



American Council on Education

ALLIANCE PROGRAM

Sustained Visibility

Access to Higher Education Executives

Timely Information on Higher Education Issues

www.acenet.edu

ACE™

The AMERICAN COUNCIL ON EDUCATION

represents the leaders of more than 1,800 higher education institutions and related organizations.

Since 1918, the American Council on Education (ACE), the major coordinating body for all the nation's higher education institutions, has provided leadership and a unified voice on key higher education issues. Through advocacy, research, and innovative programs, ACE represents and addresses the needs of more than 1,800 campus executives, as well as the leaders of higher education–related associations and organizations.

Together, ACE member institutions serve 80 percent of today's college students.

ACE fosters greater collaboration and new partnerships within and outside the higher education community to help colleges and universities anticipate and address the challenges of the 21st century and contribute to a stronger nation and better world.

ACE's Roles in Higher Education:

REPRESENT AND ADVOCATE

Serve as the principal voice for higher education in the public arena and coordinate the advocacy efforts of higher education associations.

LEAD

Identify and address major issues affecting postsecondary education.

SERVE

Address the rapidly changing needs of America's colleges and universities by providing research and identifying innovative practices.

STRENGTHEN CAPACITY

Increase educational attainment by enhancing the capacity of postsecondary institutions to serve all students.



THE ALLIANCE PROGRAM

Designed for companies serving the higher education market, ACE's Alliance Program enables organizations to benefit from industry insights and receive invaluable information that provides a competitive edge in serving campuses throughout the country. The program is designed to:

- ☞ **Strengthen alliances** between ACE and the business community.
- ☞ **Give sustained recognition** to organizations working with ACE.
- ☞ **Provide timely information** on higher education trends and issues.

As part of the Alliance Program, companies that serve colleges and universities can connect with higher education leaders and receive the most up-to-date information on the key issues confronting higher education.

The program offers the following:

TIMELY INFORMATION ON HIGHER EDUCATION ISSUES

- ☞ Access and attainment
- ☞ Campus security
- ☞ Demographics
- ☞ Online education
- ☞ Diversity
- ☞ Financial aid
- ☞ Globalization
- ☞ Government relations and public policy
- ☞ Institutional effectiveness
- ☞ Leadership development
- ☞ Lifelong learning
- ☞ Workforce development

SUSTAINED VISIBILITY

- ☞ Ensure that your company is visible throughout the year to ACE's more than 1,800 college and university members.
- ☞ Receive acknowledgment in print and electronic communications.
- ☞ Receive special recognition at select events.

RELATIONSHIPS WITH CAMPUS LEADERS

- ☞ Presidents and chancellors
- ☞ Provosts and chief academic officers
- ☞ Vice presidents and other campus executives

ALLIANCE PROGRAM BENEFITS

All Alliance Program members receive exclusive benefits that provide a competitive edge—including the weekly electronic newsletters *President to President* and *Higher Education and National Affairs*, which together provide a snapshot of the most pressing issues facing higher education today.

EXECUTIVE CIRCLE: \$200,000 AND ABOVE

- Exclusive sponsorship of ACE programs in areas of mutual interest.
- One full-page, full-color ad in *The Presidency* magazine, subject to space availability; 25 percent discount on additional advertising.
- One full-page ad placed on the front of a tabbed page in the ACE Annual Meeting *Final Program* (first come, first served).
- A 25 percent discount on booth space at the ACE Annual Meeting, including two free registrations, plus a copy of the pre-conference mailing list.
- All Leadership Circle benefits.

LEADERSHIP CIRCLE: \$100,000–\$199,999

- The opportunity to underwrite selected ACE programs.
- One full-page black-and-white ad in *The Presidency* magazine, subject to space availability; 20 percent discount on additional advertising.
- One full-page ad placed on the back of a tabbed page in the ACE Annual Meeting *Final Program* (first come, first served).
- Invitations to all Presidents' and Chancellors' events at the ACE Annual Meeting.
- A 15 percent discount on booth space at the ACE Annual Meeting, including two free registrations, plus a copy of the pre-conference mailing list.
- All Director's Circle benefits.

DIRECTOR'S CIRCLE: \$25,000–\$99,999

- The opportunity to feature a video highlighting your organization's work or products on ACE's web site.
- One half-page black-and-white ad in *The Presidency* magazine, subject to space availability.
- A 10 percent discount on booth space at the ACE Annual Meeting, including one free registration, plus a copy of the pre-conference mailing list.

- Special recognition in *The Presidency*, the ACE Annual Meeting *Final Program*, and other select publications.
- All Associate's Circle benefits.

ASSOCIATE'S CIRCLE: \$10,000–\$24,999

- The opportunity to feature a brief description of your organization's work or highlight a new product on the ACE web site.
- If support is designated for a particular ACE program, the opportunity for one representative to attend the program being supported.
- One quarter-page black-and-white ad in *The Presidency* magazine, subject to space availability.
- A 10 percent discount on booth space at the ACE Annual Meeting.
- Special recognition in *The Presidency*, the ACE Annual Meeting *Final Program*, and other select publications.
- All Friends Circle benefits.

FRIENDS CIRCLE: \$5,000–\$9,999

- The opportunity to sponsor a Focus Zone at ACE's Annual Meeting.
- A 10 percent discount on advertising in *The Presidency* magazine.
- A subscription to the electronic newsletters, *President to President* and *Higher Education and National Affairs*.
- A complimentary subscription to *The Presidency*.
- Timely, relevant publications and resources.
- Discounts on all ACE publications and conference and meeting registration fees.
- Special recognition in ACE's *Annual Report* and the ACE Annual Meeting *Final Program*.
- Your company name and logo featured on the ACE web site, with a 50-word description of your company and a hyperlink to your web site.

Higher Education Institutions Today

- There are more than 4,000 accredited, degree-granting institutions in the United States.
- 61 percent of colleges and universities are four-year institutions; 39 percent are two-year.
- 40 percent of institutions are public; 38 percent are private, not-for-profit; and 22 percent are private for-profit.
- There are more than 18 million higher education students.

For further information on the Alliance Program, please contact the Advancement Office at (202) 939-9385.