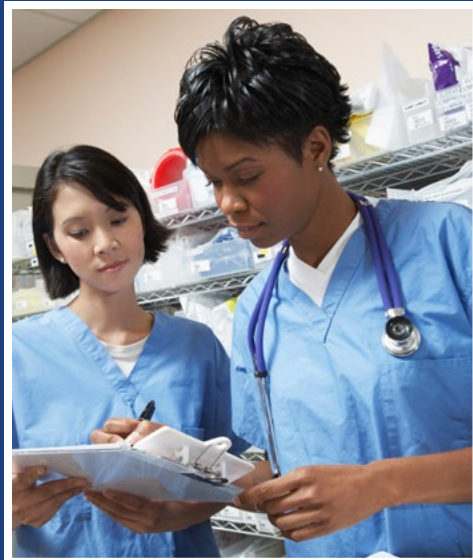


CECU | Career Education
Colleges and Universities

BUILDING AMERICA'S WORKFORCE



2025 ANNUAL REPORT

WASHINGTON BRIEFING & ADVOCACY DAY



MARCH 23 - 25, 2026

**KIMPTON HOTEL MONACO
WASHINGTON, DC**

FORMERLY KNOWN AS HILL DAY, THE WASHINGTON BRIEFING AND ADVOCACY DAY ENGAGES HIGHER EDUCATION INSTITUTIONS IN POLITICAL OUTREACH, OFFERING INSIGHTS INTO THE SECTOR'S FUTURE AND THE LATEST FEDERAL UPDATES.

BUILDING AMERICA'S WORKFORCE



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CEO AND PRESIDENT MESSAGE

We are proud to present the 2025 Annual Report of Career Education Colleges and Universities (CECU). At CECU, we value transparency, which is why these pages include a review of the association's activities and finances from the past year. With higher education undergoing extraordinary changes, it is more important than ever for schools to understand the full scope of initiatives underway at their national and state associations. This report tells that story and outlines how CECU plans to maximize the career education sector's voice in the consequential year ahead.

The change in presidential administrations created an opportunity to achieve several longstanding CECU policy priorities. Chief among them was our advocacy for accountability measures to apply equally across all institutions of higher education. After years of rules targeting proprietary schools alone, that effort finally succeeded, changing the policy debate in ways that will bring fairness and equity across sectors. Although refinements remain necessary before full implementation, this victory ensures that all colleges and the associations that represent them are directly affected by the same accountability measures.

This past year also brought progress on other key issues: enactment of the workforce Pell Grant, expansion of 529 savings plans to trade schools, tax relief for tipped workers, and a ten-year delay in the Biden administration's Borrower Defense to Repayment regulations. Taken together, these represent one of the most successful legislative years for our sector in recent memory. Looking ahead, CECU will continue pursuing priorities such as repeal of 90/10 while playing a leadership role in the regulatory process that will shape higher education for years to come.

As I travel the country visiting campuses and representing our members at conferences and events, I am encouraged by the enthusiasm and support for CECU's work. Thanks to you, our association has experienced rapid growth in every category. Membership continues to expand, our

state affiliate network now spans 30 states, and attendance at each of our signature events reached new highs. Our multimedia offerings attract growing audiences, we are a frequent voice in national media, our research foundation produced influential studies, and new partnerships have extended our reach and impact.

Our financial strength reflects this momentum. Once again, we report a positive operating margin, underscoring our commitment to manage resources responsibly and deliver maximum value to our members.

These accomplishments belong to all of you. Your trust and support enable us to advocate effectively, challenge unfair regulations, and elevate the students and institutions we represent. The coming year will be transformational for both our sector and higher education as a whole, and we are honored to represent you during this pivotal time.

On behalf of the entire CECU team, thank you for all you do for the schools and students we proudly serve. We look forward to continuing our work together.

With appreciation,



CEO and President



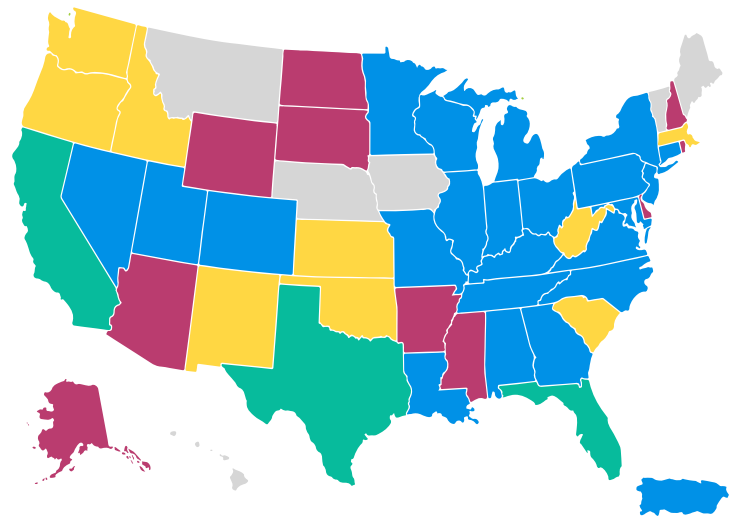
OUR MISSION

Across the nation, the demand for skilled workers has never been greater. Headlines about labor shortages in healthcare, trades, and technology underscore what our member institutions see every day: students seeking faster, career-focused pathways into meaningful work. As the national association representing private career and trade schools, we know the extraordinary value our institutions bring to students, families, communities, and employers. Career schools change lives by opening doors to opportunity and equipping graduates with the skills that power our economy.

Membership growth reflects the strength of our mission and the trust institutions place in CECU to represent their interests. **Our education membership has grown by more than 100 new campuses over the past year.** It now represents nearly 1,300 campuses across 45 states, Puerto Rico, and Washington, DC, in partnership with Canada's National Association of Career Colleges. Our Allied membership also expanded with the addition of **19** new members, strengthening the network of partners who provide essential products, services, and expertise to support our schools' success.

Career schools are essential to America's future workforce. Allied health, beauty and wellness, skilled trades, IT, and business programs all rely on graduates from our schools to fill essential roles. In fact, private career colleges produce a significant share of completions in medical assisting, cosmetology, aircraft maintenance, truck driving, and many other in-demand fields.

850+ Campuses in U.S.



Legend ■ 50+ ■ 10 to 50 ■ 5 to 9 ■ <5

PROFESSION	PERCENTAGE OF DEGREES/ CERTIFICATES CONFERRED BY FOR-PROFIT SCHOOLS
Precision Systems Maintenance and Repair	77.3%
Cosmetology/ Cosmetologist, General	72.6%
Medical/Clinical Assistant	71.8%
Dental Assisting/Assistant	61.8%
Pharmacy Technician/ Assistant	54.0%
Truck and Bus Driver/ Commercial Vehicle Operator and Instructor	45.3%
Marine Transportation	45.1%
Airframe Mechanics and Aircraft Maintenance Technology/Technician	40.2%

Our members offer a wide range of programs, from diplomas and certificates to associate, baccalaureate, and advanced degrees. More than half of all institutions in the sector offer programs under two years, providing faster and more affordable options for students seeking immediate entry into the workforce. Programs represented by CECU members include allied health (69%), cosmetology and massage therapy (38%), trades (36%), IT (30%), and business (28%).

This growth, both in membership and in the reach of our programs, underscores our mission: to champion private career education as an essential solution to America's workforce needs and a life-changing pathway for students across the country.

FINANCIALS

	YEAR ENDING 6/30/25	YEAR ENDING 6/30/24	YEAR ENDING 6/30/23	YEAR ENDING 6/30/22
Revenue				
Total Contributions & Support	761,767	1,205,653	2,730,066	908,500
Earned Revenue				
Membership	3,956,122	3,859,862	3,463,243	3,293,427
Conference	1,629,023	1,281,359	1,218,034	1,102,175
Publication	121,760	116,303	102,264	71,028
Royalty	53,541	42,322	43,716	33,945
Other Income	10,887	4,141	6,622	18,528
Total Earned Revenue	5,771,333	5,303,987	4,833,879	4,519,104
Total Revenue	6,533,100	6,509,640	7,563,945	5,427,604
Expenses				
Total Personnel	2,523,127	2,234,616	2,063,179	2,154,230
Total Consulting	1,109,956	1,933,399	3,294,422	1,436,013
Total Programmatic	1,561,226	1,310,986	971,127	1,054,830
Total Operational	666,332	632,103	581,765	404,686
Total Expenses	5,860,641	6,111,104	6,910,493	5,049,759
TOTAL NET REVENUE	672,459	398,539	653,452	377,844



Increase in total net revenue year over year

69%

Increase in conference revenue year over year

27%

LEADERSHIP IN POLICY

Legislative Achievements

CECU's work on Capitol Hill this year has been extensive, strategic, and successful in advancing policies that directly benefit our schools and students. We strengthened bipartisan relationships with congressional offices, with a particular emphasis on the leadership of the House Committee on Education and the Workforce and the Senate Committee on Health, Education, Labor, and Pensions (HELP). These relationships allowed us to achieve meaningful legislative victories and ensure that the proprietary sector remains a respected and influential voice in higher education policy.

Within the first 100 days of the 119th Congress, members introduced several bills reflecting our longstanding advocacy efforts, including:

- **H.R. 1174 – Ensuring Distance Education Act**, which revokes the 90/10 final rule preamble language that unfairly targeted proprietary institutions.
- **H.R. 1176 – Clock Hour Program Student Protection Act**, which permanently restores the 150% rule for clock-hour programs, ensuring continued access for students across the country.
- **H.R. 2271 – Change of Ownership and Conversion Improvement Act**, which streamlines the Department of Education's review process for institutional ownership changes.

A top priority for CECU was reversing regulatory overreach from prior administrations. Working closely with the House Committee on Education and the Workforce, we successfully secured the inclusion of repeals of the 90/10 rule, Borrower Defense to Repayment, and Gainful Employment regulations in both the House reconciliation bill and the College Cost Reduction Act. Although these provisions were later removed from the final legislation, our advocacy ensured that Congress engaged in a serious debate about the need for fairness and accountability across all sectors of higher education.

CECU played a decisive role in shaping the debate over workforce Pell Grants. During the 118th Congress, we worked to ensure the program would be sector-neutral, resulting in its inclusion in the 2025 reconciliation bill with eligibility extended equally to

students at proprietary institutions. Additionally, we successfully lobbied against provisions in the One Big Beautiful Bill Act that would have expanded Pell Grants to unaccredited programs, protecting students from low-quality training and safeguarding the reputation of accredited schools.

CECU secured several additional policy victories that advanced the interests of career education and the students we serve, including:

- **Expansion of 529 education savings plans** to include certificates and trade credentials, providing families with more flexible options to finance career training.
- **Elimination of federal taxes on tips**, offering relief to workers in service-related fields and supporting the students our institutions train for those careers.
- **A ten-year delay of the Biden administration's Borrower Defense to Repayment rule**, preventing implementation of one of the most burdensome regulations facing our sector.
- **Adoption of accountability measures applied equally across all schools and sectors of higher education**, ensuring fairness and consistency in federal oversight.

CECU also partnered with the U.S. Chamber of Commerce and other national associations to advocate for tax and permitting reforms vital to workforce development.

To give members new tools for advocacy, CECU launched a comprehensive online Legislative Tracker and developed a database of federal and state legislators linked to CECU and Alliance for Career Education in the States (ACES) member campuses. These resources allow schools to engage directly with lawmakers on issues that matter most.

CECU strengthened our coalitions across higher education through our continued participation in The Washington Higher Education Secretariat, an exclusive coalition of roughly 50 associations that collectively shape the future of postsecondary education. As the only member representing proprietary career schools, CECU ensures that the sector is in the most influential policy discussions guiding the direction of higher education nationwide. We built and deepened partnerships with the National Association of Student Financial

Aid Administrators (NASFAA), the American Council on Education (ACE), the Association of Public and Land-Grant Universities (APLU), the National Association of College and University Business Officers (NACUBO), and the National Association of Independent Colleges and Universities (NAICU). Together, we opposed harmful risk-sharing provisions and advanced shared priorities to protect institutions and students nationwide.

Our work extended beyond Washington, as we supported and facilitated dozens of congressional visits to CECU campuses across the country. These visits showcased the impact of career schools firsthand. At our annual Advocacy Day in Washington, DC, members visited more than 100 congressional offices, and we were honored to host the chairs of both the House and Senate education committees as speakers. To strengthen engagement with moderate Democrats, CECU formalized a two-year partnership with a respected thought-leadership organization, which has enabled us to participate in regional leadership conferences and build new relationships with influential policymakers.

CECU PAC and Super PAC

Our political action programs continue to grow in strength and impact. The traditional CECU PAC saw a **40%** increase in contributions and disbursements this cycle, with **\$253,000** directed to congressional campaigns and allied PACs. Nearly all supported candidates were re-elected, ensuring continuity of support for our sector. Transparency for members has been enhanced with professionalized reporting to the PAC Committee, including regular updates on contributions, benchmarks, and strategy.

The Career Education PAC “Super PAC” further expanded our influence, raising and spending **\$300,000** across four competitive House races. For the first time, we deployed streaming and Over-the-Top Television (OTT) advertising, bringing modern tools to our political engagement. These investments resulted in two electoral wins and, just as importantly, helped transform the perspective of a longtime sector critic who visited a CECU member campus for the first time in seven years.

ENGAGEMENT WITH POLICYMAKERS



U.S. Senator Bill Cassidy (R-LA).



U.S. Senator Michael Bennet (D-CO).



Congressman Ryan MacKenzie (R-PA).



Congressman Aaron Bean (R-FL).



U.S. Secretary of Education Linda McMahon.



U.S. Senator Tom Cotton (R-AR) and Samuel Brown, Under Secretary for Memorial Affairs, U.S. Department of Veterans Affairs.

Regulatory Influence

CECU's leadership in the regulatory arena continues to protect schools and students from unfair policies. We have strengthened relationships with senior officials at the U.S. Department of Education, influenced major rulemakings, and led the sector's most consequential legal challenges.

CECU continued to engage directly in rulemakings and policy discussions, urging the Department to remove "type and level of institution" as a factor in student loan hardship relief—an irrelevant measure that unfairly targets proprietary schools. In July 2025, the Department issued an interpretive rule on the 90/10 calculation, affirming CECU's position that agencies cannot use preambles to impose new obligations. We also submitted detailed comments on Title IV rulemaking committees, advocating for equitable, data-driven, and sector-neutral accountability systems.

CECU secured key appointments to represent proprietary institutions in the Department of Education's negotiated rulemaking process, ensuring our sector is included in shaping future policy. Andy Vaughn, President and CEO of Alliant International University, was selected as the primary negotiator on the Reimagine and Improving Student Education (RISE) Committee, with Jeffrey Bodimer, Vice President of Regulatory Compliance and Financial Aid at Post University, serving as the alternate. In addition, April Boyd, Vice President of Financial Aid at The College of Health Care Professions, was appointed as an alternate on the Public Service Loan Forgiveness Committee.

We maintained steady communication with Federal Student Aid (FSA) under both the Biden and new Trump administrations, including exclusive member webinars with the Acting FSA Chief Operating Officer and senior staff on the rollout of the Free Application for Federal Student Aid (FAFSA). These timely sessions provided schools with essential guidance during one of the most challenging FAFSA cycles in recent memory. Deputy Undersecretary of Education James Bergeron and other senior officials also participated in CECU events, underscoring the credibility and trust we have built as the sector's leading voice.

Throughout the year, CECU led or joined more than a dozen high-impact comment letters and coalition efforts, including bipartisan appeals to delay Gainful Employment and Financial Value Transparency reporting deadlines, recommendations on the federal AI Action Plan, and letters supporting

international student visa exemptions. We also congratulated incoming Secretary Linda McMahon and outlined priorities calling for sector-neutral accountability, repeal of the 90/10 and Gainful Employment rules, and modernization of the Higher Education Act.

To address challenges facing students and institutions, CECU launched the Student Loan Default Prevention (SLDP) Task Force, bringing together more than 30 institutional leaders, financial aid professionals, and allied experts to develop strategies that reduce default rates and improve repayment outcomes.

On the legal front, lawsuits supported by CECU resulted in national injunctions against the Biden administration's Borrower Defense to Repayment regulations and 150% rule, two of the most consequential regulatory challenges for our sector. These efforts reaffirm CECU's commitment to protecting student access, ensuring regulatory fairness, and resisting government overreach that threatens the schools and communities we represent.

CECU Alums Appointed to Senior Roles at U.S. Department of Education

Two former CECU executives now hold senior leadership roles at the Department of Education, underscoring the growing influence of our sector. Nicholas Kent was sworn in as the 15th Under Secretary of Education after his nomination by President Donald J. Trump and confirmation by the U.S. Senate. He oversees federal student aid, postsecondary, career, technical, and adult education programs. Additionally, John Huston was appointed Deputy General Counsel.



Nicholas Kent,
Under Secretary
of Education, U.S.
Department of
Education



John Huston, Deputy
General Counsel,
U.S. Department of
Education

EVENTS AND PROFESSIONAL DEVELOPMENT

CECU's core events continue to experience record growth, reflecting the sector's strong commitment to continuous learning and leadership development.

Webinars

Our webinar series delivers timely guidance that can be used immediately. As a benefit of membership, we offer approximately two sessions each month focused on professional development and urgent updates. To keep schools current on fast-moving developments in Washington, the government affairs team hosts a monthly briefing that explains the implications of new legislation and regulations for campuses and students.

Engagement continues to rise, reflecting the value of concise, practical programming. We delivered **34** webinars to **2,532** registrants. Sessions are built around real operating challenges and feature experts who translate policy into action.

CFO and Business Officer Symposium

CECU's CFO and Business Officer Symposium provided high-impact training for campus finance leaders, reflecting our commitment to member-centered professional development. Free to CECU members, more than **100** participants convened virtually for two days of instruction that provided up to eight hours of continuing professional education credit, including three in Accounting and five in Management Services. Sessions addressed the most pressing financial and compliance priorities and translated complex requirements into clear steps institutions can implement. The format encouraged dialogue among peers so that CFOs and business officers could compare approaches, refine policies, and strengthen audit readiness.

Executive Summit

The Executive Summit in Puerto Rico brought together the top leaders of our sector for an intimate and collaborative program that reflected the growth and momentum of our association. A record **151** executives gathered at the Fairmont El San Juan Hotel during the week of the national elections. The atmosphere was both energizing and timely as participants exchanged ideas in a single room format

that encouraged candor, focus, and connection.

Over two days, attendees engaged in keynote presentations, expert panels, and open forums that examined compliance, cybersecurity, accreditation, financial responsibility, and long-term planning. NBC News correspondent Chuck Todd provided insights into the political landscape while CECU President and CEO Jason Altmire shared the association's advocacy priorities and vision for navigating change. Georgetown University's Center on Education and the Workforce director, Jeff Strohl, offered compelling data on the contributions of career colleges to high-demand professions, underscoring the sector's essential role in workforce development.

Participants also enjoyed opportunities to connect outside of the meeting space, including a tour of historic Old San Juan and two memorable evening receptions that highlighted Puerto Rican culture and hospitality.



Chuck Todd, NBC News

Jeff Strohl, CEW



Attendees enjoyed dinner, drinks, and surprise entertainment during the Summit Soirée.

Presidential Inauguration Activities

CECU hosted a member reception in Washington during the inauguration of President Trump. Dozens of school leaders joined us to connect with peers and national policymakers during a historic time in the capital. CECU distributed 48 seated tickets for the swearing in ceremony, which was moved indoors due to frigid weather. Many attended additional inaugural events across the city, but the CECU reception served as the central touchpoint for participants. The gathering helped prepare leaders for the work ahead with a new administration and Congress. The inauguration activities reinforced CECU's role as a convener and trusted representative for our members at pivotal moments for higher education policy.

Washington Briefing & Advocacy Day

The Washington Briefing & Advocacy Day, formerly Hill Day, once again demonstrated the strength of our sector's voice in Washington. Attendance grew by **20%** over the prior year, with more than **100** school leaders from across the country joining for three days of briefings, networking, and direct engagement with lawmakers.

The policy day featured senior members of Congress whose portfolios shape higher education. **U.S. Senator Bill Cassidy (R-LA)**, Chairman of the Senate HELP Committee and House Education and the Workforce Committee **Chairman Tim Walberg (R-MI)** voiced strong support for the proprietary sector, advocating for rolling back many of the most onerous regulations from the Biden era. Attendees also heard from **Congresswoman Virginia Foxx (R-NC)** and **Congressman Burgess Owens (R-UT)**, both champions of the sector. Additional perspectives came from Jonathan Fansmith of the American Council on Education, Maya MacGuineas of the Committee for a Responsible Federal Budget, and leaders from the U.S. Chamber of Commerce, SkillsUSA, and the Society for Human Resource Management.

On the final day, members blanketed Capitol Hill with more than **100** meetings in congressional offices. School leaders shared campus successes, emphasized the importance of expanding short-term Pell, and urged revisions to flawed risk-sharing formulas. Participants also met with senior officials at the Department of Education to provide feedback on issues important to the sector.

CECU AND SCHOOL LEADERS ON CAPITOL HILL



U.S. Senator Jim Banks (R-IN) with Kellee Harney, Hardon Education and Karen Ferguson, Education Affiliates.



U.S. Senator Bill Cassidy (R-LA) with Leadership from Delta College of Arts & Technology, Diesel Driving Academy and Unitech Training Academy.



CECU member schools meet with Pennsylvania's U.S. Senator Dave McCormick (R-PA).



Bob Thacker, Pennsylvania Gunsmith School and Congressman Chris Deluzio (D-PA).



Jason Altmire and the leadership team at Dawn Career Institute meet with Congresswoman Sarah McBride (D-DE).

North American Career Education Convention

The North American Career Education Convention in Las Vegas set a new standard for scale and impact. Nearly **900** attendees made this the largest convention in more than 10 years, and the exhibit hall featured **102** companies across **115** booths. It is the leading gathering for career education professionals in North America, connecting school leaders, experts, and partners from the United States and Canada. The program offered **35** breakout sessions that delivered practical insights and peer exchange across operations, compliance, enrollment strategy, and emerging technologies.

Programming combined high-profile speakers with practical insights for attendees. CECU President and CEO Jason Altmire and Michael Sangster, CEO of Canada's National Association of Career Colleges (NACC), welcomed participants, followed by Winn Claybaugh, Founding Dean of Paul Mitchell Schools, with a message on leadership and culture. Deputy Under Secretary of Education James Bergeron provided timely regulatory perspectives. An onstage conversation between Jason Altmire and Emmy nominated Hot Ones host Sean Evans in the exhibit hall created memorable moments for attendees. Author and futurist Heather McGowan challenged assumptions about the future of work, and Chef Robert Irvine closed the event with a discussion of entrepreneurship, service, and the central role of career education.

The convention also showcased the sector's commitment to service and excellence. Attendees packed 100 backpacks for the Boys and Girls Club of Southern Nevada.

Award-Winning and Industry-Recognized

The Convention was named one of Higher Ed Dive's top events to attend in 2025.



The Convention Program received the national TRENDY Award for Best Convention Program from CEO Update and Association Trends.



CECU's Jessica Nguyen and Deepti Taneja accept the TRENDY Award.

SPOTLIGHT ON CONVENTION SPEAKERS



Jason and Chef Robert Irvine.



Emmy-nominated Hot Ones host Sean Evans and Jason.



Author and futurist Heather McGowan.



Deputy Under Secretary of Education James Bergeron.



Winn Claybaugh, Founding Dean of Paul Mitchell Schools.



Jason and Michael Sangster, National Association of Career Colleges.

40th Leadership Institute

The Leadership Institute marked its **40th** year with a milestone program and our largest class in recent years, welcoming **45** rising professionals. Since 1985, the Institute has helped develop leaders in the sector, with alumni advancing to serve as campus directors and presidents.

Hosted by J-Tech Institute in Jacksonville, FL, the weeklong program focused on institutional effectiveness, faculty development, financial aid, regulatory updates, responsible AI use, employer engagement, and cross department collaboration. The curriculum emphasized actionable tools leaders can implement immediately. Participants explored admissions and marketing strategy, student success metrics, and approaches for building strong partnerships across academic and operational teams. Sessions on accreditation insights and adaptive decision-making prepared attendees to lead through change. Attendees also participated in a volunteer project, assembling backpacks filled with school supplies for the local Boys and Girls Club.



Forty-five emerging leaders attended the 40th CECU Leadership Institute.



Attendees assembled backpacks with school supplies for the local Boys and Girls Club.



Attendees enjoyed a beachside reception filled with fun, networking, and great conversation.

Reception for Under Secretary Nicholas Kent

CECU hosted a celebratory reception for Under Secretary of Education Nicholas Kent, a former executive at CECU. More than **120** higher education and congressional leaders filled the room to capacity. Attendees included U.S. Reps. **Virginia Foxx** (R-VA), **Burgess Owens** (R-UT) and **Glenn Grothman** (R-WI), as well as several congressional staff. Also in attendance were the presidents of the most prominent higher education trade associations that, like CECU, are members of the Washington Higher Education Secretariat. American Council on Education president Ted Mitchell joined CECU President and CEO Jason Altmire in offering congratulatory remarks for Under Secretary Kent. More than a dozen other senior leaders from the Department of Education also attended. CECU was proud to be the host in bringing together some of the most influential policy and thought leaders across higher education, all gathered together to toast the new Under Secretary.



Under Secretary of Education Nicholas Kent.



Ted Mitchell, President, American Council on Education.



Under Secretary of Education Nicholas Kent with CECU staff.

COMMUNICATIONS & MULTIMEDIA

Taking the Fight to the Airwaves

CECU's communications efforts reached new heights this year, positioning the association as a trusted national authority on the future of higher education and workforce policy. Through consistent engagement with major media outlets, we brought attention to the value of skilled trades and the critical role career colleges play in meeting America's labor demands. Since March 2025, Jason Altmire has appeared in 20 national news segments across Fox News, NewsNation, C-SPAN, and Newsmax, advocating for fair policy, defending student choice, and ensuring our sector's story is heard by audiences nationwide.



Jason Altmire joined Tulsa Welding School student David McLean for a segment on FOX News discussing the importance of the skilled trades.



CECU's Jason Altmire appeared in-studio on C-SPAN's Washington Journal program to discuss the importance of career education.

We are also proud to share that CECU was chosen as an expert in the skilled trades for a segment on *All Access with Andy Garcia*, a national broadcast program on public television set to air in November 2025. Filmed in Boca Raton, the segment features Jason Altmire alongside Mary Kelly, CEO of StrataTech Education Group, and Branka Minic, CEO of Building Talent Foundation, highlighting the essential role of career education in preparing students for in-demand careers.



Media Relations

Our association has earned recognition as the nation's go-to source for reporters covering higher education and workforce development. Leading outlets, including **The New York Times**, **The Washington Post**, **NBC News**, **CBS News**, **USA Today**, **Politico**, and **Bloomberg** regularly seek our perspective on the issues shaping career education. As the national association representing our sector, we ensure that the voices of our schools and students are heard in the national debate. This visibility not only raises awareness of our mission but also affirms the critical role career education plays in powering America's workforce.



Trump is seeking to reshape higher education. Meet the man he wants leading the charge. - July 26, 2025

Referring to CECU as "the preeminent lobbying group representing for-profit colleges," the article discusses Kent's career trajectory, time at CECU, and his past statements on policies affecting the for-profit sector.

Email Communications

CECU's communications strategy continues to grow in strength and reach, underscoring the trust members place in us as a reliable source of timely information. Our subscriber base expanded to more than **7,600** readers, and the **760** emails we delivered generated **1.6 million** opens. The Daily News, which grew its readership by **15%**, has become an indispensable resource, bringing members the latest developments in career and higher education every morning. Equally important, our Federal Alerts have become a valuable source for critical policy updates from Washington, reflected in a **42%** open rate.

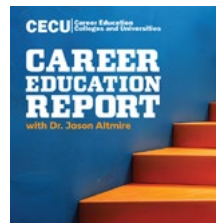
Website

The association's website has become an essential hub for members, policymakers, and the public seeking credible information about career education. In the past year, it welcomed more than **86,000** users, generated over **309,000** page views, and logged nearly **914,000** interactions. To further strengthen its role, a new "Facts and Data" page was launched, providing a central resource for reports such as *Career Education in the United States*, *Talent Shortages and Student Outcomes Report*, and *the ROI of For-Profit Colleges*. Newly added pages on scholarships and a blog have also quickly become popular destinations for timely updates and information.



Career Education Review Magazine

For nearly a century, *Career Education Review* has been the voice of the career education sector, delivering the insights and practical guidance leaders need to run successful institutions. The magazine highlights school achievements, student success stories, and practical application articles that strengthen both daily operations and long-term strategy. With a **48%** average open rate, CER continues to capture strong engagement across the career education sector. It also plays an important role in advocacy, offering policymakers and the media a clear view of the positive impact of career schools. As CER approaches its **100th anniversary**, it stands as both a vital communications tool and a living record of the sector's history and progress.



Career Education Report Podcast

The Career Education Report podcast has become a trusted platform for thought leadership and dialogue, giving voice to the issues that matter most to our sector. With more than **90** episodes published and over **16,000** downloads, the podcast continues to build a loyal following among educators, policymakers, and industry leaders. Each episode features respected experts, offering timely insights on challenges and opportunities shaping higher education and business.

COMMUNICATION HIGHLIGHTS

Email Communications



7,600
Subscribers

760
Total Communications

1,606,458
Total Opens

Website



86,000
Users

309,000
Views

914,000
Interactions

Career Education Review Magazine



1,400
Mailing Annual Reach

35,888
Digital Annual Reach

48%
Average Open Rate

Career Education Report Podcast



16,000+
Downloads

206,989
Digital Annual Reach

38%
Average Open Rate

PARTNERSHIPS THAT STRENGTHEN OUR MISSION

Partnerships remain a cornerstone of CECU's work, allowing us to expand opportunities for our members while advancing the strength of the sector. We added new affinity partnerships that provide priority pricing for CECU members. These collaborations include Sterling Ideas for cybersecurity and data protection, Zeni for accounting services, CompTIA for IT and security curriculum, and MyCareerCloset for student services, each chosen for the value they bring to campuses and students alike.

Our industry partners also joined us in supporting students directly. In February 2025, thanks to the generosity of Front Door and Blue Recruit, 40 scholarships were awarded to students enrolled at CECU member institutions. These awards not only reduce the cost of education but also underscore the commitment of our partners to student success.

CECU's relationships with other national associations extended our reach and strengthened our voice. Through these collaborations, we were invited with complimentary access to several influential events, including the Association for Career and Technical Education, the International Builders Show, the National Association of Colleges and Employers, and the National Hispanic Construction Alliance.

We are equally proud of our growing partnership with the Boys and Girls Clubs of America, where we have incorporated volunteer activities at our events. With the Boys and Girls Clubs expanding efforts to connect youth with careers in the skilled trades, including through their partnership with Home Depot, another CECU partner, we look forward to advancing this shared mission.



Partners include:

- America Achieves
- American Council on Education (ACE)
- American Enterprise Institute (AEI)
- American Institute of Steel Construction
- American Rental Association
- American Society of Association Executives (ASAE)
- Apprenti
- Association for Career and Technical Education (ACTE)
- Association of Public and Land-Grant Universities (APLU)
- Boys and Girls Club of America (BGCA)
- Building Talent Foundation
- Children's Home Society of Florida
- Electrical Training Alliance
- Explore the Trades
- Home Depot
- International Business Machines (IBM)
- International Builders Show (IBS)
- Jobs for the Future (JFF)
- National Association of Colleges and Employers (NACE)
- National Association of College and University Business Officers (NACUBO)
- National Association of Independent Colleges and Universities (NAICU)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Defense Committee
- National Hispanic Construction Alliance (NHCA)
- National Skills Coalition (NSC)
- Next Gen Trucking
- Pathway2Careers
- Plumbing, Heating, Cooling Contractors Association (PHCC)
- Rutgers University
- Society for Human Resource Management (SHRM)
- Skilled Careers Coalition and SkillsJam
- SkillsUSA
- Soka University of America
- TechForce
- Thurgood Industries
- TikTok
- United States Chamber of Commerce
- Wharton School

RESOURCES & ANNUAL AWARDS

CECU AI Task Force

Recognizing the profound impact artificial intelligence will have on higher education, CECU took early action to ensure that career schools lead with innovation, transparency, and responsibility. In 2024, the CECU Board of Directors authorized the creation of the CECU AI Task Force, a group of nearly 40 volunteers representing member institutions, industry experts, and legal advisors.



Co-chaired by Stephen Arthur of ECPI University, Dana Hutton of Southeastern College, and Mitch Talenfeld of MDT Marketing, the task force invested countless hours to produce a best-practices guide released at the 2025 North American Career Education Convention. The comprehensive publication, *How Artificial Intelligence is Transforming Higher Education Marketing and Enrollment Management: A Best Practices Guide for Schools*, provides institutions with both a roadmap and a framework for responsible AI adoption.

CECU Job Board

The recently launched CECU Job Board is a new platform designed to connect talent with opportunity across the career education sector. The site serves as a centralized hub where institutions can post openings for faculty, staff, and leadership roles, while professionals can explore positions that align with their skills and aspirations. This new resource provides a valuable benefit to members, helping schools attract top talent and expand career pathways within the sector.

CECU Communities

Coming soon, CECU Communities will offer an exclusive online space for members to connect, collaborate, and share ideas in a secure environment. Groups will focus on areas such as compliance, financial aid, marketing, and leadership. Members can request new groups, ensuring the platform evolves with their needs. This initiative strengthens connections across the sector and fosters collaboration that empowers professionals throughout career education.

Annual Awards

The annual awards celebrate excellence, dedication, and innovation across the career education community, honoring individuals and institutions whose work uplifts students and advances the sector.

Participation in the Certified Higher Education Professional (CHEP) program continues to expand, with **7,231** credentials awarded and **2,454** professionals actively advancing their skills through continuing education. Offered in partnership with MaxKnowledge and a network of associations, the CHEP credential recognizes achievement in six areas of specialization. This year, CECU recognized **Midwest Technical Institute (MTI)** and **FVI School of Nursing and Technology**.

The Friedheim Service Awards, established in honor of Stephen and Jan Friedheim, paid tribute to exceptional leaders: **Joe Martin**, President of ITI Technical College; **Tom Eastwick**, President of Eastwick College and HoHoKus School; and **Julie Basler**, former President of Platt College and Chair of the CECU Research Foundation.

Special recognition was given to CECU Board member **Lynelle Lynch** for her extraordinary leadership and unwavering support of CECU's mission, honored through a donation to Beauty Changes Lives, the nonprofit she founded to empower individuals pursuing careers in beauty and wellness.



The 2025 Career Education Review (CER) Awards celebrate excellence across our sector, recognizing visionary leaders shaping the future of career education, organizations that strengthen communities, schools that forge standout employer partnerships, and educators who elevate teaching and student success.

CECU SUBSIDIARIES

CECU Research Foundation

The CECU Research Foundation has quickly become one of our most effective tools for advancing the voice of career education.

By producing credible, data-driven research, the Foundation strengthens our advocacy and provides members with the evidence they need to demonstrate the value of their institutions.

The Foundation published *Career Education in the States*, a comprehensive factbook comparing outcomes at our schools to those in other sectors. The report includes essential information on demographics, workforce contributions, student experiences, and financial outcomes. To support state-level advocacy, an additional 24 state and regional factbooks were created, each tailored with data specific to local policymakers and stakeholders.

Beyond these publications, the Foundation commissioned three independent studies from respected research organizations. The first, *Talent Shortages and Student Outcomes* by Lightcast, offered groundbreaking insights that have already enhanced our work with lawmakers. Additional studies will be released in the coming year, continuing to provide timely and credible information that highlights the sector's impact.

The Foundation also responds to ad-hoc data requests and analyzes major reports from



Georgetown University, Carnegie/ACE, and USA Today. By contextualizing these findings and highlighting top-performing member schools, the Foundation ensures our sector's story is told with accuracy and impact.

Pathways to Careers Scholarship

CECU has launched the Pathways to Careers Scholarship to help students pursue high-demand careers that power our nation's workforce. Designed for students enrolled at participating CECU member campuses, these scholarships will help lower out-of-pocket costs and help students step into careers that can improve the trajectory of their lives. Made possible by generous contributions from individuals and organizations, the fund reflects our sector's commitment to practical pathways, faster time to completion, and strong links to employment. It is a direct investment in the skilled workforce our communities need and in the students who will lead it. Student applications will open January 1, 2026, with awards granted in April and October.

Through the PTC Scholarship, CECU is also partnering with external scholarship funds that support student opportunities in many in-demand areas. External scholarship partnerships include the 1st and Goal Foundation, the Children's Home Society of Florida, and TechForce to offer additional awards to students attending member institutions.



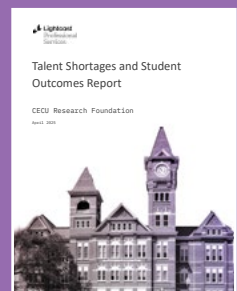
LIGHTCAST'S TALENT SHORTAGES AND STUDENT OUTCOMES REPORT

Compared to public and nonprofit institutions of the same level, students at two-year and less-than-two-year for-profit institutions have:

- **5.75** times higher odds of credential completion (within 150% time).
- **2** times higher odds of securing full-time employment after graduation.

At four-year institutions, students receiving a bachelor's degree from a for-profit institution have:

- **1.5** times higher odds of full-time employment compared to graduates from public and nonprofit colleges.
- significantly lower odds of experiencing unemployment compared to graduates from public and nonprofit colleges.
- significantly higher odds of being employed in a field related to their studies compared to graduates of nonprofit colleges.



The Alliance for Career Education in the States (ACES) continues to grow as a leading force for advancing career education at the state level. Now representing 30 states, the ACES network includes hundreds of campuses. By leveraging the collective strength of our members, ACES is able to advance policies that expand opportunity and ensure that career education remains a vital pathway for students at the state level. The network will continue to welcome new associations and school groups, further expanding its reach and influence in the years ahead.



ACES offers a full slate of programming throughout the year, including a year-long webinar series. A centerpiece of these efforts is the annual ACES Faculty Development Workshop, held on May 2. The event drew more than 220 attendees, each of whom earned two hours of continuing education credit.

Highlights From States

Colorado Association of Career Colleges and Schools (CACCS)

CACCS hosted its second annual Legislative Day on March 27, bringing students and staff to the State Capitol to engage directly with lawmakers. Over breakfast sponsored by Representative Anthony Hartsook, participants had the opportunity to share their experiences and highlight the importance of career education in the state.



In June, Lincoln Tech welcomed the CACCS board and Taylor Boyer, Policy Director for the Senate minority caucus, for a campus discussion on workforce and policy priorities.

CECU attended a conference in Denver exploring the current political climate and the interests of working-class Americans. Jason was invited to serve on the panel discussing education policy, drawing loud applause with his remarks on the role played by private career schools in growing the American economy, filling high-demand professions, and providing opportunity for nontraditional students.



Jason Altmire and Riley Burr with Colorado Governor Jared Polis.

Georgia Alliance for Career Education (GACE)

GACE continued to strengthen its relationship with state regulators by meeting with senior officials, Executive Director Kirk Shook and Deputy Director Magda Rivers from the Georgia Nonpublic Postsecondary Education Commission. This was the second opportunity for members to discuss key policy issues affecting Georgia career schools with the Commission's executive leadership, hosted by CEO Elmer Smith of Interactive College of Technology.



Northwest Career Colleges – Idaho (NWCCI)

NWCCI hosted a leadership conference in Boise, bringing together school leaders, state legislators, and regulators for discussions on policy priorities. The association also organized campus visits at seven member schools, including Eagle Gate College, Northwest Lineman College, Aveda Institute, Carrington College, Paul Mitchell Schools, and The Salon Professional Academy, showcasing the diversity and impact of Idaho's career education programs.



In September, LAPCS hosted its annual Instructor Development Conference, drawing **140** participants for a day of professional development and networking. The event concluded with the All-Star Award Ceremony, honoring one outstanding instructor from each member campus for extraordinary service.



Nevada Association of Career Colleges (NACC)

NACC achieved important legislative victories in 2025. Senate Bill 343, championed by NACC, exempts licensed professionals from duplicative background checks by the Commission on Postsecondary Education and will take effect October 1. Assembly Bill 164, passed unanimously, increases the minimum balance of the Account for Student Indemnification. NACC played a central role in advancing both measures, providing testimony and submitting formal letters of support.

Louisiana Association of Private Colleges and Schools (LAPCS)

LAPCS member Delta College in Baton Rouge welcomed then State Senator, now U.S. Representative Cleo Fields (D-LA), for a campus visit and private discussion on federal issues impacting the sector. His election to represent Louisiana's 6th Congressional District marked an important moment of renewed engagement with career education.



Private College and School Association of New Jersey (PCSANJ)

PCSANJ held its Annual Conference in Kenilworth, NJ, drawing record attendance from school leaders across the state. The program featured motivational speaker and on-air personality Janine Stange, whose keynote address set an inspiring tone for a day focused on admissions, faculty development, and strategies to strengthen student outcomes.





CampusWise Advisors

The past year saw extensive growth in our consulting subsidiary, CampusWise Advisors (CWA). Created to offer our members and other higher education stakeholders an opportunity to seek a personalized solution tailored to their unique needs and circumstances, CWA is a dedicated referral network of independent consultants across a variety of specialties. Whether it be compliance issues, leadership development, targeted writing projects, event speakers, crisis communications, accreditation concerns, overseas operations, revenue growth, or a variety of other specialties, CWA can connect schools with a consultant ready to assist. Given the ever-changing landscape of higher education, and the opportunities that exist in the current political and policy environment, we expect strong growth in clients and revenue for CampusWise Advisors in the coming year.



Association for the Advancement of the College Admissions Profession

The Association for the Advancement of the College Admissions Profession (AACAP), the newest subsidiary of CECU, is dedicated to elevating the role of admissions professionals in career education. Founded in 2017, AACAP unites counselors, educators, and higher education leaders around the shared goal of serving students and families with integrity, quality, and ethical standards. Its Certified Admission Professional (CAP) credential has become the gold standard for recognizing excellence and professionalism in admissions. Preparatory courses and training further equip members with the tools they need to guide students confidently on their path to success.

CECU Employer Engagement Network

The demand for skilled workers has never been greater, and employers across the country are looking to career schools to help close the gap. CECU's Employer Engagement Network was created to meet this challenge by connecting more than 800 employers nationwide with the graduates who are ready to step into high-demand careers.

The Network is a partnership between schools and employers designed to build a stronger workforce pipeline. By fostering ongoing dialogue between educators and industry leaders, the Network helps ensure that career school curricula are aligned with the needs of today's labor market. This collaboration allows employers to share their perspectives on emerging trends while providing students with training that reflects the realities of the workplace.

Network members gain access to timely workforce data, industry research, and policy updates. They also benefit from a wider pool of graduates trained for industry-specific roles, saving time and resources in recruitment. Employers who participate demonstrate their commitment not only to their own businesses, but also to local communities and the broader economy.

A Selection of Employer Partners



CECU ON CAMPUS

CECU's engagement with campuses across the country remains central to our mission. By meeting directly with students, faculty, and employers, we see firsthand the transformative impact of career education and the commitment of our member institutions. These visits strengthen our advocacy, deepen our understanding of member needs, and ensure we are aligned in advancing the shared goal of expanding opportunity through education.



Jason in Las Vegas, NV, visiting with students at Mikhail Education Corporation.



Jason with students at The Modern College of Design in Kettering, OH.



Jason with a welding student at Summit College in Santa Ana, CA.



Jed Brinton with Cameron Martin, President & CEO of Rocky Mountain University of Health Professions in Provo, UT.



Jason at Dana Persico's Long Island Nail, Skin, and Hair Institute campus in Long Island, NY.



Jason with Scott Shaw, CEO of Lincoln Tech, at the ribbon-cutting of the new Nashville Auto-Diesel College facility in Nashville, TN.



Jason at Cambridge College of Healthcare and Technology in Palm Beach, FL.



Jason with students and leadership at Gurnick Academy in San Jose, CA.



Jason with the leadership team of Florida Education Institute in Miami, FL.

REPRESENTING THE SECTOR

Recognized as a trusted voice in postsecondary education and workforce policy, CECU represents the sector at conferences and national events, highlighting the essential contributions of career schools across the country. Here's a sampling of events we attended this past year:

- 16th Education Finance & Loan Symposium
- Accrediting Bureau of Health Education Schools (ABHES) Conference
- Accrediting Council for Continuing Education & Training (ACCET) Annual Conference
- Alston & Bird Higher Education Conference
- American Enterprise Institute Conversation with Virginia Foxx and Preston Cooper
- America's Workforce - Creating a Blueprint for the Future
- American School Counselor Association (ASCA) Convention
- American Society of Association Executives Annual Meeting & Expo
- APSA Meeting
- Association for Career and Technical Education (ACTE) CareerTech Vision Conference
- Association for Women in Aviation Maintenance (AWAM) Conference
- California Association of Private Postsecondary Schools (CAPPS) Legislative Policy Meeting
- Career Colleges & Schools of Texas (CCST) Conference
- Colorado Association of Career Colleges and Schools (CACCS) Membership Meeting
- Eastwick College Commencement
- Financial Aid Services, Inc. | Genesis-SMMS FAS Spring Seminar
- Florida Association of Postsecondary Schools and Colleges (FAPSC) Annual Conference
- Higher Ed PodCon
- Interactive College of Technology Annual Meeting
- Keiser University Commencement
- Mid-Atlantic Colleges and Career Schools (MAACS) Conference
- Momentum 2025 Conference
- NASASPS Conference
- National Association of Career Colleges (NACC) Meeting
- National Association of College and University Attorneys Convention
- National Association of Colleges and Employers Convention
- National Association of Home Builders International Builders' Show
- New England Tractor Trailer Training School Commencement
- North American Trade Schools Baltimore Grand Opening
- Northwest Career Colleges – Idaho Conference
- NUC Florida Technical College Graduation
- OrbundVision Conference
- Progressive Policy Institute New Directions for Democrats
- Public Policy Institute Meeting
- Reclaim America Public Policy Panel
- Salon Professional Education Company Franchise Conference
- SkillsUSA Conference
- The Center for Effective Lawmaking Annual Meeting
- Unlocking a Skills Driven Future
- U.S. State Department Meeting
- Verity Users Conference

REPRESENTING THE SECTOR



Jason spoke at the graduation ceremony for NUC University and Florida Technical College in Orlando, FL.



Kelley Breton at the American School Counselor Association (ASCA) Convention in Long Beach, CA.



Samantha Cornmesser at the inaugural AWAM Conference in Dallas, TX.



Jason and Kelley Breton in Atlanta, GA, at the annual SkillsUSA Conference.



Jason joined Bob Shireman and Carolyn Fast on a panel at the NASASPS Conference in St. Louis, MO.



Jordan Wicker spoke at the annual MAACS conference in Champion, PA.



Kelley Breton gave the keynote address at the NETTTS graduation ceremony outside of Boston, MA.



Jason receives the prestigious King Charles III Coronation Medal for work with the Canadian National Association of Career Colleges.



Jason moderated a panel with four CECU members at the 16th Annual Education Finance and Loan Symposium in Old Town Alexandria, VA.

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