

2026

# Join CECU

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**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 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 900 other campuses across the United States 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

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 Affairs**

- Access to top government affairs professionals, grassroots training, and state partnerships to strengthen advocacy efforts.
- Monthly federal update webinars with timely insights and expert analysis on legislative and regulatory developments affecting career education.
- CECU's deep, bipartisan experience on Capitol Hill and at the U.S. Departments of Education and Veterans Affairs.
- Strategic collaboration with institutional government relations teams on best practices, campus site visits, and legislative engagement.
- Real-time updates and deep dives on key legislative and regulatory issues impacting the sector.

### **Research & Data Insights**

- Collaboration with leading research firms and thought leaders to analyze the costs, benefits, and economic impact of legislation and regulation.
- Use of social, market, and custom research to develop data-driven insights that inform federal, state, and local policymakers.
- Publication of reports, best practices, one-pagers, videos, and infographics highlighting the impact of career education across key workforce sectors.
- Focus on research that elevates veterans education, skilled trades, frontline training, workforce demand, and underserved communities.
- Ongoing evaluation of research priorities through engagement with members, sector leaders, and policymakers.

### **Communications & Media Engagement**

- Access to CECU's media relations, communications, and social media professionals to support institutional messaging and local outreach.
- Timely access to real-time news and information affecting the career education sector.
- Access to Career Education Review and Career Education Report, CECU's publication and podcast highlighting best practices and sector leadership.
- Receipt of the CECU Daily Update email featuring a comprehensive news summary, student success stories, and upcoming webinars and events.
- Opportunities to elevate institutional stories, student outcomes, and workforce partnerships across CECU communications platforms.

### **Professional Development**

- Hosting of the sector's most highly attended events, including the Career Education Convention, Executive Summit, Advocacy Day, and Leadership Institute.
- Access to a comprehensive library of professional development resources, including webinar recordings, event materials, and government relations tools.
- Availability of frequent webinars on timely and emerging issues, accessible to staff across member institutions.
- Opportunities to network and collaborate with peer leaders and professionals from across the sector.
- Access to CECU's Leadership Institute, offering targeted professional development for emerging and senior institutional leaders.

# Meet the Team



**Dr. Jason Altmire**  
President and CEO



**Kelley Breton**  
Executive Vice President



**Jed Brinton**  
SVP and General Counsel



**Deepti Taneja**  
Chief Administrative  
Officer



**Jordan Wicker**  
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**Riley Burr**  
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Government Affairs



**Jessica Nguyen**  
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**Maryann Brathwaite**  
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