VMware Education Contributor Program

Program Guide

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INTRODUCTION

- This document describes and defines the VMware Education Contributor Program and associated benefits and requirements.

- VMware allows for participation from VMware employees, partners and customers. Some opportunities to participate are restricted to VMware employees only.

- Participants in the program are most commonly known as Subject Matter Experts (SMEs) and will be referred to as such throughout this document

Program Overview

The VMware Education Contributor Program, also known as the Subject Matter Expert (SME) Program, was created to formalize the process of sourcing experts in VMware products and solutions and leverage this expertise to develop robust certification and badging exams. The Program also aims to recognize and reward the dedication of these resources in supporting VMware education excellence.

The Program currently has no limitations or requirements for an individual applying to join. However, each development opportunity may have requirements for participation based on experience, credentials or other ad hoc needs. A SME may also be required to complete a legal agreement with VMware prior to participating in a specific opportunity.

Program Benefits

In recognition of the effort applied and the value VMware has for our SMEs, Program participants are eligible to receive benefits in the form of public recognition of achievement and tangible rewards. The benefits of Program participation include:

- Public recognition of participation in one or more ways, such as Education Blogs highlighting excellence, digital badges, listing in Exam Prep Guides, and social media promotion and digital badges

- Tangible rewards such as exam waivers or vouchers and VMware merchandise

VMware's Responsibilities to Subject Matter Experts

VMware SMEs can expect the Program to be professional, organized and predictable to ensure participants can be confident that their time is well spent and appreciated. VMware will:

- Be respectful of the time and commitment of SMEs and existing professional commitments

- Engage SMEs with appropriate and compelling opportunities to contribute to education development

- Execute a fair and considerate recruitment and selection process with no bias towards any one individual, job role or geographical location

- Be open and contactable for questions, concerns and feedback

- A SME may opt out of the Program at any time by emailing edu-sme@vmware.com. Opting out of the Program will result in a complete purge of all participants records, including any points earned.

Subject Matter Experts Responsibilities to VMware

In line with VMware's values, SMEs are expected to follow five (5) guiding principles to ensure the quality of not only the education content produced but also the integrity of our community:

Communication

- Ability to clearly articulate ideas and concepts in either a face-to-face or virtual workshop or training development process, verbally or in writing

Technical Knowledge

- Knowledge of technical content for each development opportunity presented
- SMEs must accurately represent their skills, experience and expertise via their enrollment and keep their profile current as changes occur

Quality of Contribution

- Commitment to stay engaged throughout the entire development process and provide constructive feedback, as appropriate.
- Willing and open to receive feedback and incorporate changes as needed and develop content based on guidance from development facilitators
- SMEs focus on providing quality content rather than just quantity

Collaboration

- Works well with other SMEs, as appropriate
- Keeps an open mind and listen to and respects the contributions of others
- Demonstrates teamwork, as appropriate, to the development activity
- Mentorship to others, especially in a case there the SME is experienced with prior development opportunities
- Contributes to the overall success of the development task/s

Professionalism

- Professional demeanor and respect for the task and the people involved is key for this category
- Be on time, attentive and committed to all aspects of the workshop or planning process requirements. This includes executing on all commitments made.
- Be respectful of each other, including providing space for all idea to be heard and discussed
- Be open and contactable for questions, concerns and feedback

Additional Requirements

Participating in this Program requires that the SME presents the behaviors detailed above but also additional requirements.

- Non-VMware employees must sign a License Agreement prior to participating in either certification exam or digital training content development. The agreement/s are legally required for participation. SMEs will be asked to provide signed copies as needed by a Program manager.

  View the Exam Development License Agreement

- Rewards associated with the Program are non-transferable. Exam vouchers, gift certificates and any other tangible benefit is made available to the SME as appreciation for their participation. Rewards may only be consumed by the SME who was provided them. Transfer of rewards to another person may result in the removal of the SME from the Program
- SMEs may not copy any part or whole of any previous works unless specifically stated for each development activity. Neither can a SME share information about specifics of exams or content worked on for the life of the exam or content

Privacy

As part of the Program enrollment process, SMEs provide information about their experience, background and interest in VMware products and solutions. This information, including Personally Identifiable Information (PII), is used only for the purposes of managing Program recruitment, event management and associated points, rewards and recognitions. Enrollment information, including PII, may be shared with development facilitators, operational support staff or third-party data handlers to assist in the management of these processes, such as assigning digital badges and rewards benefits to your VMware education profile.

The Program does not share any information collected for marketing purposes.

Changes and updates

VMware may, at its sole discretion, introduce new or change existing terms and conditions or the Program design, including points, rewards and recognition structure, at any time. VMware will provide notification of major changes by posting them on the VMware Education Contributor site, VMware Education blog site, Education newsletters or by email.

It is the SMEs responsibility to notify VMware of any change in their profile or ability to participate. SMEs can self-edit their profile information at any time within the Education Contributor site.

Program Details

The VMware Education Contributor Program is designed to recognize and reward the important work that our Subject Matter Experts (SMEs) provide in the development of certification and badging exams and digital training content. SMEs that contribute to education content can earn points which accumulate and result in rewards.

Opportunities to earn Points

SMEs can earn points by contributing to exam development or content development. Review the Table of Benefits to review points values for different opportunities. Values are subject to change and opportunities may be added, removed or changed.

TABLE OF BENEFITS			
Activity	Points Value	Activity	Points Value
Production Readiness Testing (PRT)	1500	Competency Modeling Workshop	1500
SME Spotlight	1000	Blueprint Development	750
Item Bank Review	750	Exam Technical Review	1500
Item Development Workshop	1500	Standard Setting	1000
Lab Building	2000	Lab Testing	1000
VCDX Review/Defense	1500	Curriculum development	varies

Education Champion Badges

Earned points accumulate and Education Champion badges are awarded at the following levels:
- Level 1: 5,000 points
- Level 2: 10,000 points
- Level 3: 25,000 points
- Level 4: 50,000 points

Each level has associated rewards such as exam vouchers and VMware merchandise.

Resources

For additional questions, please contact edu-sme@vmware.com.