MEMORANDUM OF UNDERSTANDING
Between
United States Distance Learning Association (USDLA)
And
Associação Brasileira de Educação a Distância (ABED)

I. Introduction

This **Memorandum of Understanding (MoU)**, hereinafter referred to as the "Memorandum," is entered into as of ....., by and between:

1. **United States Distance Learning Association (USDLA)**, headquartered at 10 G Street, NE, Suite 600, Washington, D.C. 20002, USA, represented by **Pat Cassella, Executive Director**, hereinafter referred to as **USDLA**;
2. **ICEF**, headquartered at Rua Vergueiro, 875 – conj. 123/124 Liberdade – 01504-000, Sao Paulo represented by **Dr. Joao Mattar, President**, hereinafter referred to as **ABED**;

Collectively referred to as the **"Parties"**.

This Memorandum establishes a robust framework for collaboration between USDLA and ABED, aimed at advancing **global education, professional development, and networking opportunities** through joint efforts in webinars, conferences, speaking engagements, training programs, and outreach to higher education audiences worldwide.

II. Purpose

The purpose of this Memorandum is to outline the areas of collaboration, responsibilities, and mutual goals of USDLA and ABED to:

1. **Promote international education and distance learning** through a variety of initiatives
2. **Enhance professional development opportunities** for individuals and institutions involved in higher education, distance learning, and student recruitment.
3. **Leverage the strengths of both organizations** to create impactful events and programs that address the evolving needs of the global education community.
4. Expand the reach and visibility of both organizations by engaging a global audience through **joint campaigns, research, and strategic partnerships**.

III. Objectives of the Collaboration

1. **Global Education Advocacy**: Advocate for the adoption of best practices in distance learning, student recruitment, and international education.

2. **Thought Leadership**: Establish USDLA and ABED as global thought leaders by sharing expertise, research, and innovations in education.
3. **Professional Networking**: Connect higher education institutions, education agents, and service providers across the globe through networking opportunities.
4. **Capacity Building**: Build capacity in the global education sector by offering high-quality training, certifications, and co-branded programs.

IV. Areas of Collaboration

The collaboration between USDLA and ABED will be comprehensive, focusing on key areas that leverage the unique strengths and networks of both organizations. The activities outlined below represent a commitment to advancing global education, professional development, and innovation.

1. Webinars and Virtual Training Programs

USDLA and ABED will collaborate to design and deliver impactful webinars and virtual training sessions that address critical topics in distance learning, international education, and student recruitment. The Parties agree to:

1.1 Develop **thematic webinar series** that target diverse audiences, including higher education professionals, student recruitment agents, policymakers, and institutional leaders. These webinars will focus on topics such as:

- Innovations in distance learning technologies and methodologies.
- Best practices in international student recruitment and retention.
- Strategies for building effective partnerships between education agents and institutions.

1.2 Leverage USDLA's expertise in distance learning pedagogy and ABED's global network to create **comprehensive virtual training programs** that equip education agents, institutions, and professionals with the skills needed to thrive in a rapidly changing educational landscape.

1.3 Incorporate **interactive elements** into webinars and training programs, such as live Q&A sessions, breakout rooms, and collaborative exercises, to enhance participant engagement and learning outcomes.

1.4 Offer **certificates of participation** and continuing education credits for attendees, ensuring professional recognition and motivation for participation.

2. Speaking Engagements and Global Conferences

The Parties will facilitate opportunities for representatives from both organizations to contribute to major educational events through speaking engagements, panel discussions, and collaborative sessions. Specific activities include:

2.1 Organizing **keynote presentations, panel discussions, and workshops** led by USDLA and ABED representatives at major ABED events.

2.2 Showcasing ABED representatives as **featured speakers** and thought leaders at USDLA-hosted events, including:

- USDLA's **National Distance Learning Week (NDLW)**, a global celebration of distance learning.
- USDLA's **annual conferences**, which bring together distance learning professionals from education, business, and government sectors.

2.3 Jointly designing **conference tracks and sessions** that focus on innovations in education, leadership, global collaboration, and the intersection of distance learning and international education.

2.4 Creating **networking opportunities** at conferences to connect participants with thought leaders, industry experts, and potential collaborators.

3. Research and Publications

The Parties will engage in **collaborative research and publication efforts** to advance knowledge and share insights on emerging trends in education. Activities will include:

3.1 Conducting **joint research initiatives** that explore topics such as:

- The impact of distance learning on global student mobility.
- Innovations in education agent training and management.
- The role of technology in enhancing international education outcomes.

3.2 Publishing **co-branded white papers, case studies, and reports** that showcase best practices, success stories, and innovative methodologies in the education sector.

3.3 Creating a **repository of resources** on both organizations' websites, allowing education professionals to access research findings, publications, and practical tools.

3.4 Sharing research outcomes through **webinars, conferences, and other events**, ensuring that key insights reach a global audience.

4. Professional Development and Certification

USDLA and ABED will collaborate to provide high-quality professional development opportunities and certification programs for education agents, institutions, and professionals. The focus will include:

4.1 Developing **joint certification programs** that integrate USDLA's standards in distance learning with ABED's expertise in education agent training. Examples include:

- Accreditation programs for education agents focused on international student recruitment.
- Certifications for institutional leaders in implementing effective distance learning strategies.

4.2 Offering **customized training modules** for different stakeholder groups, including:

- Higher education administrators and faculty.
- Student recruitment agents and counselors.
- Technology providers and service organizations in the education sector.

4.3 Hosting **online professional development courses and workshops**, designed to provide flexible and accessible learning opportunities for participants worldwide.

4.4 Creating a **recognition system** for individuals and organizations that complete joint certification programs, including digital badges, certificates, and public acknowledgments.

5. Cross-Promotion and Outreach

Cross-promotion will be a key strategy to enhance the visibility and impact of both organizations' events, programs, and initiatives. Activities will include:

5.1 Sharing information about **upcoming events, training programs, and resources** through organizational newsletters, websites, and social media platforms.

5.2 Developing **joint marketing campaigns** to promote collaborative initiatives, ensuring that both organizations benefit from increased visibility and engagement.

5.3 Creating **co-branded promotional materials**, including press releases, email campaigns, and social media content, to showcase the partnership and its activities.

5.4 Engaging with media outlets and education-focused publications to highlight the collaboration and its contributions to global education.

5.5 Utilizing each organization's networks to reach **higher education institutions, government bodies, education agents, and other stakeholders** in the education sector.

6. Strategic Partnerships and Networking

USDLA and ABED will actively seek and foster strategic partnerships to amplify the impact of their collaboration. Specific initiatives include:

6.1 Facilitating **introductions and connections** between USDLA's North American network and ICEF's global network of education agents, institutions, and service providers.

6.2 Identifying and pursuing **mutual partnership opportunities** with organizations, institutions, and stakeholders that align with the goals of both Parties.

6.3 Creating a **global network of education professionals**, enabling members of both organizations to connect, exchange ideas, and collaborate on joint projects.

6.4 Hosting **networking events and roundtable discussions** at conferences and webinars to encourage collaboration and knowledge sharing among attendees.

6.5 Establishing **regional working groups** to address specific challenges and opportunities in international education and distance learning.

6.6 Sharing resources, tools, and best practices with strategic partners to enhance the effectiveness and reach of joint initiatives.

V. Responsibilities of the Parties

Responsibilities of USDLA

1. Promote ABED's **events, training programs, and research initiatives** through USDLA's communication channels, including its website, newsletters, and social media.
2. Facilitate participation of ABED representatives in USDLA's webinars, conferences, and training sessions.
3. Provide IBED with access to USDLA's network of distance learning professionals and institutions.
4. Co-brand and co-develop joint initiatives to expand the reach of professional development opportunities.

Responsibilities of ICEF

1. Promote USDLA's **events, training programs, and National Distance Learning Week (NDLW)** through ABED's newsletters, social media, and events.
2. Facilitate participation of USDLA representatives in 's global networking events and conferences.
3. Provide USDLA with access to ABED's global network of education agents, institutions, and service providers.
4. Co-brand and co-develop joint initiatives to expand the visibility and impact of distance learning programs.

VI. Governance and Implementation

1. **Designated Representatives**:
    - Each Party shall appoint a **designated representative** to oversee the implementation of this Memorandum and ensure alignment with its objectives.
2. **Joint Planning and Review**:
    - The Parties will hold **quarterly planning meetings** to review progress, discuss upcoming initiatives, and address any challenges.
3. **Reporting and Evaluation**:
    - Both Parties will provide **annual reports** summarizing the outcomes of collaborative activities.

VII. Term and Termination

1. **Term**: This Memorandum shall remain in effect for a period of **two (2) years** from the date of signing, unless terminated earlier by either Party.
2. **Termination**: Either Party may terminate this Memorandum by providing **ninety (90) days written notice** to the other Party.
3. **Extension**: The Memorandum may be renewed for additional terms upon mutual written agreement.

VIII. Amendments

This Memorandum may be amended at any time by mutual written agreement of the Parties.

IX. Legal Status

This Memorandum is non-binding and does not create legally enforceable obligations. It is intended to set forth the framework for collaboration and mutual understanding between the Parties.

X. Equal Opportunity

Both Parties affirm their commitment to the principles of **diversity, equity, and inclusion** and agree not to discriminate based on race, gender, age, ethnicity, religion, disability, or any other protected category.

XI. Governing Law

This Memorandum shall be governed by and construed in accordance with the laws of the **United States** and **Germany**, as applicable.

XII. Signatories

IN WITNESS WHEREOF, the duly authorized representatives of the Parties have executed this Memorandum as of the date first written above.

United States Distance Learning Association (USDLA) By:

Dr. Farah Bennani (Global Partnership Committee Chair) **on Behalf of Executive Director Pat Cassella**.

Pat Cassella, Executive Director

Date: 4/24/2026

Dr. Farah Bennani, Global Partnership Committee Chair

Date: 04/30/2026

ABED By:

Dr. Jaoa Mattar, President

Date: 04/30/26