



Workforce Development Institute 2023: Shockproof

Sponsorship Opportunities

Thank you for your consideration in sponsoring the American Association of Community Colleges (AACC) Workforce Development Institute (WDI) 2023: Shockproof. AACC anticipates approximately 700 attendees from community colleges across the country focused on workforce and economic development. Sponsorship opportunities are listed below. All items purchased come with the following:

- Listing of sponsor name, URL, and logo on conference app and printed program
- Recognition together with logos of all WDI 2023 sponsors during plenary sessions
- Complimentary registration included as noted

To discuss the availability and the ideal sponsorship opportunity for your organization, please contact John Dyer, Associate Vice President, Workforce Development, at jdyer@aacc.nche.edu.

Currently Available: One (1) College President, CEO, and Chancellor Reception

Friday, January 20, 2023, 5:00-7:00 p.m. (PT)	Hosted by the sponsor, this private event is open only to community college presidents and chancellors, AACC executives, AACC Corporate Partners, plenary speakers, and select VIPs. These special guests will receive a customized invitation to the reception with the sponsor’s branding approximately one month in advance of the event. The sponsor will have the opportunity to approve the customized invitation. On the day of, after an introduction by AACC, the sponsor will give a 10-minute welcome address to all reception attendees. The event will have signage with the sponsor’s branding, and materials may be disseminated. Food and beverages are included.	\$12,000
---	---	----------

This sponsorship includes 3 complimentary registrations.

Currently Available: Four (4) Private Dinner Host Events

Private Dinners are 2-hour off-program events for up to 15 conference attendees with an AACC designee and the sponsor. The sponsor will welcome guests to the dinner and facilitate discussion. Attendee contact information will be shared with the sponsor post-event.

Participants:

- AACC will work with the sponsor to target the invited guests from a select group of VIPs.

Staffing:

- AACC will manage the sending and tracking of RSVPs of the sponsor-branded invitations and will organize the meal menu.

Wednesday, January 18, 2023, 7:30 p.m. (PT) Private Dinner (1 of 2)	\$12,000
Wednesday, January 18, 2023, 7:30 p.m. (PT) Private Dinner (2 of 2)	\$12,000
Thursday, January 19, 2023, 7:30 p.m. (PT) Private Dinner (1 of 2)	\$12,000
Thursday, January 19, 2023, 7:30 p.m. (PT) Private Dinner (2 of 2)	\$12,000

These sponsorships each include 2 complimentary registrations.

Currently Available: One (1) Welcome Reception Sponsorship

Wednesday, January 18, 2023, 5:00-7:00 p.m. (PT)	All attendees will be invited to attend a welcome reception. Sponsor will invite these attendees to the reception from the main stage at the conclusion of Wednesday’s opening plenary.	\$7,000
--	---	---------

This sponsorship includes 3 complimentary registrations.

Currently Available: One (1) Networking Reception Sponsorship

Thursday, January 19, 2023, 5:00-7:00 p.m. (PT)	All attendees will be invited to attend a networking reception to engage new partners focused on apprenticeship. Sponsor will invite these attendees to the reception from the main stage at the conclusion of the Thursday's luncheon plenary.	\$7,000
---	---	---------

This sponsorship includes 3 complimentary registrations.

Currently Available: Three (3) Pre-Conference Sessions

Pre-Conference Sessions are 6-hour meetings for up to 40 conference attendees with an AACC organizer, relevant speakers invited by AACC, and the sponsor. Any AACC WDI 2023 attendee may register. The sponsor will welcome guests to the session, facilitate portions of the discussion as appropriate and willing, and be allowed to distribute materials to attendees during the session. Attendee contact information will be shared with the sponsor post-event.

•

Wednesday, January 18, 2023, 10:00 a.m.-4:00 p.m. (PT) Full Day Session Focus: Diversity, Equity and Inclusion in Workforce Development	\$6,000
Wednesday, January 18, 2023, 10:00 a.m.-4:00 p.m. (PT) Full Day Session Focus: Cybersecurity Essentials and Innovations for Non-Faculty Champions	\$6,000
Wednesday, January 18, 2023, 10:00 p.m.-4:00 p.m. (PT) Full Day Session Focus: Workforce and Economic Development Grant Writing and Grant Management	\$6,000

These sponsorships each include 2 complimentary registrations.

Currently Available: Sixteen (16) Workshop Sponsorships

Workshops are 75-minute sessions with formal presentations by experts in the field on critical workforce and economic development topics for community colleges in 2023.

Participants:

- Sessions are open to all WDI 2023 participants

Staffing:

- AACC has invited expert panelists - and for some sessions, moderators - to present on the named topic. AACC will prepare the panel with a preparatory call prior to the event.

Sponsors for Workshops:

- May welcome the group with a live, 5-minute statement on why they are proud to be sponsoring the particular discussion.
- Are encouraged to participate in the open dialogue with the attendees.
- Should not feel the pressure to be an expert in the particular topic. Rather, AACC will empower the sponsor to join the preparation call with the speakers to ensure maximum impact.

AACC recommends each sponsor consider topic areas that are most relevant to their potential business lines and/or target networks when deciding which session to select.

These sponsorships each include 2 complimentary registrations.

Thursday, January 19, 2023, 9:35-10:50 a.m. (PT)	What Do I Measure? Knowing when to use leading indicators, and lagging indicators, or other measures of success to drive program improvements can be a challenge. Join this session to learn how to use data to support your workforce efforts with companies.	\$6,000
Thursday, January 19, 2023, 9:35-10:50 a.m. (PT)	Engaging and Serving Historically Disconnected Students As DEIA (diversity, equity, inclusion, accessibility) takes priority in communities across the country, talk with leaders who have made bold decisions to optimize their local talent pools.	\$6,000
Thursday, January 19, 2023, 9:35-10:50 a.m. (PT)	Advanced Manufacturing Keeping pace with ever-evolving industry practices requires nimble thinking and remaining relevant with the latest trends. Join this session to learn both.	\$6,000
Thursday, January 19, 2023, 10:55 a.m.-12:10 p.m. (PT)	Student Preferences for Consuming CTE Content and Success Compressed courses, faculty advising at any hour, and on-demand technical support; these new expectations required college responsiveness. Join this session to discuss what we should forever embed into college practice for CTE student success.	\$6,000
Thursday, January 19, 2023, 10:55 a.m.-12:10 p.m. (PT)	Early College Exposure and Education Models Early college, dual enrollment, running start, and other programs all offer variations on programs with which high school students can gain college credit. This session will explore successes and strategies to build out articulations and credential opportunities.	\$6,000
Thursday, January 19, 2023, 10:55 a.m.-12:10 p.m. (PT)	Safety Training in Every Occupation All companies and municipalities are required to have employees trained in safety and health rules and procedures. Learn promising practices to develop and embed health and safety training into certificate and degree programs.	\$6,000
Thursday, January 19, 2023, 2:20-3:35 p.m. (PT)	Innovative Revenue Models with Underutilized Spaces In the last several years, colleges have rented, sold, and repurposed many of their teaching and training facilities as their needs changed. Learn from leaders who transitioned their spaces and funding models to support their new circumstances.	\$6,000
Thursday, January 19, 2023, 2:20-3:35 p.m. (PT)	Augmented Reality and Virtual Reality in CTE Programs High-quality career and technical education often requires ongoing capital investments to ensure students gain industry relevant competencies. Join this session to learn cost-saving opportunities.	\$6,000
Thursday, January 19, 2023, 3:40-4:55 p.m. (PT)	Healthcare Registered Apprenticeships As registered apprenticeship gains momentum nationally, its adoption in healthcare continues to increase. This session will focus on innovations in registered apprenticeship in these careers.	\$6,000

Thursday, January 19, 2023, 3:40-4:55 p.m. (PT)	Supporting Small Business While colleges rightfully focus on serving large employers in their communities, the need to support small business owners is equally important. From self-employment skills to small business management competencies, this session will focus on how colleges can ensure a healthy and diverse economy.	\$6,000
Friday, January 20, 2023, 9:35-10:50 a.m. (PT)	CTE Programs in Rural Communities From faculty recruitment and transportation realities to sizeable service areas and limited resources, rural colleges consistently are called to do more with less. Participate with leaders who are innovating on behalf of their students and communities.	\$6,000
Friday, January 20, 2023, 9:35-10:50 a.m. (PT)	Infrastructure and the Skilled Trades Community colleges deliver high-quality career and technical education in new fields as well as traditional areas of study. With a renewed national focus on infrastructure, this session will highlight best practices in these crafts for 2023.	\$6,000
Friday, January 20, 2023, 9:35-10:50 a.m. (PT)	Transitioning from Transfer Join this session to hear from leaders who reprioritized their focus from predominantly serving as a transfer institution to more intentionally credentialing students through workforce programming.	\$6,000
Friday, January 20, 2023, 10:55 a.m.-12:10 p.m. (PT)	Rapid Skilling and Micro-credentialing Rapid skilling and micro-credentialing can move people into entry level jobs within as little as eight weeks, with a clear path to advancement and continued skills acquisition. This session will showcase successful rapid skilling programs.	\$6,000
Friday, January 20, 2023, 10:55 a.m.-12:10 p.m. (PT)	CTE Faculty Recruitment and Retention in High-Wage Fields Recruiting and retaining faculty in high-wage, high-demand fields offers challenges to colleges seeking to prepare students for these fields. Join this session to explore new ideas in addressing this issue.	\$6,000
Friday, January 20, 2023, 3:40-4:55 p.m. (PT)	How to Sunset Programs: The Uncomfortable Truth Community college leaders often face the reality of needing to terminate programs in the face of change to the disappointment of stakeholders. Join this session to learn successful strategies to support your institution through similar situations.	\$6,000

Currently Available: Fifteen (15) Exhibit Table Sponsorships

<p>Exhibitors will be provided a standard 6-foot table with two chairs in the exhibit area. The exhibit area will be adjacent to the plenary session room. Overnight security will be provided. The exhibit area will be open from 6:00 p.m. Wednesday, January 18, 2023 to 2:15 p.m. Friday, January 20, 2023. Peak interactions with attendees will be as follows:</p> <ul style="list-style-type: none"> • Wednesday, January 18, 2023: <ul style="list-style-type: none"> ○ Networking Reception (5:00-7:00 p.m. (PT)) • Thursday, January 19, 2023: <ul style="list-style-type: none"> ○ Breakfast Buffet (7:00-8:00 a.m. (PT)) ○ Morning Coffee Break (9:05-9:30 a.m. (PT)) ○ Afternoon Coffee Break (1:50-2:15 p.m. (PT)) ○ Networking Reception (5:00-7:00 p.m. (PT)) • Friday, January 20, 2023: <ul style="list-style-type: none"> ○ Breakfast Buffet (7:00-8:00 a.m. (PT)) ○ Morning Coffee Break (9:05-9:30 a.m. (PT)) ○ Afternoon Coffee Break (1:50-2:15 p.m. (PT)) <p>A separate exhibitor packet with logistical details will be provided to all exhibitors.</p>	<p>\$5,000</p>
--	----------------

This sponsorship includes 2 complimentary registrations.

Currently Available: One (1) “New to WDI” Sponsorship

<p>Wednesday, January 18 3:00-3:45 p.m. (PT)</p>	<p>New to WDI is a 45-minute in-person event for first-time WDI attendees. Sponsorship of the New to WDI meetup will allow the sponsor to present a welcome message together with the AACC workforce and economic development team.</p>	<p>\$4,000</p>
--	---	----------------

This sponsorship includes 1 complimentary registration.

Currently Available: One (1) Lanyard Sponsorship

<p>Sponsor's brand will be printed on customized lanyards. The sponsor should anticipate approximately 700 items for dissemination. AACC will help coordinate and facilitate the printing with the sponsor’s input and approval.</p>	<p>\$4,000</p>
--	----------------

This sponsorship includes 1 complimentary registration.