

INAUGURAL STATE OF THE WORKFORCE SYMPOSIUM: From Education to Employment

December 9th-10th | Hyatt Regency Capitol Hill, Washington, DC



APSCU®

ASSOCIATION OF
PRIVATE SECTOR COLLEGES
AND UNIVERSITIES

FRIENDS AND SUPPORTERS:

Our goal is for APSCU to become the center of information and analysis that supports the important work of our sector and our members. Today, I invite you to become a supporter of our Inaugural State of the Workforce Symposium: From Education to Employment. Our December event has been created to best serve the changing needs of the sector. We are convening the top experts on occupational trends, skill demands, and its impact on proprietary education. This event will surely become APSCU's most important policy information and trends gathering every year.

Quite simply, we have:

- Redesigned the program to offer the nation's top experts on occupational skill demands.
- Commitments to speak from corporate America; the leading think tanks on employment policy/ education; and our Congressional leaders for this sector.
- Comissioned and will unveil new research on the potential impact of IP on the labor force of the future.
- Created a new 3-for-1 registration incentive where every member is invited to bring both an employer and a public policy colleague at no additional cost.
- Provided a reduced price for every additional education member attending from their institution.
- Invited as our guests 50 of the key workforce education thought leaders in Washington.
- Scheduled a special Members-only briefing on Gainful Employment including the proprietary sector's voices in the Negotiated Rule-Making sessions.
- Scheduled a PAC event with The New Democrat Coalition - the caucus of 50 moderate Democrats in the House of Representatives.
- Scheduled a dinner honoring long-time sector leader and former Board Chair Art Keiser.

We have created an event that will produce high-quality information attracting our sector's leaders. We need your voice and networking. You will definitely want to be a part of this new annual event.

Sincerely,

Steve Gunderson
President and CEO

BE A PART OF THE SOLUTION!

Learn how postsecondary education programs and business leaders can work together and better prepare workers for skilled, well-paying jobs that will contribute to the nation's global leadership position.

WE NEED YOUR VOICE!

Join workforce influencers from industry, academia and government for a lively and productive dialogue on the nation's current skills gap impacting workforce readiness and employers' ability to fill current and future in-demand jobs.

SPONSORSHIP OPPORTUNITIES

CO-HOST SYMPOSIUM SPONSOR - \$50,000

(1 SPONSORSHIP AVAILABLE)

- Company name and logo on all future printed promotional and onsite materials and APSCU's website
- Remarks by Company representative during Symposium opening session
- Logo placement on onsite signage
- Five complimentary Symposium registrations
- Table space in session rooms for promotional materials
- First consideration for being put on as a program participant, if available
- Company description included in Symposium materials

PROGRAM SPONSOR - \$20,000

(4 SPONSORSHIPS AVAILABLE)

- Company name and logo on all future printed promotional and onsite materials and APSCU's website
- Logo placement on onsite signage
- Two complimentary Symposium registrations
- First consideration for being put on as a program participant, if available
- Company description included in Symposium materials

KEYNOTE SPEAKER SPONSOR - \$15,000

(3 SPONSORSHIP AVAILABLE)

- Company name and logo on all future printed promotional and onsite materials and APSCU's website
- Logo placement on onsite signage
- Introductions of Keynote speaker by Company representative

LUNCH SPONSOR - \$10,000

(1 SPONSORSHIP AVAILABLE)

- Company name and logo on all future printed promotional and onsite materials and APSCU's website
- Logo placement on onsite signage
- Company promotional materials distributed to attendees during luncheon

BREAK SPONSOR - \$5,000

(1 SPONSORSHIP AVAILABLE)

- Logo placement on onsite signage and materials during sponsored break
- Company promotional materials distributed to attendees during sponsored break

SESSION SPONSOR - \$2,500

(10 SPONSORSHIPS AVAILABLE)

- Company name and logo featured on Symposium agenda materials distributed to attendees onsite
- Introduction of speaker(s) by Company representative during sponsored session

SPECIAL SPONSORSHIP BUNDLING

For those who are interested in supporting APSCU's two premier events in Washington, DC Inaugural State of the Workforce Symposium: From Education to Employment AND the March 2014 Hill Day*

OPTION 1:

Sponsor Hill Day at the \$5K level or above + Sponsor Symposium at the \$10K or \$15K level and receive complimentary registration for two to the Symposium + a free webinar sponsorship at one of APSCU's future webinar events

OPTION 2:

Sponsor Hill Day at the \$5K level or above + Sponsor Symposium at the \$20K level and receive complimentary registration for two to the Symposium + a free webinar sponsorship + 4 comp. seats to the Keiser dinner on December 9th

*For more information on sponsoring APSCU's 2014 Hill Day email or call Katie Calabrese, VP for Education and Events:

Phone: 202-336-6757

Email: Katie.Calabrese@APSCU.org

APSCU'S REACH:

- APSCU has more than 1,600 member institutions that educate and support over 3 million students each year for employment in over 200 occupational fields.
- Attendees are primarily presidents, owners, directors and administrators of private sector colleges and universities from across the United States and Puerto Rico.

WHAT PAST APSCU EVENT ATTENDEES HAVE SAID:

"The conference was outstanding and extremely informative."

"It was awe-inspiring to me to listen to these marvelous speakers and hear their take on supporting the private sector."

CONFIRMED SPONSORS:



INAUGURAL STATE OF THE WORKFORCE SYMPOSIUM: From Education to Employment

CONFIRMED SPEAKERS:

Andy Stern, President Emeritus, Service Employees International Union: “The Future Workforce”

Eric Spiegel, President and CEO, Siemens Corporation: “The Need for a Skilled Workforce”

Matt Sigelman, CEO of Burning Glass Technologies: “The Demand for and Supply of Talent”

The Honorable John Kline (R-MN), Chairman, House Education and the Workforce Committee

The Honorable Rob Andrews (D-NJ), House Education and the Workforce Committee

Dr. Anthony Carnevale, Director, Georgetown University Center on Education and the Workforce: “The Skills Gap”

Dr. Nam D. Pham, Ph.D, Managing Partner, NDP Analytics and Greg Kalbaugh, Deputy Vice President, PhRMA: “New Research on New Skill Demands”

Robert T. Jones, President, Education & Workforce Policy, LLC: “Credentials and Workforce Skills”

Lynn Karoly, Senior Economist, RAND Corporation: “Future Work: Employment Trends, Projections & Implications”

John J. King EdD, SVP & Chief Academic Officer, Lincoln Educational Services: “Education for Employment: Enhancing Student & Employer Success through Industry Partnerships”

Peter McPherson, President, Association of Public and Land-grant Universities and Kathryn Jo Mannes, Senior Vice President for Workforce and Economic Development, American Association of Community Colleges: “Education’s Response to the Skills Gap”

A Panel on “From Veterans Education to Veterans Employment”

**WE NEED YOUR VOICE.
BE PART OF THE SOLUTION.
BE A SPONSOR OF THIS IMPORTANT EVENT.**

“What careers do our students seek? What jobs and careers will be in demand when they graduate? What are the most important next steps to the skills gap question? While students determine their own futures, we have a responsibility to deliver education that will enable them to pursue their dreams. We want to answer those questions and create a roadmap to solving some of these vexing issues. **Our Inaugural State of the Workforce Symposium: From Education to Employment** is the first step in the process!”

-Steve Gunderson