



Workforce Development Institute 2025: Uncharted Courses

Sponsorship Opportunities

Thank you for your consideration in sponsoring the American Association of Community Colleges (AACC) Workforce Development Institute (WDI) 2025: Uncharted Courses. AACC anticipates approximately 800 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 2025 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, Chancellor and CEO Reception

Thursday, January 30, 2025, 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 submit branding for 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.	\$13,500
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This sponsorship includes 3 complimentary registrations.

Currently Available: One (1) Welcome Reception Sponsorship

Tuesday, January 28, 2025, 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.	\$10,000
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This sponsorship includes 3 complimentary registrations.

Currently Available: One (1) Networking Reception Sponsorship

Wednesday, January 29, 2024, 5:15-7:15 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.	\$10,000
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This sponsorship includes 3 complimentary registrations.

Currently Available: One (1) Pre-Conference Sessions

Pre-Conference Sessions are for up to 50 conference attendees with an AACC organizer, relevant speakers invited by AACC, and the sponsor. Any AACC WDI 2025 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. These sponsorships each include 2 complimentary registrations.

<p>Tuesday, January 28, 2025, 10:00 a.m.-4:00 p.m. Full Day Session</p> <p>Tapping Talent Pipelines Earlier in Emerging Technology Fields</p> <p>This session will focus on early exposure for younger generations into career and technical education. Industry and association partnerships showcased will include those in emerging technology fields where career exploration and education will inevitably evolve in the coming years, so flexibility and constant assessment is essential.</p>	\$6,500
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Currently Available: Twenty-Three (23) 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 2025.

Participants:

- Sessions are open to all WDI 2025 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 discussion.
- Are encouraged to participate in the open dialogue with the attendees.
- Should not feel the pressure to be an expert in the topic. 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 29, 2025

Time	Title	Cost
9:30-10:45 a.m.	Workshop 1: Pathways to Skilled Trades An increasing number of students are foregoing traditional “4-year degree and beyond” career pathways and deciding to pursue the skilled trades and other CTE pathways. Discover how community colleges are developing promising pathways to these careers.	\$6,000
9:30-10:45 a.m.	Workshop 2: Measuring What Matters Community colleges have a wide range of missions and serve diverse student populations. This session will explore the context for defining when to use what measure and provide practical examples of a variety of approaches to measuring community college student progress and outcomes.	\$6,000
9:30-10:45 a.m.	Workshop 3: Military Talent Attendees will hear from successful community college and military organization partnerships to engage, grow, and constantly upskill military talent and families.	\$6,000
10:55 a.m.-12:10 p.m.	Workshop 5: Electric Vehicle Innovations Attendees should join this session to learn together with AACC’s key partners about the Registered Apprenticeship Electric Vehicle Hub, a resource for all colleges on EV battery production, vehicle assembly, maintenance and repair, EV charging station maintenance and repair, as well as healthcare and safety.	\$6,000

10:55 a.m.-12:10 p.m.	Workshop 7: Public Works Talent Strategies Public workers are the backbone of many communities, operating and maintaining public utilities, water, transportation, emergency response, and other specialized services. Join to learn how to expand and deepen your community's talent.	\$6,000
10:55 a.m.-12:10 p.m.	Workshop 8: Growing Small Businesses with College Resources and Partners From ideation to launch, community colleges can and should leverage their facilities and personnel as resources to support local entrepreneurs and business owners. This session will showcase models ranging from how to integrate business education courses with students who engage with physical resources (e.g. a Fab Lab) to co-locating with the Small Business Development Center or building a network of like-minded business owners with the Chamber of Commerce.	\$6,000
2:30-3:45 p.m.	Workshop 12: Critical Networks Connect with nationally recognized workforce and economic development networks that can further your local relationships and effectiveness on behalf of students.	\$6,000
3:55-5:10 p.m.	Workshop 15: Not to be Reckless, but to be Responsive, We Must Work Faster Attendees of this session will focus on college initiatives that skill workers in less than one year from college leaders aggressively attempting to meet industry demand while maintaining quality controls and public trust.	\$6,000
3:55-5:10 p.m.	Workshop 16: Utilizing Cyber Ranges and Hackathons This session will showcase successful cyber programs integrating real-world experiences into student training to better prepare future cyber professionals.	\$6,000
3:55-5:10 p.m.	Workshop 17: Building Trades Join this session to learn new partnership opportunities in established and consistently in-demand fields.	\$6,000

Thursday, January 30, 2025

Time	Title	Cost
9:30-10:45 a.m.	Workshop 18: Successful Strategies for Micro-credentialing Learn with peers who have focused on recognizing skills, knowledge and achievements through short, and often competency-based, efforts.	\$6,000
9:30-10:45 a.m.	Workshop 19: Faculty Shortages in High-Tech Fields Attendees will learn from colleges that have utilized varying pricing strategies and structures to engage and retain talent.	\$6,000
10:55 a.m.-12:10 p.m.	Workshop 22: Increasing Students to and Through Healthcare Clinicals and Licensure This session will showcase models across the country that aim to increase the numbers of students entering, and completing, clinical experiences and licensure exams.	\$6,000
10:55 a.m.-12:10 p.m.	Workshop 23: Cyber as a New Fundamental Skill Employers across all occupational areas now expect familiarity and comfort using cyber skills. This session will showcase a broad range of innovative integration	\$6,000

	efforts at community colleges and their recommendations for supporting your programs with cyber resources, funding, and partners.	
10:55 a.m.-12:10 p.m.	Workshop 24: The Customer Service Mindset in Higher Education Workforce programs balance student supports with industry demand. This session will focus on proactive solutions for students, as well as employer engagement.	\$6,000
10:55 a.m.-12:10 p.m.	Workshop 26: AI Competencies in Workforce Training As AI tools are deployed across every sector, community colleges need to integrate appropriate AI awareness and skills into existing programming.	\$6,000
2:30-3:45 p.m.	Workshop 28: Workforce and Economic Development Tools and Technology Community college workforce and economic development professionals avail themselves of a variety of tools, technologies, and strategies that serve to streamline and focus college workforce training efforts. Join this session to learn what your peers are using to keep up and excel.	\$6,000
2:30-3:45 p.m.	Workshop 29: Transportation Infrastructure The energy grid and charging station access have permeated conversations from urban communities to national parks. Join this session to learn of quality partners looking to support your college's understanding and future efforts.	\$6,000
2:30-3:45 p.m.	Workshop 30: Finding Your Organization's Best Fit with Registered Apprenticeship Colleges looking to position talent and potential funding streams for Registered Apprenticeship in their communities should join to learn from successful peers and partners.	\$6,000
3:55-5:10 p.m.	Workshop 31: Student Housing Strategies for Persistence in Workforce Programs From concrete slabs for trailer supports to mini-houses and innovative lending programs, join this session to learn models how housing students can support their persistence in workforce programs and future employment success.	\$6,000
3:55-5:10 p.m.	Workshop 32: Skills-Based Hiring: Implications for Community Colleges Employers are increasingly seeking employees with skills, not just degrees or credentials. How do we best position ourselves to meet this demand? Resources, beneficial partnership opportunities, and showcased sites will be presented.	\$6,000
3:55-5:10 p.m.	Workshop 33: Organizing Economic Development at the Local Level Workforce credentials must align with industry-related technical training for local and regional economic development. This session will showcase college leaders who have prioritized career and technical pathway alignment within their state's economic development plans. Join to learn how you can support your campus do the same.	\$6,000
3:55-5:10 p.m.	Workshop 34: Maintaining Workforce Continuity During a Leadership Transition From planned retirements to sudden departures, college efforts cannot stop in service to college students and company partners. Join to learn strategies to keep continuity on critical economic development efforts from planned transitioning of leaders to staff reacting to unanticipated changes.	\$6,000

Currently Available: Twenty (20) 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 for several days with estimated peak interactions with attendees as follows:</p> <ul style="list-style-type: none"> • Tuesday, January 28, 2025: <ul style="list-style-type: none"> ○ Networking Reception (6:00-8:00 p.m.) • Wednesday, January 29, 2025: <ul style="list-style-type: none"> ○ Breakfast Buffet (7:00-8:00 a.m.) ○ Morning Coffee Break (9:00-9:30 a.m.) ○ Afternoon Coffee Break (2:00-2:30 p.m.) ○ Networking Reception (5:15-7:15 p.m.) • Thursday, January 30, 2025: <ul style="list-style-type: none"> ○ Breakfast Buffet (7:00-8:00 a.m.) ○ Morning Coffee Break (9:00-9:30 a.m.) ○ Afternoon Coffee Break (2:00-2:30 p.m.) <p>A separate exhibitor packet with logistical details will be provided to all exhibitors.</p>	<p>\$5,000</p>
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This sponsorship includes 2 complimentary registrations.

Currently Available: One (1) Custom Key Cards Sponsorship

<p>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.</p>	<p>\$5,500</p>
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This sponsorship includes 1 complimentary registration.