

2024

Join CECU

**Career Education Colleges
& Universities**

Education Membership Guide

These are unprecedented times for our sector. We face a challenge more daunting than we've ever encountered. With your help, we can ensure that our voice is heard and we have a seat at the table when Congress and the Biden Administration make decisions impacting our sector.

We know the facts are on our side. Help us tell the story of the life-changing opportunities we offer our students and the economic benefits of the training we provide for high-demand professions. Together, we can fight back against what promises to be an onslaught of regulations and legislative attacks on our sector.

By becoming a CECU member, you'll join more than 1,100 other campuses and affiliate members throughout North America in our shared mission of advocacy, information sharing, professional development, and sector leadership. This brochure lists some of the many benefits of membership.

Make your voice heard. Become a member today.

Dr. Jason Altmire
President and CEO

Member Benefits

Help CECU share your message and amplify your voice with the Biden Administration and among bipartisan members of Congress.

CECU has unmatched access to top regulatory and congressional decision-makers – both Democrat and Republican. With your membership, you ensure that your school will have a direct voice in the policy discussions that are happening in Congress, the White House, the U.S. Department of Education, and other Federal agencies with jurisdiction over our sector. Under the leadership of CEO Jason Altmire and a highly experienced and well-connected lobbying team, our government relations group will work directly with your school's leadership to provide access to national policy makers and help your schools navigate the many legislative and regulatory challenges facing our sector.

Telling the story of your school and students.

CECU's sophisticated communications team can help you tell your story to policy makers, the media, and your local communities. Using state of the art grassroots, communication, and social media strategies, we will help you identify opportunities to achieve positive media coverage, promote student success stories, and highlight the life-changing work carried out by your school. Our communications team will work directly with your school's internal leaders to identify these opportunities.

Government Relations

- Access to top government relations professionals, grassroots training, and state partnerships to strengthen your advocacy efforts.
- CECU has deep, bipartisan experience on Capitol Hill and at the U. S. Departments of Education and Veterans Affairs.
- We will work with your school's internal government relations leaders to strategize on best practices, campus site visits, and access to legislators.
- You will have access to real-time information on legislative and regulatory issues of concern to our sector.

Research

- CECU works with top-tier research firms and thought leaders to collect and analyze data to understand the cost-benefit and economic impact of legislation and regulations.
- Data is collected through social, market, and custom research to develop recommendations that inform federal, state, and local policy and decision-makers.
- The association publishes reports, best practices, one pagers, videos, and infographics that showcase the important work our schools have in efforts such as veterans education, workforce demand, skilled trades and frontline training, and underserved community populations.
- CECU regularly evaluates research goals and priorities by engaging members, sector leaders, and policymakers.

Communications

- Access to CECU's best-in-class media relations, communications, and social media team to assist with local media and communications outreach.
- Real-time updates on important news and information relevant to our sector.
- Access to Career Education Review, the Voice of Career Education, a publication that features articles addressing successful educational institution operations.
- Receive the CECU Daily Update email containing a comprehensive news summary, student success stories, and schedule of upcoming CECU webinars and events.
- Access to CECU's podcast, Career Education Report.

Professional Development

- CECU hosts the top attended events in the sector including the Career Education Convention, Executive Summit, Hill Day, and Leadership Institute.
- Access to all professional development materials, including all past webinar recordings, event documents, government relations resources, and more.
- Frequent webinars on important and timely topics available to all staff at your institution.
- Networking opportunities with other leaders in the sector.
- CECU's Leadership Institute provides unmatched opportunities for your middle and senior managers to gain access to targeted professional development training.

Meet the Team



Dr. Jason Altmire
President & CEO

Over his 30-year career, Jason has established a nationwide network of bipartisan relationships in business, politics, and the media. In Congress, he was an active member of the Higher Education Subcommittee and was appointed to the House-Senate conference that finalized the language of the Higher Education Act the last time it was reauthorized.



Kelley Blanchard
Executive Vice
President

Kelley Blanchard is CECU's Executive Vice President. In that capacity, she leads all aspects of the association's professional development, communications, and membership service initiatives. Prior to joining CECU in 2015, she handled education and accreditation programs at two other national associations.



Jed Brinton
Senior Vice
President and
General Counsel

Jed Brinton is CECU's Senior Vice President and General Counsel. In that capacity, he is responsible for all of CECU's regulatory and legal affairs. He leads the association's strategic planning and analysis of regulatory issues, as well as advising CECU members on legal and compliance matters.



Deepti Taneja
Chief
Administrative
Officer

As the Chief Administrative Officer, Deepti Taneja leads CECU's membership support activities, including providing assistance with member inquiries. In addition, she helps lead the association's human resources, financial operations, and Political Action Committee. Deepti is also the board liaison and handles all board-related activities.



Jordan Wicker
Senior Vice President
of Government
Regulatory and
Legislative Affairs

Jordan Wicker is CECU's Senior Vice President of Government Regulatory and Legislative Affairs. Jordan leads the association's strategic efforts in building relationships with Republican lawmakers on Capitol Hill. Prior to joining CECU, Jordan led diverse groups of stakeholders in developing advocacy strategies for congressional engagements and negotiations with the U.S. Department of Education.



Jenny Faubert
Vice President of
Communications

Jenny Faubert is CECU's Vice President of Communications and serves as Editor of Career Education Review, overseeing all aspects of CECU's publications and communications. Prior to beginning her tenure at CER in 2014, she held communications-related roles for the Imagine America Foundation and the National Geographic Society.



Jessica Nguyen
Vice President of
Meetings and
Professional
Development

As the Vice President of Meetings and Professional Development, Jessica Nguyen leads the development and execution of CECU's educational programming efforts, including the Leadership Institute, Hill Day, Executive Summit and the Career Education Convention. She also facilitates the recruiting and production of CECU webinars.



Joanne Zurcher
Vice President of
Government
Relations

Joanne Zurcher leads CECU's relationship building strategy with Democratic lawmakers on Capitol Hill. Previously, she was a senior staffer for Democratic members of Congress, a legislative liaison in the the Obama Administration, and led the government relations activities for DC-based trade associations and lobbying firms.



Riley Burr
Director of Policy
and Research

Riley Burr is an experienced research professional currently serving as CECU's Director of Policy and Research. In this role, Riley is responsible for conducting research and data analysis to guide the organization and its membership in understanding postsecondary education policy.



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