Workforce Development Institute 2024: Bridges

SPONSORSHIP OPPORTUNITIES

Thank you for your consideration in sponsoring the American Association of Community Colleges (AACC) Workforce Development Institute (WDI) 2024: Bridges. 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 2024 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.

One (1) College President, CEO, and Chancellor Reception

Thursday January 25, 2024, 6:00-7:15 p.m.

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.

This sponsorship includes 3 complimentary registrations.

$13,500

Four (4) Private Dinner Host Events

Tuesday, January 23, 2024, 7:30 p.m. Private Dinner (1 of 2)
Tuesday, January 23, 2024, 7:30 p.m. Private Dinner (2 of 2)
Wednesday, January 24, 2024, 7:30 p.m. Private Dinner (1 of 2)
Wednesday, January 24, 2024, 7:30 p.m. Private Dinner (2 of 2)

Private Dinners are 2-hour off-program events for up to 12 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.

These sponsorships each include 2 complimentary registrations.

$12,000

One (1) Welcome Reception Sponsorship

Tuesday, January 23, 2024, 6:00-8:00 p.m.

All attendees will be invited to attend a welcome reception. The sponsor will invite these attendees to the reception from the main stage at the conclusion of Tuesday's opening plenary.

This sponsorship includes 3 complimentary registrations.

$10,000

One (1) Networking Reception Sponsorship

Thursday, January 25, 2024, 5:00-7:00 p.m.

All attendees will be invited to attend a networking reception to engage new partners focused on apprenticeship. The sponsor will invite these attendees to the reception from the main stage at the conclusion of the Wednesday luncheon plenary.

This sponsorship includes 3 complimentary registrations.

$10,000

Three (3) Pre-Conference Sessions

Thursday, January 25, 2024, 5:00-7:00 p.m.

Pre-Conference Sessions are 5-hour meetings for up to 50 conference attendees with an AACC organizer, relevant speakers invited by AACC, and the sponsor. Any AACC WDI 2024 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.

Tuesday, January 23, 2023, 10:00 a.m.-4:00 p.m. Full Day Session
Initiating a Workforce Leader in 2024

New to workforce development and/or want to sharpen your skills? Join this session to learn with AACC about critical issues and relevant resources. Speakers will include representatives from some of the most influential national, regional, industry-specific, and demographically relevant organizations nationally. Anticipate coming away with direct contacts as well as partnership opportunities.

This session will have three additional online meetings from 2:00 to 6:00 pm, Eastern: May 8, 2024; August 7, 2024; November 13, 2024

Wednesday, January 18, 2023, 10:00 a.m.-4:00 p.m. Full Day Session
Rural Economic Development and Workforce Planning

Join this session to learn essential partnership strategies that are most useful in rural and remote settings. Best practices from colleges that operated and thrived in smaller markets will be showcased. Successful practices for data use, particularly for fundraising and program implementation when your communities are small, geographically remote, or bound by single-industry economies will be highlighted. Anticipate receiving publications, practical contact lists, and one-on-one time with AACC leadership.

Wednesday, January 18, 2023, 10:00 a.m.-4:00 p.m. Full Day Session
The Entrepreneurial Mindset of a Workforce Professional

Join this session to learn how to partner and think out-of-the box about design and implementation related to small business supports for the student and community, as well as leaders within the college itself.

This sponsorship includes 2 complimentary registrations.

$6,500

Twenty Four (24) 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 2024.

Participants:
Sessions are open to all WDI 2024 registrants

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.

Wednesday, January 24, 9:35-10:50 a.m.
Innovations in Allied Health

Allied health careers continue to provide stackable and latticed credentials that lead to family-sustaining wage jobs. Join this session to explore innovation in these critical programs as well as partners for success in 2024 and beyond.

Wednesday, January 24, 9:35-10:50 a.m.
It Takes a Village to Develop a Workforce

Community colleges working in partnership with workforce boards, community-based organizations, chambers of commerce, and other partners are well positioned to meet the complex needs of students seeking to re-skill and upskill. This session will explore partnerships that are thriving in this work.

Wednesday, January 24, 9:35-10:50 a.m.
Blended and Braided Investments

This session will highlight colleges that effectively leverage multiple funding streams for student success and sustainability of critical programs. Colleges and their partners that support such efforts will present.

Wednesday, January 24, 10:55-12:10 p.m.
Youth and Pre-Apprenticeship Models of Success

Determining where to focus a college's investments (staff time and employer partner discussions) in service to a growing conversation about youth and pre-apprenticeship registered apprenticeship programming requires an understanding of the nuances of how to best service these groups. This session will unpack key points with experts from the field.

Wednesday, January 24, 10:55-12:10 p.m.
Manufacturing 2030

The Industrial Internet of Things, Industry 4.0 and 5.0 all reflect the fact that manufacturing is evolving at an unprecedented pace. This session will highlight some of the recent developments and the strategies colleges are using to respond.

Wednesday, January 24, 2:20-3:35 p.m.
Beyond the Joint Services Transcript: Serving Service Members and Their Families

Service members and their families face a myriad of choices as they transition from their service into civilian life. While the Joint Services Transcript provides some direction in helping service members receive credit for skills and knowledge attainment, community colleges can do more to support this transition. This session will highlight promising practices from the field.

Wednesday, January 24, 2:20-3:35 p.m.
New Models in Rapid Skilling, Micro-credentialing, and Pathways to Employment
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.

Wednesday, January 24, 2:20-3:35 p.m.
Traditional Trade Opportunities and Partners

Traditional trade programs at community colleges have evolved along with critical networks. Join this session to learn from some of the key industry partners and associations on their 2024 innovations. Exemplary colleges will be showcased.

Wednesday, January 24, 2:20-3:35 p.m.
Faculty Shortages in High Tech Fields

This session will showcase models of engaging, recruiting and retaining subject matter experts to augment existing faculty in service to ever-evolving high tech fields.

Wednesday, January 24, 3:40-4:55 p.m.
Data Driven Workforce Development

Labor market information, economic projections, sector strategies, even capital budgets for community colleges all depend on accurate and timely data. This session will explore data sources and reliability to conduct relevant and responsive workforce development.

Wednesday, January 24, 3:40-4:55 p.m.
Being Purposeful with Earn and Learn Models
National workforce shortages have highlighted the need for employers to recruit and retain employees at a faster rate than some of the traditional AA degree programs produce. Their urgency blended with the college's reality of what students truly know and can do to perform a craft is continuously being investigated. This session will identify promising models.

Wednesday, January 24, 3:40-4:55 p.m.
Cybersecurity and Workforce Development
High quality cybersecurity programs are thriving at colleges large and small. This session will provide strategies and innovations in cybersecurity programming from leading colleges who are offering cybersecurity instruction both as a standalone discipline and as a critical cross-cutting workforce skill.

Wednesday, January 24, 3:40-4:55 p.m.
Transportation: The New Frontier
Electric vehicles continue to grow in popularity and demand, and the demand for a skilled workforce to support both the vehicles, an EV infrastructure, and battery production is growing. This session will address current work and new opportunities in the transportation field.

Thursday, January 25, 9:35-10:50 a.m.
Prioritizing Workforce: The Executive's Perspective
The degree to which a college prioritizes workforce programming is largely aligned with the executive's vision and values, informed by local needs. This session will give voice to present and past executives with this mindset.

Thursday, January 25, 9:35-10:50 a.m.
Preparing the Nursing Talent Pipeline
The demand for nursing professionals remains high and community college capacity is often limited by the availability of clinical sites, a shortage of qualified faculty, and concurrent program capacity limitations. This session will explore opportunities for training to better address the acute demand.

Thursday, January 25, 9:35-10:50 a.m.
Construction Opportunities
The skilled trades, especially in construction, represent a pathway to family sustaining wages and a middle-class job that does not require a degree. As employers in commercial and residential construction search for skilled employees, community colleges programs will be key to their success.

Thursday, January 25, 10:55-12:10 a.m.
Can We Do This Program vs Should We Do This Program?
As colleges are increasingly expected to produce students that can feel financially secure, choices must be made about the end results. From employment prospects to wage expectations, if a student can make a living or family-sustaining wage, and if, when, and how they might lose their benefits all impact the decisions colleges must make.

Thursday, January 25, 10:55-12:10 a.m.
Converting Dual Enrollment Students Into College Students
Community college are successful at early exposure to college through high school partnerships. Join this session to learn strategies to increase conversion rates of dually enrolled students.

Thursday, January 25, 2:20-3:35 p.m.
Building a Fully Optimized Workforce Pipeline
Employers across the spectrum are reporting an inability to hire qualified candidates due to an excess in demand over supply. To meet this demand, a fully optimized workforce pipeline is critical. Join this session to learn about innovative approaches to this challenge.

Thursday, January 25, 2:20-3:35 p.m.
Ethical AI
Artificial intelligence has exploded in the public consciousness, and the ability to use it in a workforce development setting continues to develop. Colleges are increasingly discussing their need for a clear understanding of the ethical implications and constraints. This session will explore the ethics of AI deployment and implementation as a teaching tool, for student support, as well as in the use and misuse of large data sets.

Thursday, January 25, 3:40-4:55 p.m.
Unmanned Aircraft Systems
Drone piloting programs are taking off around the country as the demand for FAA licensed pilots grow. Whether short term certificates or full degrees, these programs prepare completers for a new and challenging career. This session will highlight new UAS programs from around the country.

Thursday, January 25, 3:40-4:55 p.m.
The Solar Workforce
Innovations in solar energy have led to new and more employment opportunities in this emerging field. As colleges prepare for future investments, join this session to gain updates on environmental careers and recent reports outlining the skills and competencies needed to fill these jobs.

Thursday, January 25, 3:40-4:55 p.m.
Dual Enrollment Opportunities in CTE
Dual enrollment programs in CTE offer employers a skilled pipeline of job seekers and offer students an opportunity to enter the workforce earlier, with valuable, portable credentials. This session will highlight working models with high success rates.

Thursday, January 25, 3:40-4:55 p.m.
Credentials of Value
What if we offered a credential and no one cared? This session will explore how employers, students, and community colleges determine which credentials to offer, and why they matter.

$6,500

Twenty Five (25) Exhibit Table Sponsorships

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. Tuesday, January 23, 2024 to 7:00 p.m. Thursday, January 25, 2024. Peak interactions with attendees will be as follows:

Tuesday, January 23, 2024:
- Networking Reception (5:00-7:00 p.m.)

Wednesday, January 24, 2024:
- Breakfast Buffet (7:00-8:00 a.m.)
- Morning Coffee Break (9:05-9:30 a.m.)
- Afternoon Coffee Break (1:50-2:15 p.m.)

Thursday, January 25, 2024:
- Breakfast Buffet (7:00-8:00 a.m.)
- Morning Coffee Break (9:05-9:30 a.m.)
- Afternoon Coffee Break (1:50-2:15 p.m.)
- Networking Reception (5:00-7:00 p.m.)

A separate exhibitor packet with logistical details will be provided to all exhibitors.

This sponsorship includes 2 complimentary registrations.

$5,000

One (1) "New to WDI" Sponsorship

Tuesday, January 23 3:00-3:45 p.m.

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.

This sponsorship includes 1 complimentary registration.

$4,000

One (1) Lanyard Sponsorship

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.

This sponsorship includes 1 complimentary registration.

$4,000

One (1) Custom Key Cards Sponsorship

Sponsors logo and artwork will be printed on hotel room key cards, distributed to all attendees staying at the host hotel. AACC will help coordinate and facilitate the printing with the sponsor's input and approval.

This sponsorship includes 1 complimentary registration.

$5,500