

ACCT Corporate Council Membership

fact sheet



Corporate Council

The ACCT Corporate Council unites companies with a vested interest in community colleges and their students to connect with ACCT's members throughout the year, and contribute its expertise to the 7,000 trustees, presidents and other leaders who make decisions for the nation's community and technical colleges. With a minimal investment, the ACCT Corporate Council is a different kind of model that facilitates building awareness of your brand based on substance, not selling.

Annual membership dues: \$7,500

The following opportunities are included in ACCT Corporate Council membership dues.

Engagement opportunities

1. **Interact** with ACCT members at two annual meetings that attract thousands of college trustees and presidents, as well as educational and public policy leaders, federal officials, philanthropic organizations, and other thought leaders. Each Corporate Council member company receives two complimentary registrations for the annual ACCT Leadership Congress, as well as the Community College National Legislative Summit.
2. **Showcase** expertise. Corporate Council members are invited to present a session during the ACCT Leadership Congress and are also encouraged to collaborate with other Council members on a town hall-style joint panel discussion.

3. **Put it in writing.** Corporate Council members are encouraged to contribute original articles to *Trustee Quarterly*, ACCT's award-winning membership magazine.
4. **Put even more in writing.** We also invite Corporate Council members to collaborate on stand-alone research supplements and white papers to be distributed to ACCT members.
5. **Access** to meeting rooms during the ACCT Leadership Congress and Community College National Legislative Summit for company business or networking with college leaders.

Visibility and brand awareness

1. Year-round visibility on the ACCT website, linking to your company's website for further information.
2. Public appreciation and logo visibility during the ACCT Leadership Congress, in event program, and onscreen during official welcome reception.
3. Option to set up tabletop or banner display during ACCT Leadership Congress.
4. Additional opportunities for discounted event sponsorships, including but not limited to ACCT Awards program advertising, general session sponsorship, bags or other materials provided to attendees at registration.

Marketing tools

1. Right to use ACCT logo in advertising/promotion/collateral/informational materials when discussing partnerships with the association and collaboration with member colleges
2. 25% discount on advertising in *Trustee Quarterly* magazine (print and online), ACCT websites, and the ACCT mobile application.
3. Opportunity to share relevant messages and stories via ACCT's social networking platforms, including Twitter, Facebook, and Flickr.

Higher education advocacy insights

1. Updates on federal policy, legislative issues and ACCT policy initiatives via two face-to-face annual Corporate Council meetings and additional conference calls
2. Opportunity to participate in the Community College National Legislative

Summit in Washington, D.C. and network with policy-minded ACCT members and affiliates

3. Ability to tap into ACCT's legislative expertise at any time of year.

Corporate Council direct benefits

1. Two complimentary registrations to ACCT's two premier annual events (four registrations in total).
2. *Trustee Quarterly* magazine, as well as ACCT's member-business newsletter *Advisor* and other materials via print and electronically, for up to ten Corporate Council member company representatives
3. ACCT's Latest Action in Washington E-Alerts, with of-the-moment federal policy updates and advocacy action alerts, for an unlimited number of Corporate Council company representatives

Why ACCT? Simply put, ACCT is different—and so is our Corporate Council. For example, ACCT does not host an exhibit hall during either of our conventions. **Why?** Because community college trustees don't make purchasing decisions for their colleges, and because ACCT's events are all about content, not buying and selling. **So why participate?** Since its inception, ACCT's Corporate Council members have repeatedly told us that they *feel* different at ACCT meetings—as a Corporate Council member, you will truly feel like a *member*, not a *sales person*. And you'll be seen this way, too. ACCT's members know that our Corporate Council member companies are truly dedicated to the community college mission and to students, and they pay attention. When speaking with member trustees, you won't see anyone's eyes glaze over as they listen to a sales pitch. **You'll see the connection.** Trustees don't buy products and services for their colleges, but they drive the college's direction, and if your company is truly making a difference for students and making operations more efficient at the institution, trustees will take notice—and they'll make sure others do, as well.

Contact ACCT

For more information about the ACCT Corporate Council membership and other exciting engagement opportunities, please contact:

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