



November 18<sup>th</sup>, 2020

Dear EOA Candidate:

We are pleased that you are interested in joining our team as an Educational Outreach Associate (EOA). The purpose of this document is to provide you clear context on what an EOA does, what the benefits are, as well as to provide guidance on your choice of a “community” that you would serve. We believe this information will help you properly evaluate the opportunity, and prepare adequately for the interview process to follow.

We have framed these as questions to help get the process started. Obviously, we are happy to answer any and all of your ensuing questions. You can always reach us via email ([work@idmanninstitute.com](mailto:work@idmanninstitute.com)). Thanks once again as we look forward to hearing from you.

Warmest regards,

Ms. Mercy Samson  
Human Capital Unit

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### What Is An EOA?

- An Educational Outreach Associate (EOA) is an independent representative that is trained to help families, schools, organizations and institutions gain access to our educational and capacity building services.
- EOAs are engaged to expand the footprint of our services to groups, demographics, and locations that may be interested in our services but may not be routinely accessible via normal advertising channels.
- EOAs represent their “communities” and are expected to be enthusiastic advocates for educational access within their *chosen* community; they help people to gain access to high-quality, affordable educational and capacity-building services they may otherwise not be aware of, or have access to, within their assigned communities.
- Consistent with the spirit of cooperative education on which our establishment was founded, EOAs also provide critical market intelligence by pointing out areas of underserved need in which the Institute and the Academy might be able to develop new offerings. This ensures that we are continuously improving our offerings by learning from the communities we serve. EOAs play a vital role in this continuous dialogue with our various communities.

### How Is An EOA Compensated?

- EOAs are compensated based on the number of people they engage in their communities. EOAs have broad latitude in defining their communities initially (more about that presently). Once chosen, EOAs develop the relationships necessary to attract and retain students from their communities in the institution. That choice of a community is critical

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- because it matches the skills and interests of the EOA with the needs of the organization to ensure that the EOA is truly rewarded and the community is properly served.
- Typically, an EOA earns upwards of 25% of the application fee paid by students *in their community* to enroll in a particular program. Better performing EOAs can earn up to twice as much in commissions, as their engagement with their community grows. (Application fees for all our programs are posted on our respective web sites.)

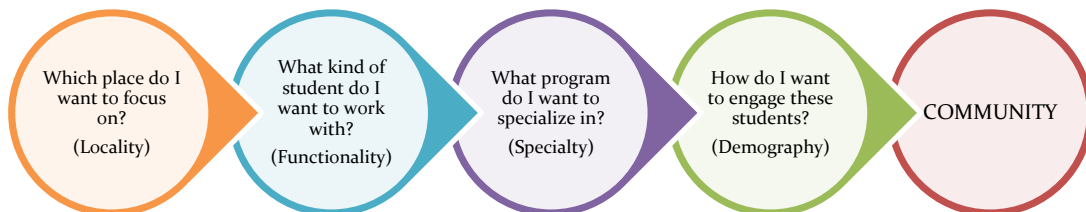
### How Are The “Communities” Chosen?

- Communities are the foundation of the EOAs assignment. The word “community” is often used in a sociological sense. Here we use it in a pedagogical sense.
- The idea behind the definition of a community is such that no two EOAs are working in the same community *at the same time*. Each community is exclusive to the assigned EOA. This ensures that each EOA has an opportunity to excel in *their* chosen community.
- An EOA can only serve one community at a time. That is why the initial choice of a community is important, hence our sending this document early in the process.
- Four ordinates have to be specified before a community is defined:
  - **Locality:** “*I want to focus on City X, or Village Y in Country Z because that is an area I know very well.*” This is only logical because we expect each EOA to start from some experiential basis which is often tied to a locality, a place you know well and are familiar with.
  - **Functionality:** “*I want to focus on post-secondary/tertiary education and technical entrepreneurship*”. (This means IDMANN Institute.) Or “*I like to work with young children*” (which means early childhood education at IDMANN Academy). This choice is important because it defines a focus for the EOA and it matches the stated interest of the EOA with our broad institutional offerings. Some people are energized by professional and technical training while others are motivated by opportunities in early childhood education. The EOA program accommodates both sets of interests but whatever the case, it needs to be defined early in the process.
  - **Specialty:** Which *specific* program within your chosen functionality do you want to work on? The International Language Program at IDMANN Academy? The Mechatronics Program at IDMANN Institute? The Cooperative Parents’ Alliance at Academy? The Digital Enterprise Program at Institute? Which program will you work on and grow with? To answer this question, we encourage a fresh look at our two web sites to see what we offer in their entirety.
  - **Demography:** This ordinate is important because it defines the kind of support the market support team will provide the EOA in their work.
    - “*I want to work on getting individuals into the programs.*” For this EOA, we need to provide individual prospects and avenues for reaching individuals.
    - Or perhaps, “*I want to focus on getting GROUPS of individuals signed up in the program.*” Here we need to provide the support that the EOA will need to identify and engage appropriate groups.

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- For some people who have the relevant contacts and inclination, they may say “*I want to focus on signing up organizations and institutional partnerships with schools and the like*”. For such an EOA, the [IDMANN STEP](#) program might be a logical framework for their work. Consequently, the support provided by the Markets Team will focus on organizational/institutional prospects.
- The specification of these four ordinates - locality, functionality, specialty and demography – makes for a well-defined community. Each EOA candidate has to define this for themselves to enable us *begin* the engagement process. Against this backdrop, we encourage every candidate to revisit BOTH our web sites (IDMANN Institute and IDMANN Academy), read through all the programs, and really focus on where they believe they would be most effective. That is where the conversation starts.
- The graphic below shows you how these all fit together:



### When Do I Choose A Community?

- Now. We produced this guide so as to help you think through what exactly YOUR community will be. As you can see, it would be difficult to meaningfully engage you without knowing what exactly you would be working on. This is how we match your interests with the needs of the organization.
- While we cannot guarantee that you would get your preferred community, we endeavor to do so. That process starts with you thinking through the options and identifying your preferred choice as soon as possible.
- Typically, we want candidates to identify **their TOP THREE (3) communities**. Our request is that you reply to this message within two (2) days with a clear outline of your

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choices. That will enable us advance the process given that we are continually engaging and onboarding EOAs. We want to make sure you secure your preferred options.

### **How Else Are EOAs Paid?**

- Most of our EOAs are in the education sector. Many are highly trained instructors and teachers. To that end, we offer tutorial opportunities *first* to EOAs. During the interview process, EOAs are invited to identify courses or modules which they feel comfortable teaching. When appropriate opportunities arise, qualified EOAs are invited to apply for those openings before the general public. In our experience, many EOAs have found this to be a seamless transition to teaching in the institution. Those are paid positions, and where possible, individuals can combine those tutorial responsibilities with their EOA functions.

### **Besides The Compensation, What Other Benefits Do EOAs Enjoy?**

- EOAs enjoy a broad range of benefits that accrue to other members of our team. For instance, children of EOAs get 50% off the cost of tuition in *non-personalized* educational programs (subject to certain limits and conditions). EOAs get 60% off the cost of tuition for programs taken directly at IDMANN Institute. For job-relevant training, the programs are free. EOAs also enjoy employee-discounts on many other offerings from the company.

### **Can I Be An EOA While Working Somewhere Else?**

- Yes. As long as the EOA meets their community development targets, they can work anywhere else. In many cases, EOAs are *more* effective because they hold other positions and have other relationships that give them legitimate access to pools of potential students (or groups thereof).

### **Will I Get Any Training Before I Start?**

- Yes. We have a live online training program that all EOAs have to go through before formally starting their work. It typically runs over a week (or on weekends) but is scheduled to be convenient for selected EOAs.
- This training also gives EOAs a chance to have the “IDMANN tutorial experience” so they can speak authoritatively when introducing our offerings to others.

### **How Do We Identify Ourselves To Outsiders When We Contact Them?**

- As an “IDMANN Associate”.

### **Do We Get Any Support In Identifying Prospects In Our Communities?**

- Yes. This is part of the reason the careful choice of a community is important. Our Market Support team has access to all kinds of data and is continuously developing new data

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sources. By precisely identifying where you will be focusing, they can generate and provide you with data to augment and support your own efforts.

### **How Frequently Do We Get Paid?**

- Monthly.

### **Can I Get An Outline Of The Fees Charged In My Community?**

- EOAs are paid based on the registration fees paid by students in their community. Our registration fees are listed on our website for all our programs.
- In some instances, it is necessary to adjust or alter the registration fee to enable greater access for a particular community at a particular time. Those adjustments are made in full consultation with (and often on the advice of) the EOA. In that case, the EOA will be fully apprised of what the applicable registration fees (and their associated earnings) will be.

### **Can I Develop Specific Plans And Campaigns To Help Me Drive The Effort In My Community?**

- Yes. And the Markets Team will work with you to facilitate your efforts.

### **Do We Get Any Help With Marketing Campaigns In Our Community?**

- Yes. We support direct mail, social media, email, SMS, and paid online advertising where there is a good fit. These campaigns are planned and executed in concert with your team manager.

### **What Happens If We Identify A Viable Opportunity Outside Our Community?**

- This is a good question and it comes up quite often. As long as the prospect is WELL developed, the commission is split equally with the beneficiary EOA.

### **Can We Change Or Expand Our Community Over Time? How Does That Work?**

- Yes, but..... This happens in a number of instances. Either the EOA is NOT doing well and there is no conceivable chance improvement (which is not a desirable outcome) or the EOA is doing so well that they can take on additional communities with equally impressive outcomes. In either case, the decision will be made after careful deliberation with the team leadership.

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### **Since We Are Working Remotely, How Do We Interact With Other Members Of The Team?**

- Yes. We have frequent videoconferences and team activities. And we have a collaboration platform (“the office”) which is where everyone comes to work daily. **How Do We Document Our Daily Activities?**
- We have a very robust ERP/CRM platform where all contacts and activities will be documented. All commissions will be calculated and paid based on entries in the ERP/CRM platform. It is important that all EOA become familiar in the use and application of this platform Details will be covered during the training/orientation.

### **What Are The Career Prospects For EOAs Within The Organization?**

- As outlined above, many EOAs assume tutorial responsibilities (if they so choose and when the appropriate opportunity becomes available).
- EOAs can advance to become Senior EOAs (managing a number of EOAs across a number of communities) to Managing EOAs (managing groups of Senior EOAs). With outstanding performance, qualified EOAs can also transition to other openings in the company as they become available. Openings are posted internally for team members to respond and apply before they are advertised externally. These usually come as community announcements on the collaboration platform.

### **I Know People Who Will Make Excellent EOAs. Can I Invite Them To Join The Team?**

- Yes. Personal referrals are often the most effective. We will interview and evaluate them just like we are doing with you now.

### **So, What Is The Next Step?**

- Determine YOUR community as outlined above.
- Send us an email within two days and we will then advance to the formal interview process.

### **Where Do I Go If I Have Questions?**

- Send us an email: [work@idmanninstitute.com](mailto:work@idmanninstitute.com)

Thanks for your interest in joining the IDMANN family!

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