

# EDUCATIONAL INSTITUTION MEMBERSHIP

## OVERVIEW

The opportunity to collaborate with universities at member, research and student levels, creates the potential for the enhancement of Destinations International's offerings to their membership and to the development of industry workforce. In order to be considered for this membership, the organization must be an accredited college or university. Membership will be open to all full-time faculty at the university. Membership for an educational institution is **\$2,500** annually.

## MEMBERSHIP ENGAGEMENT OPPORTUNITIES

### Community:

- ◆ Designated DI Online Community Group (Educators/Professors)
- ◆ Ability to create a profile in the Speaker Directory
- ◆ Career Center to share with students
- ◆ Ability to join committees and task forces
- ◆ Access to the Destinations International RFP portal
- ◆ Mentorship Program participation
- ◆ Can be included on the educational partnership page if university member offerings (micro-credentialing programs, etc) are at a discounted rate to Destinations International members
- ◆ Ability to join higher education special interest group
- ◆ Ability to view and contribute to a scholar's archive (coming soon)

### Online Learning Center:

- ◆ Opportunity to participate in relevant DI round-table discussions
- ◆ Webinars to view industry updates and hear from destination organizations and partners
- ◆ Quarterly meetings throughout the year where higher education faculty can meet with industry experts and receive industry insights
- ◆ Access to the full DestinationNEXT Futures Study

### Webpage Content:

Ability to contribute to a landing page dedicated to thought leadership as seen [here](#). Universities have the ability to submit thought leadership opportunities that Destinations International can review, approve, deny or connect to other sources that can include:

- ◆ Research projects
- ◆ Class projects
- ◆ Collaboration opportunities
- ◆ Written blogs

### Professional Development Opportunities:

- ◆ Ability to attend DI events at member rate (excluding CEO Summit)
- ◆ Ability to submit content to speak at DI events, but must follow speaker guidelines and not guaranteed a speaking slot
- ◆ Online, self-paced certificate programs
  - ◆ Member university faculty will receive the member rate for all online, self-paced certificate programs
  - ◆ Student rates available for any full-time student actively attending a member university

	NON-MEMBER RATE	MEMBER RATE	STUDENT RATE
<b>Intellectual Capital Program</b>	\$695	\$495	\$255
<b>Professional in Destination Management (PDM)</b>	\$795	\$595	\$305
<b>Business Intelligence Bundle (3 courses- Launch 2024)</b>	\$1,695	\$1,495	\$755
<b>Sales Course</b>	\$795	\$595	\$305
<b>Services Course</b>	\$695	\$595	\$305
<b>Marketing in Business Event Course</b>	\$695	\$495	\$255
<b>Social Inclusion (Launch 2024)</b>	\$695	\$495	\$255

## SAMPLE BULK PRICING FOR TOTAL OF 10 STUDENTS

PROFESSIONAL IN DESTINATION MANAGEMENT (PDM)	INTELLECTUAL CAPITAL	BUSINESS INTELLIGENCE: SALES	BUSINESS INTELLIGENCE: SERVICES	BUSINESS INTELLIGENCE: MARKETING IN BUSINESS EVENTS
<b>\$3,050</b> (\$244 per student)	<b>\$2,550</b> (\$204 per student)	<b>\$3,050</b> (\$244 per student)	<b>\$3,050</b> (\$244 per student)	<b>\$2,550</b> (\$204 per student)
20% Bulk Discount Applied	20% Bulk Discount Applied	20% Bulk Discount Applied	20% Bulk Discount Applied	20% Bulk Discount Applied
Destinations International will provide the ability for professors to incorporate the program into a specified/DI approved course.	Destinations International will provide the ability for professors to incorporate the program into a specified/DI approved course.	Destinations International will provide the ability for professors to incorporate the program into a specified/DI approved course.	Destinations International will provide the ability for professors to incorporate the program into a specified/DI approved course.	Destinations International will provide the ability for professors to incorporate the program into a specified/DI approved course.

*Note: These are sample price packages of material that can be integrated into the university coursework*

### REQUIREMENTS FOR ALL PACKAGES

- ◆ Provide Destinations International two months notice before implementation
- ◆ Course must have a **minimum of 10 enrolled students**. Classes that exceed this minimum enrollment will qualify for cost savings, with the total fee calculated on a per-student basis
- ◆ Course must be submitted, reviewed and approved by Destinations International staff no later than **60 days prior to the start of the course**
- ◆ Students will have **90 days to complete the course** at their own pace/online
- ◆ Destinations International will provide the final list of completed coursework to the professor 10 days prior to the end of the class