

2024

# Join CECU

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**Career Education Colleges  
& Universities**

**Allied Membership Guide**

CECU's Allied membership is designed for organizations that provide programs, products, and services to the postsecondary career sector of higher education.

CECU represents over 1,100 campuses and affiliate members in North America that educate and support millions of students for employment in over 200 occupational fields. CECU offers several membership options to meet the wants and needs of our allied partners.

The benefits add up. As an Allied Member, you receive invaluable access to updated information impacting the sector as well as networking opportunities to the decision makers at these institutions. Get—and stay—on their radar with Allied Membership.

Dr. Jason Altmire  
President and CEO

# Allied Member Benefits

## Branding and Speaking Opportunities

- All allied members are featured on the allied member directory listing contact information as well as services and products offered by the company.
- Advertising opportunities are available in the Daily News email, Career Education Review, career.org, and the Career Education Report podcast.
- Speaking opportunities through bi-monthly webinars and/or the North American Career Education Convention.
- Allied members receive access to the full education membership list each year.

## Communications

- All members receive the Daily Update email containing a comprehensive news summary, student success stories, and schedule of upcoming webinars and events.
- Real-time updates on important news and information relevant to our sector.
- Access to Career Education Review (CER), a quarterly publication that features articles addressing successful educational operations.
- Access to CECU's best-in-class media relations, communications, and social media team to assist with local media and communications outreach.
- Access to CECU's podcast, the Career Education Report.

## Professional Development

- Access and discounted registration rates to the top attended events in the sector including the Career Education Convention, Executive Summit, Hill Day, and Leadership Institute.
- Access to member-only benefits, including all past webinar recordings, event documents, government relations resources, and more.
- Complimentary webinar attendance on important and timely topics. Webinars are hosted twice monthly.
- Networking opportunities with other leaders in the sector.

## Research

- CECU works with top-tier research firms and thought leaders to collect and analyze data to understand the cost-benefit and economic impact of legislation and regulations.
- Data is collected through social, market, and custom research to develop recommendations that inform federal, state, and local policy and decision-makers.
- CECU publishes reports, best practices, videos, and infographics that showcase the important work our schools have in efforts such as veterans education, workforce demand, skilled trades and frontline training, and underserved community populations.
- CECU regularly evaluates research goals and priorities by engaging members, sector leaders, and policymakers.



# Allied Member Packages

## Allied Associate (Individual): \$750

- Applies to individuals only. Individual members cannot be associated with an organization.
- Daily News and Communications: GR updates, press releases
- Member discounts at events

## Allied Partner: \$1,955\*

- Company listing on CECU website
- Daily News and Communications: GR updates, press releases
- Member discounts at events
- Access to the membership list once per year
- Presenting opportunities at Convention and webinars. Allied members are able to submit sessions for approval to be presented at the Convention and/or webinars throughout the membership year.

## Allied Advocate: \$5,500

- Company listing on CECU website
- Daily News and Communications: GR updates, press releases
- Member discounts at events
- Access to the membership list once per year
- Presenting opportunities at Convention and webinars. Allied members are able to submit sessions for approval to be presented at the Convention and/or webinars throughout the membership year.
- One week feature as a sponsor of the Daily News
- Complimentary 10x10 standard booth at Convention. Allied Advocates will receive priority booth selections following Allied Champions.\*

## Allied Champion: \$15,000

- Priority company listing on CECU website
- Daily News and Communications: GR updates, press releases
- Member discounts at events
- Access to the membership list once per year
- Presenting opportunities at Convention and webinars
- One week feature as a sponsor of the Daily News
- Complimentary 10x10 premium booth at Convention. Allied Champion members will have first selection of booth locations.
- Spotlight mentions on the Career Education Report Podcast (up to 4 mentions per year)
- Complimentary half page ad in the Convention Program
- Complimentary half-page ad in each printed issue of CER (total of 4) and 1 permanent ad on the CER website.
- One guaranteed webinar to CECU membership
- One complimentary registration for the Leadership Institute.

\*Excludes law firms and CPA firms

Pro-rating: Membership dues for first-time, new allied members applying under the allied partner level after November 30th may be pro-rated based on the schedule below for the duration of the first year of membership.

December 1 - February 1: 75% | February 2 - June 30: 50%.

# Meet the Team



**Dr. Jason Altmire**  
President & CEO

Over his 30-year career, Jason has established a nationwide network of bipartisan relationships in business, politics, and the media. In Congress, he was an active member of the Higher Education Subcommittee and was appointed to the House-Senate conference that finalized the language of the Higher Education Act the last time it was reauthorized.



**Kelley Blanchard**  
Executive Vice President

Kelley Blanchard is CECU's Executive Vice President. In that capacity, she leads all aspects of the association's professional development, communications, and membership service initiatives. Prior to joining CECU in 2015, she handled education and accreditation programs at two other national associations.



**Jed Brinton**  
Senior Vice President and General Counsel

Jed Brinton is CECU's Senior Vice President and General Counsel. In that capacity, he is responsible for all of CECU's regulatory and legal affairs. He leads the association's strategic planning and analysis of regulatory issues, as well as advising CECU members on legal and compliance matters.



**Deepti Taneja**  
Chief Administrative Officer

As the Chief Administrative Officer, Deepti Taneja leads CECU's membership support activities, including providing assistance with member inquiries. In addition, she helps lead the association's human resources, financial operations, and Political Action Committee. Deepti is also the board liaison and handles all board-related activities.



**Jordan Wicker**  
Senior Vice President of Government Regulatory and Legislative Affairs

Jordan Wicker is CECU's Senior Vice President of Government Regulatory and Legislative Affairs. Jordan leads the association's strategic efforts in building relationships with Republican lawmakers on Capitol Hill. Prior to joining CECU, Jordan led diverse groups of stakeholders in developing advocacy strategies for congressional engagements and negotiations with the U.S. Department of Education.



**Jenny Faubert**  
Vice President of Communications

Jenny Faubert is CECU's Vice President of Communications and serves as Editor of Career Education Review, overseeing all aspects of CECU's publications and communications. Prior to beginning her tenure at CER in 2014, she held communications-related roles for the Imagine America Foundation and the National Geographic Society.



**Jessica Nguyen**  
Vice President of Meetings and Professional Development

As the Vice President of Meetings and Professional Development, Jessica Nguyen leads the development and execution of CECU's educational programming efforts, including the Leadership Institute, Hill Day, Executive Summit and the Career Education Convention. She also facilitates the recruiting and production of CECU webinars.



**Joanne Zurcher**  
Vice President of Government Relations

Joanne Zurcher leads CECU's relationship building strategy with Democratic lawmakers on Capitol Hill. Previously, she was a senior staffer for Democratic members of Congress, a legislative liaison in the the Obama Administration, and led the government relations activities for DC-based trade associations and lobbying firms.



**Riley Burr**  
Director of Policy and Research

Riley Burr is an experienced research professional currently serving as CECU's Director of Policy and Research. In this role, Riley is responsible for conducting research and data analysis to guide the organization and its membership in understanding postsecondary education policy.

# Allied Member Application

Membership year runs from July 1-June 30

## SELECT YOUR MEMBERSHIP PACKAGE

**Allied Associate (Individual): \$750**

Only valid for individuals not associated with an organization. )

**Allied Partner\*: \$1,995**

**Allied Advocate: \$5,500**

Law firms and CPA firms are obligated to join at the Advocate or Champion level

**Allied Champion: \$15,000**

Law firms and CPA firms are obligated to join at the Advocate or Champion level

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### Company Information

Company Name:

Website:

Address:

Social media handles:

City, State, zipcode:

**Executive Contact:** this is the contact on the account to serve as the designated delegate/company representative for voting and billing approvals.

Name:

Title:

Email:

**Website Contact:** this is the contact person listed on the website on the allied member directory.

Name:

Title:

Email:

\*Excludes law firms and CPA firms

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**Additional Contacts:** Note any additional contacts to receive communications.

**Company Description:** Provide a short description, using 50-200 words of your company and the products/or services for inclusion in CECU’s website.

**Service Categories:** Check only the appropriate box(es) to designate company’s primary business. (Check no more than 5 areas of interest)

Administrative Services	e-Learning/Distance Education	Mergers & Acquisitions
Admissions	Employee Assessment	Private Equity
Advertising	Employment	Promotion & Recognition
Assessment	Financial Aid	Items Real Estate Services
Bookstores	Furniture	Receivable Services
Business Process Outsourcing	Information Technology	Receivables Management
Campus Services	Solutions Insurance	Recruitment
Certification	Investment Backing	Research
Certified Public Accountants	Investment Management	Retention
Collection Services	Legal Services	Software
Compliance & Ethics	Library Services	Student Housing
Consulting	Management Search	Testing/Tools/Equipment
Default Management	Marketing	Training Providers
Education Management	Media	Tuition Financing
Education Training Materials	Medical Services	

**Does your company own/invest in postsecondary institutions? (If No, skip 2 and 3)**      **Yes**      **No**

2. If Yes, are all eligible institutions in which your company owns/invests members of CECU?

**Yes**      **No**

3. If No, which institutions are not currently members of CECU? (please list)

I agree that all information provided on this application is accurate and complete. Furthermore, I agree to withdraw my company’s membership if CECU determines that my company’s membership is not consistent with CECU’s ethics and standards.

Authorized Signature:

Date:



## **Career Education Colleges & Universities**

1530 Wilson Boulevard | Suite 1050  
Arlington, Virginia 22209  
membership@career.org | (571) 970-3941  
www.career.org

