost transparency and student services. The goals of this partnership agreement are outlined below.

This Partnership Agreement will:

- Promote Associate Degree completion and transfer rates at SFCC; as well as, provide graduates/employees/alumni a more affordable opportunity to pursue a Bachelor's, Master's or Doctoral degree program at WWU.
- Implement an attractive incentive for SFCC graduates, employees and alumni to explore WWU degree completion and advanced graduate degrees.

## Partnership Profile

### William Woods University

William Woods University is a private, non-profit, coeducational institution of higher education, founded in 1870, that offers associate, bachelor's, master's and doctoral degrees. William Woods University is regionally accredited by the Higher Learning Commission. William Woods University students may enroll in day or online education classes at the main campus in Fulton, Missouri.

### State Fair Community College

State Fair Community College is a public community college in Sedalia, Missouri. In addition to the Sedalia campus, there are six extended campus locations in Boonville, Clinton, Eldon, Jefferson City, Lake of the Ozarks, and Whiteman Air Force Base. State Fair Community



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College opened its doors in 1966 and is affiliated with the Higher Learning Commission. This institution prides itself on providing relevant and responsive learning experiences that empower students and communities to prosper.

## Partnership Structure

WWU agrees to:

1. Provide enhanced benefits to SFCC graduates by offering a Transfer Grant to eligible SFCC transfer and graduates. To be eligible, the SFCC transfer or graduate must:
  - a. Be admitted to a WWU degree program.
  - b. Is no longer considered a first time fulltime student as defined by WWU or completed an Associate Degree from SFCC.
  - c. Not have attended another college, other than SFCC, since the awarding of the Associate Degree.
  - d. Accept up to 90 credit hours in transfer from SFCC depending upon program selection.
2. Provide a tuition discount to SFCC graduates desiring a traditional residential or commuter experience at the Fulton Campus, per the William Woods Transfer Scholarship matrix. Additional programmatic scholarships may be explored as a William Woods University transfer partner.
3. Provide a 20% tuition discount to SFCC graduates desiring to pursue online education through Woods Global.
4. Provide enhanced benefits to SFCC employees and their families by providing a 20% tuition discount to be applied to online courses taken at the undergraduate, graduate, and doctoral level; or, a 65% tuition only discount to SFCC employee spouse or dependent(s) desiring a traditional, residential or commuter experience at the Fulton Campus. (See information below under Tuition, Financial Aid and Billing for maximum percentage discounts.)
5. Provide enhanced benefits to SFCC alumni and their families by providing a 20% tuition discount to be applied to online courses taken at the undergraduate, graduate, and doctoral level.
6. Publicize the partnership by creating a landing page on the WWU website that promotes and explains the benefits of this partnership agreement.
7. Provide the following to support interested SFCC students:
  - a. Identify an employee of WWU to act as a SFCC Liaison for the SFCC-WWU Partnership.
  - b. The Liaison will collaborate through regular communication across both institutions regarding individual students interested in enrolling at WWU.
  - c. The Liaison will communicate with students interested in enrolling at WWU regarding program requirements, transfer equivalencies, and degree planning.



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SFCC agrees to:

1. Provide increased exposure and recruitment opportunities for WWU through the following:
  - a. Quarterly email blasts to all employees, students, and alumni promoting the partnership with WWU.
  - b. SFCC will provide WWU with an annual student list, containing email addresses, who have earned 30+ credit hours at SFCC. Email content will be provided by WWU Marketing teams and approved by SFCC.
  - c. Notify WWU of all advertised recruitment opportunities including transfer fairs. Additionally, provide the opportunity for a minimum of one private table set-up per month during the fall and spring semesters
  - d. Allow WWU to present educational opportunities to SFCC alumni through email or mail agreed upon by both parties. Marketing content will be provided by WWU Marketing teams and approved by SFCC
  - e. Display WWU transfer material in high traffic areas.
  - f. Include WWU logo in any student facing publications about transfer options; both digital and print.
  - g. Create and promote a landing page reflecting the SFCC-WWU partnership and its benefits.
  - h. Allow the use of the SFCC name and logo in a press release and marketing materials.
  - i. Create a location on the drop-down menu of the main SFCC website linking to and promoting the partnership

WWU and SFCC jointly agree to:

1. Both Parties will identify a liaison to coordinate matters related to this agreement with the other party. Each Party will inform the other Party of the identity and contact information for their liaison. Both liaisons will work together as needed to coordinate and implement this agreement.
2. The Parties will work together to develop a co-branding and communication plan, which may include use of each other's names, logos, or other symbols on websites, emails, or other communications.

### Tuition, Financial Aid and Billing

- The Associate Degree Transfer Grant offered to SFCC transfer students on the WWU traditional campus cannot be retroactively applied but may be combined with other institutional aid to a maximum of 76% for residential students or a maximum of 65% for



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commuters. Transfer student matrix may be amended annually, and will be notified as an addendum. WWU financial aid awarding policies will be adhered to for the stacking order of aid.

- Eligibility for scholarships is not diminished due to this offer.
- The 20% online tuition discount offered to SFCC employees cannot be retroactively applied but may be combined with other aid source. WWU financial aid awarding policies will be adhered to for stacking order of external aid.
- All books, course materials, and fees by degree level are the responsibility of the student.

Additional program-specific articulation agreements may be entered into and will be provided through supplemental agreement as addendums to this master partnership agreement.

### Other Terms and Conditions:

Intellectual Property Rights: WWU and SFCC maintain all trademarks, copyright, or other intellectual property or proprietary rights in any names, logos, emblems, mascots, or other indicia.

### Trademark and Logo Use:

1. WWU shall grant SFCC a non-exclusive license for the term of this Agreement to use WWU's name, logos, emblems, mascots, or other indicia, in joint promotional materials and on SFCC's website, subject to WWU's prior approval.
2. SFCC will grant WWU a non-exclusive license for the term of this Agreement to use SFCC's name, logos, emblems, mascots, or other indicia, in joint promotional materials and on WWU's website, subject to SFCC's prior approval.
3. Except as stated in this agreement, neither party shall be authorized to use the trademark, logo, or trade names of the other party without prior permission, whether for advertising, goods, services, or otherwise.

Trade Secrets and Confidential Information: It is understood by WWU and SFCC that all membership/ affiliate lists and documentation of either organization's programs, designs, pricing policies, business practices and proposals, and any other such information or property will be treated as confidential and proprietary.

Limitation on Liability: Neither party, nor its employees, officers or volunteers, shall be liable for any incidental nor consequential damages arising from this agreement.



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Dates of Agreement: The partnership between WWU and SFCC will begin 7 business days after final the signature and extend for three years, unless terminated as indicated here. Either party may terminate this agreement at any time by giving the other party a 60 day written notice of the termination. This agreement does not imply exclusivity to either party involved. The actual partnership period may be extended, if agreeable to both parties.

Severability: If any provision hereof shall be determined to be invalid or unenforceable, the validity and effect of the other provisions hereof shall not be affected thereby.

Entire Agreement: This Agreement supersedes any and all other agreements, either oral or written, between the parties hereto with respect to the subject matter hereof. No changes or modifications of this Agreement shall be valid unless the same are in writing and signed by the Parties. No waiver of any provisions of this Agreement shall be valid unless in writing and signed by the parties.

Choice of Law: This Agreement is governed by and constructed in accordance with the laws of the State of Missouri, without regard to any conflict of laws provision.

Compliance with the Law: The parties will comply with all applicable federal, state, and local laws, rules, and regulations, including without limitation the student confidentiality obligations set forth under the Family Educational Rights and Privacy Act, 20 U.S.C. § 1232, ("FERPA").

Having read and understood the details of this agreement, the Parties below agree to the terms outlined in this document.



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Signed and agreed to:

Ted Blashak

Date: 10-2-23

Dr. Ted Blashak,  
Chief Student Experience Officer  
William Woods University

Kathy Groves

Date: 10-02-2023

Kathy Grove  
Vice President Strategic Partnerships  
William Woods University

Brent Bates

Date: 10/31/23

Dr. Brent Bates  
President  
State Fair Community College

Michael R. Murders

Date: 10-31-2023

Dr. Michael R. Murders  
VP Academics and Student Success  
State Fair Community College