

GREENfig

— MICRO EDUCATION —

GreenFig Micro Education Inc.
Student Catalog

Volume 1, Effective August 17, 2017

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1. Introduction

Welcome to GreenFig! This document describes the applicable policies and practices of GreenFig and what is required of you to be successful.

Please read this whole document carefully before you begin, and if you still have questions at the end, feel free to contact us at info@greenfig.net.

1. Disclosure Statement

The student should be aware that some information in the catalog may change. It is recommended that students considering enrollment check with the Chief Instructor to determine if there is any change from the information provided in the catalog.

2. Governance

The GreenFig Micro Education, Inc. Board of Directors includes:

1. Libby Unger, CEO and President
2. Bruce Cleveland, Chairman

A simple search of the jobsites such as indeed.com and glassdoor.com highlight the fact there are currently over 2.5 million jobs posted for qualified candidates in sales, marketing, product, services and support. Companies are looking for individuals who understand both the business strategy and tactics required to define and deliver on business objectives as well as how to effectively leverage technology to achieve business outcomes. This is the role of the business scientist. Understanding technology, strategy or tactics alone is insufficient.

To address this need, in early 2015, we created a pilot project under the name of [BendPoly](#), located in Bend, Oregon. Over the summers of 2015 and 2016, we held 2 sessions where we successfully trained local and remote students – in digital marketing science. Students learned the strategy and tactics of digital marketing with hands on instruction from industry leaders while also being trained on how to set up and use business application software such as Google Analytics, and Marketo to make a business impact.

This applied learning model in digital marketing science had impressive results. After completing the program, we were able to place a majority of the students actively seeking roles in marketing, engineering or product management. We accomplished this in less than 1 year from the students completing the program.

As a result of the success of BendPoly, we elected to create a new company in 2017, GreenFig, designed to scale with an expanded scope of applied business science courses.

Today, GreenFig is a micro education company offering microdegrees in applied business science. These include business functions such as: customer success, finance, marketing, products, sales, sales operations, service, and support.

3. 2017 - 2018 Calendar

| Holiday | Date Observed |
|-----------------------------|----------------------|
| Columbus Day | October 9 2017 |
| Veterans Day | November 10* 2017 |
| Thanksgiving Day | November 23 2017 |
| Christmas Day | December 25 2017 |
| New Year's Day | January 1 2018 |
| Martin Luther King, Jr. Day | January 15 2018 |
| President's Day | February 19 2018 |
| Memorial Day | May 28 2018 |
| Independence Day | July 4 2018 |
| Labor Day | September 3 2018 |
| Columbus Day | October 8 2018 |
| Veterans Day | November 11* 2018 |
| Thanksgiving Day | November 22 2018 |
| Christmas Day | December 25 2018 |

*When a federal holiday falls on a Saturday, it is usually observed on the preceding Friday. When the holiday falls on a Sunday, it is usually observed on the following Monday.

4. Term Timeline

Digital Marketing Science as of August 16, 2017. This is subject to change. Please check with the Chief Instructor for any updates at info@greenfig.net.

Wednesday & Thursday Sessions: 4:00-7:00 pm Pacific Time/ 7:00-10:00 pm Eastern Time

Saturday Sessions: 9:00 am-2:00 pm Pacific Time/ 12:00-5:00 pm Eastern Time

FUNDAMENTALS

| | |
|---|-------------------|
| Business Bootcamp | Wednesday, Sep 13 |
| Cognitive Bias and the Impact on Marketing | Thursday, Sep 14 |
| Planning for ROI – Baseline KPIs for CMO Dashboards | Wednesday, Sep 20 |
| Understanding Total Addressable Market (TAM) and Ideal Customer Profile (ICP) | Thursday, Sep 21 |
| Sales & Marketing Alignment & Funnel Processes | Saturday, Sep 23 |

STRATEGY

| | |
|--|-----------------------|
| Aligning Business Strategy, Brand Strategy & Message Strategy | Wed-Thur, Sep 27 & 28 |
| Understanding B2B Buyers | Wed-Thur, Oct 4 & 5 |
| Aligning Content Strategy & Storytelling, Marketing & Sales Enablement | Saturday, Oct 7 |

DIGITAL MARKETING TACTICS

| | |
|---|-----------------------|
| Digital Marketing Overview – How All Tactics Work Together | Wednesday, Oct 11 |
| Intro to SEO Basics | Thursday, Oct 12 |
| Pay Per Click – Planning and Optimization | Wed-Thur, Oct 18 & 19 |
| Campaign Development – Full Funnel Engagement Strategies – Inbound, Outbound, Nurturing, Customer Deepening | Saturday, Oct 21 |

| | |
|--|-----------------------|
| Google Analytics | Wed-Thur, Oct 25 & 26 |
| Website Optimization and Experimentation | Wednesday, Nov 1 |
| Account Based Marketing (ABM) | Thursday, Nov 2 |
| Social Analytics and Targeting | Wed-Thur, Nov 8 & 9 |
| Sales Enablement - How and Why | Wednesday, Nov 15 |
| Math of the Business | Thursday, Nov 16 |

TECHNOLOGY

| | |
|---|---|
| Intro to Marketing Automation and Martech Stack Review | Wednesday, Nov 29 |
| AI vs Machine Learning, The Impact on Marketing | Thursday, Nov 30 |
| Salesforce – Crash Course in CRM | Wednesday, Dec 6 |
| Marketo Training - 30+ hours of in-the-application learning | December 7, 9, 13, 14 January 3, 4, 10, 11 |
| Analytics and Measurement | Saturday, Jan 13 |

REAL-WORLD PROJECT

| | |
|--|-----------------|
| Real-world Company Projects - 80+ hours of working on digital marketing projects | Jan 16 - Feb 16 |
|--|-----------------|

5. Attendance and Absence Policy

Attendance at each live class session will be taken by a GreenFig course facilitator. For virtual students, the course facilitator will track who is logged into the course on the Blackboard Collaborate platform and will ask all students to state their presence via the Blackboard Collaborate chat forum. For students attending the class in the live classroom studio, the course facilitator will ask students to sign-in on an attendance sheet made available at the start of the class.

If a student is unable to attend a live class session, they must notify the course facilitator by email at dms.support@greenfig.net in advance of the live class session. The course facilitator will track this as an “excused” absence. If a student does not notify the course facilitator before a live class session starts, it is considered an unexcused absence. A student is allowed 3 excused absences over the course of the program and should plan to “makeup” the live class sessions by viewing a recording of the missed session.

The course facilitator will check in with the student if they are absent for the first time. If there are no responses, it is considered an ‘unexcused’ absence. A student is allowed two unexcused absences before they are un-enrolled from the program. In the event that happens, the student will be notified via email.

6. Grading Policy

Completion of a GreenFig applied business science course is determined by students achieving the qualifications outlined for that individual course. Each applied business science course will outline the qualifications and are made available at www.greenfig.net and under the “Course Descriptions” section of this student catalog. While not required as a qualification to receive a certificate of completion and a microdegree, students are encouraged to submit team and individual assignments, take informal quizzes, provide peer feedback on specified assignments, and participate in course discussions during live class sessions and on the online NovoEd platform. Feedback on student assignments and projects will be completed by the The Chief Instructor will provide feedback on student assignments and projects and will determine the student’s successful completion of the outlined qualifications for the completion of the GreenFig applied business science course.

If a student achieves the qualifications outlined for a particular applied business science course, they will receive an official GreenFig certificate of completion documenting completion of the microdegree.

7. User Conduct Policy

If you are a registered or enrolled user in a GreenFig applied business science course, you agree that you will abide by the **GreenFig Honor Code**:

- You agree that you will not cheat, help another cheat, manipulate the program or course in any way, share assignment or examination solutions
- You agree that you will notify the GreenFig course facilitator at dms.support@greenfig.net if

- you become aware of cheating or plagiarism by any student
- You will not harass other students or instructors, or breach these Terms or the applicable course rules
- You agree to respond respectfully and thoughtfully to peer contributions and contribute constructively to discussions within the course community
- You understand and agree that GreenFig may, in GreenFig's sole discretion, terminate your enrollment for breach of these Terms

Additionally, you agree that you will not post, submit, or otherwise distribute User Content that:

- Contains a virus or other harmful component, or that tampers with, impairs, or damages the Services or any related network, or otherwise interferes with any other user's enjoyment or use of the Services
- Contains someone else's personal information without permission or authority
- Contains encrypted content or encoded messages
- Impersonates or misrepresents your connection to another entity, person, or user, or otherwise manipulates headers or identifiers to disguise the origin of the content
- Interferes with, or otherwise harms or violates the security of the Services or any system, resource, account, password, servers, or network connected to or accessible through the Services or affiliated or linked sites
- Infringes any of GreenFig's rights or those of a third party including, without limitation: copyright, trademark, patent, trade secret, or other proprietary rights or contractual rights, right of publicity or privacy, or confidentiality obligation
- Promotes any activity that may be illegal at the local, state or federal level or that is content that is itself illegal in any way
- Untrue, inaccurate, deliberately misleading, or trade libelous
- Includes offensive language, hate speech, or defamatory, abusive, threatening, or harassing speech, racial, religious, or personal attacks or any kind, or is sexually explicit
- Constitutes stalking, bullying, or harassment
- Does not disclose that you are a commercial user
- Contains link(s) to other site that contain content that falls into the categories above

We cannot (and do not) promise that other users are complying or will comply with these Rules of Conduct or any other provisions in these Terms. As between you and GreenFig, you hereby assume all risk of injury or harm of any nature whatsoever resulting from any such lack of compliance or use of our Services.

Although GreenFig is under no obligation to monitor, refuse, or remove any User Content from our Services, GreenFig reserves the right to do so at GreenFig's sole discretion. Without limiting the foregoing, GreenFig and its designees shall have the right to remove any User Content that violates these Terms or is otherwise objectionable, in GreenFig's sole discretion.

2. Overview of a GreenFig Applied Business Science Course

1. What is a GreenFig Applied Business Science Course?

A GreenFig applied business science course is delivered through a hybrid training platform combining live, interactive online and offline team-based learning from industry experts on real-world projects. Students attend live sessions via virtual classrooms in California and New York and the course is designed to be completed in an average of 10 hours a week over 16 weeks plus an additional month to complete the real-world company project. The GreenFig applied business science course curriculum has been tailored by industry experts to help you master critical strategic concepts in a short period of time. The result is you will be ready to make an impact with practical work experience on day one.

GreenFig's current course offering is in digital marketing science. Other GreenFig courses will come online for the Spring 2018 semester.

GreenFig is not an accredited university. You will not receive college or university course credit for your course at GreenFig. Instead, GreenFig courses provide invaluable, complementary business science based skills to an academic program. And, while GreenFig cannot guarantee employment for its graduates, GreenFig works with many companies seeking employees with the skills GreenFig teaches.

A select number of applied business science course students are invited to attend the course at the live classroom studio located in Bend, OR.¹ This location is equipped with tables, chairs, wi-fi, extension cords, and whiteboards. Students bring their own laptops to class.

2. Eligibility Requirements

1. You must fill out the online application form available at www.greenfig.net and you must meet at least one of the following criteria:
 - Be a currently enrolled student in an accredited 2-year or 4-year undergraduate program (may include accredited, post-secondary certification programs, e.g. a certificate in Culinary Arts or Juvenile Justice from an accredited institution)²
 - Have completed an accredited 2-year or 4-year undergraduate program (may include accredited, post-secondary certification programs); or
 - Have at least 5 years of professional or military experience³
2. Student must enroll in a GreenFig Applied Business Science course, remain enrolled, and be in compliance GreenFig's [End User Agreement](#) throughout the course

¹ This building is equipped with a handicapped-accessible elevator

² If you are currently enrolled in a higher-ed program, GreenFig reserves the right to request proof of enrollment from an accredited college/university showing you are a student in good standing.

³ If you are a veteran, GreenFig may request a digital copy of your DD-214 form.

3. Student must comply with the technology requirements set forth [here](#).
4. Student must be over the age of 18
5. Student must be located in a city where the GreenFig applied business science course is being offered and/or be able to commute to them. You can find current course locations at www.greenfig.net
 - *While the applied business science course is held in virtual classrooms in specified locations (currently California and New York), we highly recommend that students make arrangements to meet in person with members of their nearest physical cohort in New York or California once a month to promote networking, enhance team building through face to face connection, prepare for live class sessions, review assignments or projects, and share learnings and new insights from course. From our experience, the student learning experience is greatly enriched through bonds developed in face to face meetings that will improve classroom based discussion and long term networking and relationships within the student cohort.*

3. Course Description: Digital Marketing Science Course

GreenFig's Digital Marketing Science course curriculum has been tailored by industry experts to help you master critical strategic concepts in a short period of time. You will learn how to set up and run Marketo and other market-leading digital marketing applications that companies use to convert marketing strategy into operational execution. We will also help you prepare for your Marketo Certified Associate (MCA) exam.

The course is taught in 5 modules: Fundamentals, Strategy, Digital Marketing Tactics, Technology and Real World Projects. You will spend the first part of the course in a classroom setting, engaging with and learning from our instructors and guest speakers. You will spend the second part working with industry experts applying what you have learned on a real project, for a real company.

4. Technology Requirements

Students of the digital marketing science course should make sure their computer meets the following requirements.

Browser:

- An up-to-date version of Chrome is strongly recommended
- The latest versions of Firefox and Safari are also supported. Visit [Browse Happy](#) to download a supported browser. If you'd like to check your browser version, you can visit [What's My Browser?](#)

Internet Connectivity:

- While accessing the live class events via Blackboard Collaborate, a broadband connection is strongly recommended. A minimum 28.8 kbps speed is required.
- The NovoEd platform is very accommodating to low-bandwidth environments.
 - *NovoEd transcodes all videos in three resolutions, and the lowest resolution performs well in low-bandwidth environments. Videos are cached locally when viewing, so that students can open the video and wait for it to finish downloading before viewing. All non-video content is highly optimized and loads quickly even in low-bandwidth settings.*

Operating System:

- We recommend Windows 7 or newer with latest updates installed or Mac OS X 8 or newer with latest updates installed

Mobile Compatibility:

- **BlackBoard Collaborate Mobile Web Conference** is compatible with the following mobile devices. Use the Chrome browser when launching Blackboard Collaborate Mobile (Android) Web Conferencing.

Supported Android devices:

- Samsung Galaxy S3 (Android 4.1.1)
- Samsung Galaxy S2 (Android 4.X)
- Nexus 7 Tablet (Android 4.X)

- Galaxy Tab 10.1 (Android 4.1.1)
- Nexus 10 Tablet (Android 4.2.1)
- LG Optimus Black (Android 2.3.4)
- Kindle Fire 8.9 (Customized Android 4.X)

Supported iOS Devices:

- Apple iPad 2 and newer
 - Apple iPod Touch (4th and 5th generation)
 - Apple iPhone 4, 4s, and 5
- **NovoEd** is fully compatible with mobile devices, including iOS-based devices including Apple iPhone and iPad in both Safari and Chrome mobile browsers. NovoEd is fully HTML5-compliant, and only require Adobe Flash on incompatible browsers. Currently, pages are optimized for XGA (1024x768) screens that are seven inches (7") or larger.

Webcam and Microphone:

- A headset with microphone and headphones is strongly recommended. At a minimum, a sound card with microphone and headphones is required.
- A webcam is required.

YouTube:

- The ability to watch YouTube videos is required.

Additional information on technology requirements for the primary platforms used in the digital marketing science course are available at: [BlackBoard Collaborate Technology Requirements](#) and [NovoEd Technology Requirements](#).

5. General Requirements:

In addition to the **applied business science** course enrollment requirements outlined above, students of the digital marketing science course must meet the following general requirements:

1. You are self-driven and motivated to learn. Participation in this program requires consistently meeting the deadlines by your instructors and devoting at least 10 hours per week over 16 weeks to your course.
2. You can communicate fluently and professionally in written and spoken English.
3. You are willing to be an active member of the GreenFig course community by collaborating with fellow students on assignments and providing feedback on how we can improve our course offerings.

6. Course Components

a) Required Components

Each applied business science course consists of the following required components:

1. Regularly scheduled live class events that students will join virtually⁴
2. Individual and team-based assignments that complement the material taught in the live class events (Assignments and all course materials will be accessed through your course home page on [NovoEd](#))
3. A real company project (80+ hours) focused on a digital marketing solution. Students will work at a local company in teams to solve a problem for an assigned “client company”. Students will be working with a business leader as well as have access to a GreenFig company project mentor to guide student teams throughout the project.

Monthly Face to Face Meetings

We highly recommend that students meet in person with members of their nearest physical cohort once a month to promote networking, enhance team building through face to face connection, prepare for live class sessions, review assignments or projects, and share learnings and new insights from course. From our experience, the student learning experience is greatly enriched through bonds developed in face to face meetings that will improve classroom based discussion and long term networking and relationships within the student cohort.

Assignment and Project Submissions

Students will submit assignments and projects via their course home page on [NovoEd](#). On the course home page, students will find assignment and project instructions and will be told whether an assignment is to be completed by a team or individually.

Deadlines

The schedule for the live class events for an applied business sciences course is made available at www.greenfig.net. Each course will have individual deadlines for assignments and activities that will be assigned by individual course instructors. Once a student is enrolled in the course, instructors will provide deadlines for assignments - a date by which an assignment, project, or activity needs to be submitted or completed. Individual deadlines will be located on the GreenFig course homepage hosted on [NovoEd](#).

b) Digital Marketing Science Course Grading Policy

In order to qualify for the GreenFig Digital Marketing Science microdegree, students must achieve the following qualifications:

- Pass end-of-module assessments with a score of 80% or higher
- Achieve Google Analytics Individual Certification (GAIC) by February 1, 2018
- Complete the Real-World company project module with a positive rating from project mentor(s)
- Attendance at all live class sessions with no more than two unexcused absences and no more than three excused absences (see Attendance and Absence Policy)

⁴ A select number of students will attend live sessions in person in our Bend, OR live classroom studio

While not required as a qualification to complete a applied business sciences course with certificate of completion and a microdegree, students are encouraged to submit team and individual assignments, take informal quizzes to check learning progress, provide peer feedback on specified assignments, and participate in course discussions during live class sessions and on the online NovoEd platform. Feedback on student assignments and projects will be provided by the Chief Instructor as well as the course instructors.

If a student achieves the above qualifications for the Digital Marketing Science course, they will receive an official GreenFig certificate of completion documenting completion of the microdegree.

c) How do I maintain good standing in the course?

To maintain good standing and stay in the program, students are expected to meet the following criteria:

- Abide by the GreenFig [End User Agreement](#), the GreenFig Honor Code, and the terms outlined in this Student Catalog
- Abide by the attendance policy and leave of absence policy outlined in this Student Catalog

Students who do not maintain good standing will be dismissed from the course and will be notified in writing.

d) Time Commitment

The Digital Marketing Science course is a 16-week course with an additional month at the end of the course devoted to a real-world company project (about 80+ hours of work). During the 16 weeks, students are expected to devote on average 10 hours per week which includes attending the live class events and completing any assignments or activities required by the instructors during and in between the live class events.

e) Community

The GreenFig learning community is a critical component to the success of our students. We have hand-selected motivated and passionate students to be part of each course cohort who will be an additional resource in successfully earning your microdegree. Our hybrid learning platform is designed to support community collaboration, peer learning, and peer feedback through live online classes that enable virtual team activities and discussions and an online course environment that enables group discussions, peer feedback on assignments, and team workspaces to collaborate on assignments and projects.

f) GreenFig Chief Instructor and Course Instructors

Cari Baldwin, Chief Instructor: Cari is co-founder of GreenFig and is a seasoned demand generation expert, recognized thought leader and frequent industry speaker on marketing trends and technology. Cari values educating the next generation of marketers and holds the position of Chief Instructor where she led the development and delivery of GreenFig pilot learning program that resulted in 80% job placement and filled a significant capability gap in marketing departments. She is also a frequent guest digital marketing instructor at George Fox University.

Cari leads the Digital Marketing Science program development and delivery - from curriculum creation, to instructor and student recruiting and learning platform development and delivery. With a solid understanding of leading marketing technology solutions, Cari's strengths include Account Based Marketing, nurture and process strategy, demand generation planning, and analytics. She also founded and sold BlueBird Strategies, and currently holds the position of Chief Revenue Officer at Square 2 Marketing, a nation-wide marketing services agency.

Course Instructors:

GreenFig course instructors vary by course. For up-to-date information on instructors, please visit www.greenfig.net.

g) Fees

Tuition for a microdegree course at GreenFig is \$2499.

h) Student Complaint Policy

Students may email support@greenfig.net with any questions or concerns. The complaint will be reviewed by GreenFig's Chief Operating Officer. Students will receive a reply within three business days.

3. GreenFig Support System

1. Course cohort on the NovoEd Platform

Your course cohort will have access to its own course site on [NovoEd](#). Enrolled students will receive NovoEd login information prior to the start of their course. Within the course site, students will have access to a variety of supports to enable a successful learning experience:

- Discussion forums moderated by GreenFig course facilitators and instructors where students can post and respond to questions (course facilitators will do their best to ensure all content-related questions have answers within 48 hours)
- Peer feedback on assignment and project submissions
- Private team workspaces for team members to collaborate on assignments and projects, host private team discussions, and schedule team meetings
- A course facilitator who will direct all learning throughout the course and will be available to answer content-related questions within the course site on NovoEd

2. Technical Support

For technical support questions, students can email support@greenfig.net. These may be related to accessing the NovoEd platform, or accessing the live class events through Blackboard Collaborate.

4. Payment Policy and Cancellations

1. Method of Payment

All students who have been notified of their selection into the program need to pay the \$2499 tuition before they are officially enrolled in the program. Students will have 15 days from the time they are notified of their selection into the program to pay their tuition. GreenFig will send notification of selection via email to the email address provided in the student's application. The email will include the student's unique link to pay their tuition on the GreenFig website. GreenFig accepts all major credit and debit cards as well as PayPal.

2. Refund Policy

Refund Policy

Enrolled students will have 14 days after payment and prior to the course start date to withdraw from any course to receive a full refund. Students may withdraw by contacting GreenFig at info@greenfig.net. If the course or program begins in less than 14 days after payment is made and the student withdraws, the student will be liable for tuition per the tuition reimbursement schedule outlined below.

Tuition liability for a GreenFig student enrolled in an applied business science course is determined by the percentage of the first month of the course which the student attends.

- If the student completes less than 60% of the course, student will receive a pro-rata refund of the course tuition from the date an email is received at the above email address notifying us of your official withdrawal from the course.
- If student completes 60% or more of the course, student will not receive a refund.

3. Financial Assistance

Financial Assistance is currently unavailable for GreenFig applied business science courses.

4. More Questions?

We are actively working on ways to improve our courses. Please be aware that we may make adjustments throughout your time in the course based on student and industry feedback. We will notify active students about any impact this may have on their experience or course requirements. If you have any unanswered questions, please email support@greenfig.net.