These are unprecedented times for our sector. We face a challenge more daunting than we’ve ever encountered. With your help, we can ensure that our voice is heard and we have a seat at the table when Congress and the Biden Administration make decisions impacting our sector.

We know the facts are on our side. Help us tell the story of the life-changing opportunities we offer our students and the economic benefits of the training we provide for high-demand professions. Together, we can fight back against what promises to be an onslaught of regulations and legislative attacks on our sector.

By becoming a CECU member, you’ll join hundreds of other schools in our shared mission of advocacy, information sharing, professional development, and sector leadership. This brochure lists some of the many benefits of membership.

Make your voice heard. Become a member today.

Dr. Jason Altmire
President and CEO
Help CECU share your message and amplify your voice with the Biden Administration and among bipartisan members of Congress.

CECU has unmatched access to top regulatory and congressional decision-makers – both Democrat and Republican. With your membership, you ensure that your school will have a direct voice in the policy discussions that are happening in Congress, the White House, the U.S. Department of Education, and other Federal agencies with jurisdiction over our sector. Under the leadership of CEO Jason Altmire and a highly experienced and well-connected lobbying team, our government relations group will work directly with your school’s leadership to provide access to national policy makers and help your schools navigate the many legislative and regulatory challenges facing our sector.

Telling the story of your school and students.

CECU’s sophisticated communications team can help you tell your story to policy makers, the media, and your local communities. Using state of the art grassroots, communication, and social media strategies, we will help you identify opportunities to achieve positive media coverage, promote student success stories, and highlight the life-changing work carried out by your school. Our communications team will work directly with your school’s internal leaders to identify these opportunities.

**Member Benefits**

**Government Relations**
- Access to top government relations professionals, grassroots training, and state partnerships to strengthen your advocacy efforts.
- CECU has deep, bipartisan experience on Capitol Hill and at the U.S. Departments of Education and Veterans Affairs.
- We will work with your school’s internal government relations leaders to strategize on best practices, campus site visits, and access to legislators.
- You will have access to real-time information on legislative and regulatory issues of concern to our sector.

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

**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.
- The association publishes reports, best practices, one pagers, 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.

**Professional Development**
- CECU hosts the top attended events in the sector including the Annual Convention, CEO Summit, Hill Day, and Leadership Institute.
- Access to a robust Member Resource Center, including all past webinar recordings, event documents, government relations resources and more.
- Frequent webinars on important and timely topics available to all staff at your institution.
- Networking opportunities with other leaders in the sector.
- CECU’s Leadership Institute provides unmatched opportunities for your middle and senior managers to gain access to targeted professional development training.
Meet the Team

Dr. Jason Altmire
President & CEO

All CECU members have direct access to CEO Jason Altmire, a former senior executive for multibillion-dollar companies, noted author and business consultant, and three-term member of the U.S. House of Representatives. 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.

Nicholas Kent
Chief Policy Officer

Nicholas Kent leads CECU’s sophisticated research and policy activities. A noted management consultant specializing in strategic management and higher education, he has held positions in both the private and public sectors, as well as in private equity.

Steve Gonzalez
SVP Government Relations

Steve Gonzalez oversees the association’s government relations and political activities, including CECU’s Political Action Committee. He was formerly a senior congressional staffer with deep experience and relationships in both houses of Congress and Federal agencies.

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.

Deepti Taneja
Vice President of Operations & Board Liaison

As the VP of Operations and Board Liaison, 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.

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.

Jessica Brown
Director of Meetings and Member Services

As the Director of Meetings and Member Services, Jessica Brown assists in the development and execution of CECU’s educational programming efforts, including the Leadership Institute, Hill Day, and the Annual Career Education Convention. She also facilitates the recruiting and production of CECU webinars.