

## **The 3-Year Strategy!**

- *A new Association Name: Career Education Colleges and Universities (CECU)*
- *A new mission statement: Uniting and promoting Postsecondary Career Education!*
- *A New 3-year Strategy to Preserve Postsecondary Career Education!*
- *A new partnership with our State Associations!*
- *A positive, focused Legislative Agenda!*
- *A bold, energetic Communications Plan!*
- *Two new Campaigns to define the Sector and Change the Conversation!*
- *An investment in the future of our students, our sector, and our nation!*

### **Background:**

- Developed at the direction of the Board on March 15, 2016
- The 3-year Strategy runs from April, 2016 through December, 2018

### **Goals:**

- Preserve Postsecondary Career Education!
- Change the Conversation around the sector
- Advance the 5-point Legislative Agenda
- Create the environment for strong success in serving students seeking career education.

### **The Plan:**

- The Focus: Advocacy and Communications (GR/PR)
- Investing the Association's reserves to fund this work
- Grow Government Relations and Communications
- Three Major Campaigns:
  1. "Career Education worth Paying For!"
  2. "Campaign to Create 5 million new Career Professionals" in decade!
  3. Federal/State Grassroots Engagement Partnerships in Key States.

## **Government Relations/Public Relations:**

- We begin with FY16 Legislative Plan:
  1. Restore Year-Round Pell Grants
  2. Restore ATB, with appropriate protections against fraud
  3. Gives schools the ability to limit loans to education expenses
  4. Fully Implement the Recommendations of the Taskforce on Federal Regulation of Higher Education
  5. Provide schools 6 months between preliminary and final Debt/Earnings Ratios.
  
- The Association will substantially enhance our Government Relations efforts:
  - A focused, positive and bi-partisan Legislative Agenda
  - New efforts to merge and enhance GR/PR communications and strategy
  - Expand Democrat Engagement
  - Provide Republicans with our new pro-active Agenda
  - Expand Grassroots efforts in targeted areas
  - Fund research to advance and defend this agenda
  - Expand involvement in the APSCUPAC
  - Merge Membership and Grassroots Committees into Member Engagement Committee.

## **Communications:**

- Work with a public relations firm to reset the conversation.
- We create two powerful, positive new Campaigns to define our sector:

### **1. “Career Education worth Paying For!”**

Investments produce results. An investment in our career programs provides students with the skills to succeed; in an accelerated, focused delivery that results in earlier income/lifelong earnings gains.

We have all heard the phrase, “You get what you pay for.” In career education, this is true. An investment that produces outcomes will provide students with a foundation for success.

This campaign will proudly lift up our sector, our schools, our programs and our students. The statistics show we should be proud of our career programs, not apologetic. This campaign will communicate such messages to policy makers, media, employers and most important – our students.

2. **“Campaign to Create 5 Million Career Professionals” in the decade.**

The combination of emerging workplace skill demands with the transition of a workforce due to retirements is producing increased concern regarding the ability of our nation to meet its skill needs. We, as APSCU members, will commit to producing 5 million trained career professionals in the decade ahead. And, we invite non-members to join APSCU, and join this pledge. With precise research, we will work with individual schools to create their commitment, occupation credential by occupation credential. We will combine these numbers to achieve the 5 million goal. By doing so, we will communicate with policy makers, the media and employers our readiness to do our part for America’s economic future, one student at a time!

- A new focus on internal – sector/member – communications
  - Our goal is to educate and engage our membership and the sector in ways that empower them to be the voice of our sector in their communities.

**Research:**

- Updated data is essential to advance our arguments!
- We expect new research on impact of GE on sector, and student access.
- We are prepared for new research on Defense to Repayment.
- We will conduct research necessary to implement two new campaigns.