



CECU | Career Education
Colleges and Universities

ALLIED MEMBERSHIP

Discovery Guide

Where Career Education Decision-Makers and
Trusted Partners Connect.

Welcome to Allied Membership at CECU

At Career Education Colleges and Universities (CECU), we believe strong partnerships drive student success. Our Allied Membership program is designed for organizations that provide programs, products, and services to the postsecondary career education sector, helping schools deliver high-quality training that leads to employment in over 200 occupational fields.

CECU represents more than 900 campuses across the United States, educating and supporting millions of students each year. By joining as an Allied Member, you position your organization at the center of this dynamic network.

Why join?

Allied Membership gives you direct access to the decision-makers shaping career education. You'll gain timely insights on issues impacting the sector, opportunities to showcase your solutions, and meaningful connections that help you build lasting relationships. It's your gateway to visibility, engagement, and growth in a market that values trusted partners.

Together, we advance the mission of career education, and your business becomes part of the solution.



Dr. Jason Altmire
President & CEO



**...a great opportunity to
rekindle our sector relationships
and meet new prospective
partners.**



David Neal, President/Owner
Collegiate Housing Services

ALLIED MEMBER BENEFITS

Direct Access to Decision-Makers & Buyers

Turn relationships into real opportunities

- Engage leaders from 900+ career-focused campuses through events and year-round programming
- Receive annual access to the full education membership list to support targeted outreach.
- Showcase solutions in CECU-hosted demo webinars to institutional decision-makers.
- Strengthen relationships with clients, meet new prospects, and stay visible at the sector's most trusted convenings.

Thought Leadership, Visibility & Brand Credibility

Position your company as a trusted partner

- Be featured in the CECU Allied Member Directory, used by institutions year-round.
- Elevate your brand through speaking opportunities at CECU webinars, workshops, and national events.
- Leverage advertising and sponsorship opportunities across CECU's most-engaged platforms, including Daily News, Career Education Review, career.org, and the Career Education Report podcast.
- Align your brand with CECU's national credibility and advocacy leadership.

Market Intelligence, Policy Insight & Advocacy Awareness

Stay informed and ahead of change

- Receive timely federal policy and regulatory updates impacting career education, workforce development, and institutional operations.
- Access member-exclusive briefings, resources, and analysis that help you understand how policy decisions affect your customers and the broader market.
- Stay connected to CECU-led research and data that informs lawmakers and strengthens the sector's long-term stability.
- Gain insight into emerging trends, workforce demand, and institutional priorities

Engagement Tools That Drive ROI

Drive measurable growth from engagement

- Present in CECU-hosted Allied webinars and generate qualified leads with opt-in webinar participation data.
- Access discounted registration to high-impact professional development events attended by senior institutional leaders.
- Collaborate with CECU's experienced team to identify the right engagement paths, whether that's visibility, education, or lead generation.

ALLIED MEMBER TESTIMONIALS

“MyDegree.com values the effort and dedication CECU puts into every student experience while promoting the growth of career education.”



~ Bridget Granados ~
MyDegree.com

“CECU conferences are among the premier events in higher education. They are the go-to place to learn market trends and connect with customers, prospects, and peers.”



~ Alex Author ~
Orbund - Student Information System

“CECU creates a dynamic environment to connect with leaders around the topics they care most about... especially the student experience.”



~ Jennifer Pesci-Kelly ~
Cengage Group

ALLIED MEMBER PACKAGES

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Allied Associate: \$750

For individuals engaging with the career education sector.

Includes:

- Individual membership
- Daily News and Communications, including GR updates
- Member discounts at CECU events and programs

Important note:

This is a membership for an individual not associated with an organization.

Allied Partner: \$2,095*

For companies establishing a presence in career education.

Includes:

- Company listing on the CECU website
- Annual access to the education membership list
- Daily News and Communications, including GR updates
- Member discounts at CECU events
- Eligibility to submit proposals for webinar presentations

Allied Advocate: \$5,750

For companies focused on visibility, relationships, and engagement.

Includes:

- Company listing on the CECU website
- Annual access to the education membership list
- Daily News and Communications, including GR updates
- Member discounts at CECU events
- Eligibility to submit proposals for webinar presentations
- Complimentary 10x10 standard booth at the Career Education Convention
- Priority booth selection after Allied Champions

*Complimentary booth not included for Law firms or CPA firm memberships.

Allied Champion: \$15,000

For companies seeking maximum visibility, access, and ROI.

Includes everything in Allied Advocate, plus:

- Priority company listing on the CECU website
- One week feature as a sponsor of the Daily News
- Guaranteed webinar hosted by CECU
- Complimentary 10x10 premium booth at the Career Education Convention
- Priority booth selection before Allied Advocates
- Complimentary banner ad in the Convention Mobile App
- One complimentary Leadership Institute registration

*Law firms and CPA firms are not eligible for the Allied Partner level.

First-time Allied Members who join after November 30 may be eligible for prorated dues based on the remaining membership year: December–February (75%); February–June (50%).

BECOME AN ALLIED MEMBER

How Allied Membership Works

APPLY

Submit the Allied Member Application through CECU's online form. Applications are reviewed to ensure alignment with CECU's mission and membership guidelines.

Apply Online: [Allied Membership Application Form](#)

APPROVED

Applications are reviewed by the CECU Board of Directors for approval. This process typically takes one to two weeks.

Once approved, you will receive a welcome email confirming your acceptance into the CECU community, along with your membership dues invoice and payment instructions.

ACTIVATED

Allied Membership becomes active once dues are paid.

After activation: Your company listing will go live on career.org in the Allied Membership Directory.

Designated administrators will receive instructions to access available member resources. If applicable at the time of joining, administrators will receive instructions to download the CECU education membership list.

Questions or Want to Talk It Through?

If you'd like to better understand which Allied Membership level is the right fit or have questions about the application process, contact the Director of Member Partnerships: Samantha Cornmesser | Samantha.Cornmesser@career.org

JOIN CECU AT THE CENTER OF CAREER EDUCATION.

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CECU | Career Education
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