



To Whom It May Concern:

Malcolm X College requires a product with the ability to provide higher-education specific training, resources, and professional development for both administrative staff and faculty in an online format. This letter is to serve as verification that the delivery of Academic Impressions' Online Membership and related services is a unique service containing copyrighted works and a sole source product that is created, sold, and distributed exclusively by Academic Impressions (AI) to meet the unique learning needs of higher education professionals. Academic Impressions is a sole source provider, and no division of Academic Impressions, nor any other company, makes a similar or competing product.

Outlined below are the core tenets that differentiate the Academic Impressions Online Membership and related services and protect the process and knowledge provided by the resources within.

- AI provides comprehensive resources across 10 higher-ed specific learning domains:
  - Academic Leadership
  - Institutional & Academic Planning
  - Enrollment Management / Marketing & Communications
  - Institutional Advancement
  - Leadership development
  - Women's leadership
  - Student Success
  - Faculty Success
  - Diversity, Equity, & Inclusion
  - Title IX & Compliance
- AI provides additional services including coaching, training and on-campus workshops.
- AI employs a team of dedicated research analysts examining trends in higher education. This ensures training is research-based and leverages higher-ed specific case studies, examples, and best practices.
- The resources available with the Online Membership span both the academic and administrative enterprises of the institution, tackling institution-wide development needs.
- All trainings and resources are copyrighted instructional materials, and we distribute these trainings through proprietary software / processes. Therefore, competition is precluded.
- For all trainings that are not already owned by AI, AI has obtained perpetual licenses from copyright holders allowing the materials to remain on AI's website and to be available to customers who have an Online Membership.
- The Online Membership includes an unmatched library of resources including 1,000+ webinars, videos, job aids, downloads, and articles that are designed towards practicality and action.
- AI has a proven track record of over 18 years exclusively working in higher education.
- AI utilizes a network of over 500 contributing experts from institutions across North America.
- Online Membership Users receive access to AI experts who can create custom-learning tracks to meet the needs of Malcolm X College's employees.

Sincerely,

A handwritten signature in blue ink that reads 'Amit Mrig'.

Amit Mrig  
President, Academic Impressions