



December 17, 2018

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Dear Cyndi -

Thank you again for the feedback from your campus leadership and our discussion about how Credly may continue to improve our communication, cross-system, on product updates, migration planning and processes, insights we have to share on other micro-credentialing practices we see and other ways to support SUNY's Micro-credentialing strategy and policy. In that spirit, this letter clarifies the term and terms of the special pricing we have committed to SUNY and an update of your Credly team.

### **SUNY Special Pricing:**

I'm pleased to confirm that we will continue to honor our original 'handshake' special pricing through June 1, 2019. This plan represents a material discount to our standard pricing in order to afford all institutions in the SUNY system a cost-effective means to launch a digital credentialing program and provide SUNY administration with an efficient means to see both aggregate and individual school data. The terms are:

SUNY standard campus, unlimited: for institutions with enrollments >2,500 students

- Annual subscription fee: \$4,950 for unlimited badges, per student, per year
- One-time set-up fee: \$7,500 waived for programs launched prior to June 1, 2019
- Optional departmental license: \$950 for a department/school/college within a university that wishes to have a separate set of reporting, credential admin permissions and portfolio of their discrete badges

Please feel free to share this information with all campus leadership.

I am also pleased to share an update to Credly's team supporting the SUNY system. The team includes:

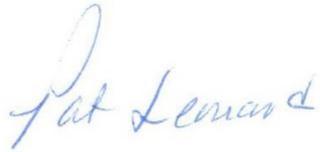
- SUNY System Strategic Liaison: Pat Leonard, VP, Business Development ([pleonard@credly.com](mailto:pleonard@credly.com)). (My) experience in corporate education, higher education, workforce development and strategic partnerships will serve as a resource for supporting not only Credly's work with the SUNY system but SUNY's broader initiatives to collaborate and connect their micro-credential initiatives with employers, workforce consortiums and other state, national and global organizations and opportunities.
- SUNY System Account Representative: Mark Robinson ([mrobinson@credly.com](mailto:mrobinson@credly.com)). Mark is Credly's higher education sector specialist and is experienced in working with both 2 and 4 year institutions. Mark will be the point person for each SUNY campus, working through the initial demonstration and contracting process, coordinating with Dr. Susan Manning on the launch of those programs and updating the SUNY system regarding Credly services as they continue to evolve.
- SUNY System Customer Success Manager: Dr Susan Manning, Ed.D., Chief Success Strategist ([smanning@credly.com](mailto:smanning@credly.com)) Susan has worked with all campuses currently on Credly and will lead the migration initiative as well as support all new campuses to launch on Credly's Acclaim platform. In addition to helping Credly clients design and launch their credential systems, Manning is a former teacher in instructional design and online learning at University of Illinois and University of Wisconsin at Stout and is an author of *Online Education for Dummies* and *Technology Toolbelt for Teachers*. She was recognized by the Sloan Consortium with the prestigious 2013 Excellence in Online Teaching Award.

Any campus interested in exploring next steps in implementing Credly's digital credential solution may contact Mark Robinson. As noted earlier this week, Susan Manning will be reaching out to current Credly platform clients to begin migration planning to Credly's Acclaim platform. Lastly, I look forward to

continuing our discussions regarding webinars, topical briefings and other informational resources to share our vast experience in digital credentialing with the SUNY system.

We look forward to an exciting 2019 together with SUNY!

Sincerely,

A handwritten signature in blue ink that reads "Pat Leonard". The signature is written in a cursive, flowing style.

Pat Leonard  
Vice President, Business Development