**Email Template: Prison Outreach Playbook**

WHERE: Prisons (national and local correctional facilities of all types, including incarcerated, furloughed, half-way houses, transitional programs, juvenile halls, at-risk youth programs, etc.)

WHO: Job titles vary, but here are a few of the most commonly used:

Education and Training Leader (or Director, Chief, Manager, or Vice President)

Technical Coordinator

Director of Educational Services

Director of Education

Correctional Education Program Administrator/Coordinator

Correctional Program Coordinator

Director of Correctional Education

Chief of Program Services

WHAT: Introduce and promote IT Essentials and other entry-level NetAcad courses to help prepare inmates for success after release.

WHY: (1) To extend NetAcad's reach into new learning populations, where educators are eager to make a difference for offenders, and the latter are eager for new skills.

(2) To reduce recidivism, by helping individuals obtain gainful employment upon their release, which improves their self-worth and economic opportunities, and improves the lives of their families and communities.

HOW: Copy and paste the email subject line into a new blank email. Then copy and paste the content beginning with ‘Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_’, including the banner image, and paste that into the body of your email. If you know who you are sending this to, replace the blank with their name. If not, use any of the job titles listed above. Make edits and formatting changes as needed. Add your own signature.

EMAIL SUBJECT LINE:

**Technology courses from Cisco can help reduce recidivism**

Dear \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_,

Cisco offers basic to intermediate IT and computer courses in 170 countries around the world, at schools, colleges and every other kind of educational facility. Courses are licensed **free of charge** to nonprofit organizations through Cisco’s corporate social responsibility commitment.

At prisons, we set up a completely secure **offline learning network** to maintain facility security protocols. We also provide instructor training, lab equipment discounts, and ongoing support.

As you may know, a recent report by Rand Corp found that inmates who participate in correctional education programs have a 43% lower chance of recidivating than those who do not. They also have a better chance of finding a job after release. ([*Prison ed tech takes off | The Network*](https://newsroom.cisco.com/feature-content?type=webcontent&articleId=1781546))

Cisco delivers basic IT courses at correctional facilities around the world to bring new skills and new opportunities to inmates, including those with no prior exposure to technology. They learn and practice what employers are looking for: tech skills, like operating systems and computer maintenance, as well as career skills like communication, teamwork and problem-solving.



As they prepare to earn industry-recognized certifications, they begin to visualize themselves working as a professional. And they are not limited to roles in IT companies. They can look for a job in a wide range of industries, because nearly every organization relies on technology in today’s digital world.

Would you have time to talk briefly about your program’s education and training goals? Our customizable learning program may be able to address these, and I would like to share examples from similar facilities that offer our courses.

I hope to hear from you soon!

Sincerely,

(Name)

(Title)

(Cisco contact information)

**Cisco Networking Academy**

[www.NetAcad.com](http://www.NetAcad.com)

<https://csr.cisco.com>