

Services Service Partner Agreement for Sam Houston State University Online

This Service Partner Agreement ("Agreement") is made and entered into January 2, 2024 by and between [REDACTED] and Sam Houston State University ("Service Partner"), an agency and institution of higher education authorized under the laws of the State of Texas, and a member institution of The Texas State University System ("TSUS"). [REDACTED] the business of providing outsourced enrollment solutions. Service Partner desires to engage [REDACTED] to provide such Services. Service Partner desires to engage [REDACTED] for a defined period from March 1, 2024, through September 30, 2024 beginning at the commencement of activity to provide such Services.

THEREFORE, in consideration of the mutual covenants contained herein it is understood and agreed to by the parties:

2. Services and Rates

[REDACTED] will perform outsourced enrollment services: prospect, application, and retention services for Service Partner at the rates and pricing contained therein.

3. [REDACTED] Obligations

[REDACTED] will provide a full-service enrollment marketing offering which will include promotion and outreach (voice, email, text, and social) to prospects, applicants, and stop-outs.

[REDACTED] will also support and deploy specific growth strategies designed increase enrollment in the following areas:

- Support the emerging SHSU Online - [REDACTED] partnership with unique marketing and enrollment tactics designed to promote SHSU Online to [REDACTED] graduates including nurturing and outreach.
- Identify and support other unique enrollment opportunities such as the [REDACTED]
- Design and execute strategies to increase graduate enrollment:
 - Identify and assist to improve the Application to Admit rate from [REDACTED]
 - Marketing and promotion strategies to promote to SHSU undergraduate alumni (Past 5 Years) completing a graduate degree.
 - Promote Doctoral programs to Masters Completers

[REDACTED] will design and deploy email, text and social with Service Partner approval.

4. Service Partner Obligations

Prior to commencement of the Services by the Service Partner, the Service Partner agrees to provide access to personnel and collateral to assist in the training of EC's agents.