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ABOUT CECU

Career Education Colleges and Universities (CECU) is the national association representing the proprietary sector of higher education, established to foster policies ensuring equitable access to quality career education, enabling career colleges to grow and prosper, and helping the nation attain a more globally competitive workforce.

CECU advocates for policies that treat all institutions and students equitably. We support accountability standards based on student outcome metrics for all programs at all institutions in ways that protect both students and taxpayers. We advocate for increased transparency of outcomes so that prospective students and families can make fully informed decisions about their educational pursuits.
MESSAGE FROM CECU’S PRESIDENT & CEO

What an incredible year it has been at CECU. As the national association representing the proprietary sector of higher education, we have been relentless in our advocacy for our schools during the onslaught of federal regulatory and legislative activity we have faced. We have represented our members in more than 50 meetings with the Biden Administration and an additional 200 meetings (and counting) with legislators and their staff on Capitol Hill. Although this proactive strategy of aggressive engagement with policymakers has already had a measurable impact, it has also put our sector in the best possible position going into what promises to be a difficult year ahead as rulemaking kicks into high gear at the Department of Education.

As this annual report will show, our dramatic increase in membership has resulted in a positive balance sheet and a massive upgrade in our capabilities. In 2021, we were pleased to welcome four new team members who wake up every day thinking about how to advance the cause for our schools and our students. We have grown our lobbying team by adding staff with deep experience both on Capitol Hill and in the Department of Education. To better serve our members and provide more timely information, we acquired Career Education Review, a respected publication that has covered the sector for nearly 100 years.

We never lose sight of the fact that our members expect us to be their voice in Washington, D.C. To this end, our advocacy team is aggressively fighting for our schools and students every day, and we already have many successes to show for it.

When President Biden took office and put forward a $2 trillion COVID-19 relief plan, our students were initially left out of the higher education package. The new Democratic majorities in both the House and the Senate each produced their own versions of the bill, also leaving out our students. Against this daunting backdrop, CECU worked with Democrats and Republicans in Congress to successfully add relief funding for our students. In addition, CECU worked within that same bill to slow down a poorly drafted provision that would have immediately added military and veteran education benefits to the 90/10 calculation. Our work resulted in the only truly bipartisan amendment passed during the process, ensuring that enactment of the 90/10 provision through the regulatory process was delayed, allowing time for more thoughtful negotiation and compromise. Simply put, neither of these significant legislative victories would have happened without CECU.

I want to personally thank our members and our sector for the warm welcome I have received over the course of my first year as president of CECU. We are a dynamic and strong association viewed by policymakers as the voice of our sector in Washington, D.C. This is only possible because of our members, and we are grateful for their support.

We look forward to working with you in the year ahead.

Jason Altmire, DBA
President & CEO, Career Education Colleges and Universities
MEET THE TEAM

Kelley Blanchard
Senior Vice President of Professional Development & Engagement

Steve Gonzalez
Senior Vice President of Government Relations

Nicholas Kent
Senior Vice President of Policy & Regulatory Affairs

Jenny Faubert
Vice President of Communications & Editor of Career Education Review

John Huston
Vice President of Government Relations

Deepti Taneja
Vice President of Operations & Board Liaison

Joanne Zurcher
Vice President of Government Relations

Jessica Brown
Director of Professional Development

Devin Miller
Director of Communications
CECU’S BOARD OF DIRECTORS

Brad Kuykendall  
*Chairman*  
Western Technical College  
El Paso, TX

Lynelle Lynch  
*Vice Chair*  
Bellus Academy  
Poway, CA

Bhavna Tailor  
*Treasurer*  
Eastwick College & HoHoKus School of Trade and Technical Sciences  
Clifton, NJ

Duncan Anderson  
Education Affiliates  
Baltimore, MD

Mark Dreyfus  
*Executive Committee*  
ECPI University  
Virginia Beach, VA

Mitchell Fuerst  
Success Education Colleges  
West Covina, CA

Arthur “Art” Keiser, Ph.D.  
*Executive Committee*  
Keiser University/Southeastern College  
Fort Lauderdale, FL

Mary Kelly  
StrataTech Education Group  
Phoenix, AZ

Nick Mansour  
Arizona College  
Glendale, AZ

Sally Mikhail Bemis  
Mikhail Education Corporation  
Las Vegas, NV

Janis Paulson  
Unitek Learning  
Newport Beach, CA

Jason Pistillo  
University of Advancing Technology  
Tempe, AZ

Loretta Sanchez  
*Public Member*  
Orange, CA

Mikhail Shneyder  
Nightingale College  
Salt Lake City, UT

Mitch Talenfeld  
*Allied Director*  
MDT Marketing  
Sunrise, FL

Florence Tate  
*Public Member*  
Concord, MA

David Vice  
Asher and IntelliTec College  
Sacramento, CA

Mel Weiner  
Mandl School - The College of Allied Health  
New York, NY
CECU is an advocacy leader in the for-profit education sector

- 38% increase in total revenue
- 27% increase in membership revenue
- 200+ meetings with House and Senate staff, committee staff, and congressional members
- 653 campus locations in 42 states and Puerto Rico
- 1,419% increase in visibility across social media platforms
- 2,785 attendees at CECU Professional Development events
- 400+ member communications including 100+ Government Relations updates
- 93% of respondents rate their overall experience with CECU as somewhat or extremely positive
- 96% of respondents said they are somewhat or extremely likely to continue their membership according to a recent CECU survey

14% 82% 82% Complete Agree

Neither Disagree Nor Agree Somewhat Agree Somewhat Disagree Completely Agree
MEET THE EDUCATION MEMBERSHIP

A key to our strategy in Washington, D.C. has been bringing together the proprietary school sector as we once again face the threat of overreaching and one-sided public policy that is unfairly targeting our schools and students. We are pleased to report that our efforts have paid off as we have seen a significant increase in membership at CECU over the past year.

- 653 campus locations in 42 states and Puerto Rico
- States with the most CECU campus locations include: California (22.1%), Florida (11.2%), Texas (9.2%), Puerto Rico (5.5%), and Pennsylvania (4.7%)
- CECU campus locations are in 251 congressional districts
- 59% of CECU campus locations are in Democratic districts
- 39% of CECU campus locations are in Republican districts
CONNECTING PROFESSIONALS IN 2021

HILL DAY
CECU member school leaders held over 100 meetings over the course of three days with congressional representatives to discuss current and future policies impacting the proprietary postsecondary education sector.
- This important event allows proprietary higher education leaders to not only meet with their congressional delegation, but also to hear from our top-notch government relations team on legislative and regulatory issues.

LEADERSHIP INSTITUTE
The CECU Leadership Institute is one of the most well-respected training conferences in the proprietary school sector.
- The Institute has a long history of graduating top ranking alumni who have gone on to become school presidents, owners, and industry leaders.
- This year, the Institute went virtual, giving the 140 attendees a more personalized experience by letting them choose from seven sessions such as Government Relations & Compliance, Campus Leadership, and Campus Finances & Financial Aid to name a few.

PROFESSIONAL DEVELOPMENT WEBINARS
Providing valuable information in real-time, CECU hosted at least two online webinars per month free for members. The 1,820 attendees heard from esteemed presenters ranging from the U.S. Department of Education to our own government relations team, addressing timely issues such as Higher Education Emergency Relief Funds (HEERF), compliance with the Clery Act, and negotiated rulemaking.

“I have found the CECU Leadership Institute experience to be value-added. I appreciate meeting with other like-minded leaders. It is refreshing to hear success stories, brainstorm challenges, and share best practices. I especially enjoyed the Campus Leadership session in July, with the CEO Leadership Panelists. Their transparency and perspectives on leading their organizations, even amidst a global pandemic, spoke volumes to their relentless dedication to service excellence and student outcomes.”
- Andrea Fricks, MBA, MAED, Campus President, All State Career, Leadership Institute 2021
2021 CAREER EDUCATION CONVENTION

Over 550 proprietary higher education leaders attended CECU’s 2021 Career Education Convention in person, one of the first in-person sector events since the COVID-19 pandemic began. The excitement of being together again was evident in conversations among colleagues, many of whom had not seen each other in almost 16 months.

- Keynote sessions included the dynamic Ty Bennett, who emphasized the importance of storytelling in winning over doubters and critics, and Martha Stewart, who spoke about how to rebuild a brand that has been tarnished by negative public relations.
- The keynote session that generated the most positive feedback was our panel discussion with Peter Cohen, President of the University of Phoenix, and Jerome Grant, CEO of Universal Technical Institute. The session was a candid discussion of the relationship between the different parts of our sector working together.
- A special thanks to the nearly 100 exhibit partners and sponsors who helped make this year’s event successful.
Sent a letter to then-President-Elect Biden and Vice President-Elect Harris outlining CECU’s higher education priorities and policy recommendations for the new administration. The letter emphasized that CECU shares many of the same goals and supports accountability and transparency across all sectors of higher education.

Government Relations team participated in approximately 200 meetings on the Hill to address the American Rescue Plan Act of 2021’s 90/10 provision, short-term Pell Grant expansion, institution conversion, and appropriation bills.

Government Relations team participated in more than 50 meetings with officials at the Domestic Policy Council, Office of Management and Budget, Veterans Affairs, and the Department of Education. These discussions revolved around the 90/10 rule, short-term Pell Grant expansion, borrower defense to repayment, and other policies that would limit access to trade, technical, and career postsecondary institutions.

Worked with Senators Moran (R-KS), Carper (D-DE), Cassidy (R-LA), and Lankford (R-OK) to amend the House 90/10 provision. The amendment changed the House 90/10 provision to begin a negotiated rulemaking process no earlier than October 1, 2021. It also specifies that the amendment may only take effect for institutional fiscal years beginning on or after January 1, 2023.
Nicholas Kent, Senior Vice President of Policy and Regulatory Affairs, was reappointed to the National Center for Education Statistics Technical Review Panel for the Beginning Postsecondary Students Longitudinal Study. At its June 2021 meeting, the panel considered how the COVID-19 pandemic has impacted student behaviors and experiences.

Jason Altmire testified at the U.S. Department of Education’s negotiated rulemaking public hearing. The association’s testimony underscored the support for accountability for schools and the protection of students and encouraged the Department to consider alternative accountability measures that will apply to all sectors of higher education and protect all students equally.

Worked with Rep. Al Lawson (D-FL), who led a group letter to key congressional leaders, urging them to include proprietary institutions in any short-term Pell Grant program. Importantly, the letter garnered seven Democratic signatures, exceeding the margin of the Democratic majority in the House of Representatives.

CECU submitted written comments to the U.S. Department of Education that provided detailed information regarding regulatory areas impacting the sector, such as borrower defense to repayment, mandatory pre-dispute arbitration, and closed school discharge. These comments helped to inform the Department’s ongoing and upcoming negotiated rulemakings.
FORGING NEW PARTNERSHIPS

Over the past year, CECU has engaged with a variety of stakeholders in the higher education and workforce community to address challenges and opportunities faced by CECU members and form partnerships to help improve outcomes for students and taxpayers.

**Wireless Infrastructure Association:** CECU is working with the Wireless Infrastructure Association (WIA) to create a curriculum for the 5G and telecommunication workforce. CECU has identified several potential pilot hubs to host such a program and train new workers to meet the current and future telecommunications workforce demands.

**Tesla:** CECU is in discussions with Tesla regarding their Student Automotive Technician Program (START) to identify potential partnering opportunities between CECU member institutions and the Tesla START program to fill electric vehicle workforce demand.

**National Black Nurses Association:** CECU highlighted member institutions educating people of color in the nursing profession, especially Black nurses. Upon request following the meeting, CECU sent 133 student stories to Dr. Millicent Gorham, CEO of the National Black Nurses Association.

**The American Legion:** CECU is collaborating with the American Legion to identify ways to work together on higher education and veteran legislation related to 90/10 reform, workforce training, and career and trade programs. The CECU Government Relations team spoke before the American Legion’s Veterans Education and Employment Commission about CECU members, the sector, and the students they serve. CECU continues to work with the American Legion to find legislative solutions that best serve the interests of military-connected students.

**Veterans of Foreign Wars:** CECU is working with the Veterans of Foreign Wars (VFW) to identify ways to work together on higher education and veteran legislation related to 90/10 reform, workforce training, and career and trade programs. CECU and VFW are exploring the idea of having VFW claim specialists visit institutions to help their military-connected students with VA disability claims, access to VA health care facilities, and ensure veterans are cared for.
American Association of Community Colleges  
American Council on Education  
American Enterprise Institute  
Association of Career and Technical Education  
Association of Specialized & Professional Accreditors  
Bipartisan Policy Center  
Coalition for Career Development Center  
Commercial Vehicle Training Association  
Council for Higher Education Accreditation  
Education Trust  
Just Equations  
National Association of Independent Colleges and Universities  
National Association of Student Financial Aid Administrators  
National Center for Education Statistics  
National Conference of State Legislatures  
National Governors Association  
National Student Clearinghouse  
National Student Legal Defense Network  
Office of Federal Student Aid  
Office of Postsecondary Education  
Office of the Under Secretary  
Seldin Haring-Smith Foundation  
Seton Hall University  
Stand Together  
State Higher Education Executive Officers Association  
Strada Education Network  
Texas Public Policy Foundation  
Third Way  
United Negro College Fund  
Urban Institute  
U.S. Department of Education

“CECU is a strong resource and advocate for a sector of schools that provide access, opportunity, and quality education to students seeking new or enhanced career skills. Eastwick College has been a member for many years. Over the years, I have attended many great professional development workshops, learned about government relations and the impact they make for our students. Thank you CECU for supporting us and our students.”  
– Bhavna Tailor, Executive Vice President, Eastwick College & HoHoKus School of Trade and Technical Sciences
COMMUNICATIONS ACCELERATED

CECU’s media visibility has increased significantly with a new communications team in place. With the addition of Career Education Review, the Daily News has become the most robust daily aggregate of news related to the proprietary school sector. We are only getting started; we will soon be rolling out exciting new multimedia platforms to provide additional content for our members.

400+ COMMUNICATIONS TO MEMBERS
1,419% INCREASE IN VISIBILITY
2X FEATURED IN NEWS PER WEEK ON AVERAGE

The New York Times
POLITICO
INSIDE HIGHER ED
The Washington Post
THE WALL STREET JOURNAL
Military.com
MarketWatch
USA TODAY
Forbes
THE CHRONICLE OF HIGHER EDUCATION
## CECU FINANCES

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<th>Year Ending 06/30/2021</th>
<th>Year Ending 06/30/2020</th>
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<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Contributions &amp; Support</td>
<td>461,000</td>
<td>393,077</td>
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<tr>
<td><strong>Earned Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Membership Revenue</td>
<td>3,007,167</td>
<td>2,355,892</td>
</tr>
<tr>
<td>Conference Revenue</td>
<td>666,821</td>
<td>230,352</td>
</tr>
<tr>
<td>Publication Revenue</td>
<td>20,513</td>
<td>24,577</td>
</tr>
<tr>
<td>Royalty Revenue</td>
<td>31,035</td>
<td>27,975</td>
</tr>
<tr>
<td>Other Income</td>
<td>4,324</td>
<td>2,886</td>
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<tr>
<td><strong>Total Earned Revenue</strong></td>
<td>3,729,860</td>
<td>2,641,682</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>4,190,860</td>
<td>3,034,759</td>
</tr>
<tr>
<td><strong>Expenses</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total Personnel Expenses</td>
<td>1,913,337</td>
<td>1,858,889</td>
</tr>
<tr>
<td>Total Consulting Expenses</td>
<td>1,127,334</td>
<td>953,111</td>
</tr>
<tr>
<td>Total Programmatic Expenses</td>
<td>817,725</td>
<td>275,353</td>
</tr>
<tr>
<td>Total Non-Personnel Expenses</td>
<td>437,113</td>
<td>415,481</td>
</tr>
<tr>
<td><strong>Total Expenses</strong></td>
<td>4,295,509</td>
<td>3,502,834</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets</strong></td>
<td>(104,649)</td>
<td>(468,075)</td>
</tr>
<tr>
<td>Investments</td>
<td>426,773</td>
<td>121,548</td>
</tr>
<tr>
<td><strong>Total Change in Net Assets After Investments</strong></td>
<td>322,124</td>
<td>(346,527)</td>
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SECTOR
RESEARCH

“The research CECU provides helps The College of Health Care Professions better serve both our aspiring professionals and our employer partners. We appreciate their pragmatic focus on providing current and usable data pertaining to employer needs and the needs of our adult learners with complicated lives.”
– Eric Bing, Chancellor, The College of Health Care Professions

CECU Membership Survey

CECU administered a membership survey in August 2021 to gauge the overall satisfaction of education and allied members and to better understand the association’s strengths, weaknesses, and areas of opportunity.

Of the nearly 200 members who responded:
• 93% rated their experience as somewhat or extremely positive.
• 95% said they are very likely or somewhat likely to continue their membership.
• 96% completely agreed or somewhat agreed that CECU is an advocacy leader in the for-profit education sector.

Higher Education Emergency Relief Fund

CECU commissioned research to provide evidence of the proprietary sector’s appropriate use of the CARES Act Higher Education Emergency Relief Fund (HEERF).
• The report found that an overwhelming majority of respondents agreed that HEERF funds had a positive impact on students’ ability to adapt and succeed in the face of challenges associated with COVID-19.
• The research focused on institutions’ use of the funds to implement and improve effective strategies for online delivery of career education.

Veteran Alumni Outcomes

A survey, conducted by Hanover Research on behalf of CECU, aimed to help the organization and policymakers learn more about the needs and outcomes of veteran students and veteran alumni who attended a proprietary institution.
• Respondents reported positive experiences at proprietary institutions in relation to preparation for future success.
• Coursework reflected the current needs of their workplace (79%) and that their studies prepared them well for employment (78%).
• The value of the education received at their institutions was worth the cost (80%).
CECU ANNUAL CONVENTION

May 31 - June 2, 2022
MGM Grand
Las Vegas, NV
www.career.org/convention
1530 Wilson Boulevard, Suite 1050
Arlington, VA 22209

Phone: 571-970-3941
Fax: 866-363-2181

communications@career.org
www.career.org