

July 21, 2016

This is not about you, nor about us. Quite simply, it is about standing up and defending our sector!

- You will find no fancy, four-colored pictures.
- Nor will you find a list of benefits a school receives from becoming a member.
- This isn't about growing the association, it is – quite bluntly – about saving our sector!

There has never been a time when the economic, regulatory and political assaults on our sector have been stronger. In the five (5) years after the recession (2010 through 2014), our sector saw a decline in enrollment of 572,000 students. But, that was just the beginning.

The Gainful Employment regulation is set to become effective early in 2017. Now, the Administration is pushing a "Defense to Repayment Regulation" that should be something we would support. But, the provisions added enabling frivolous law suits to demand new letters of credit will shut down good schools, with sound programs simply because no bank could issue such a credit in the current environment. Then, the Department's decision to revoke ACICS' recognition as an accreditor threatens 243 schools, 850 campuses and over 800,000 students! No one believes all of these schools can become accredited elsewhere within the time allowed. A summary of these and other key legislative issues are available [here](#).

Bold Action, Meriting Your Support:

Earlier this year, the Board of Directors instructed staff to create a [3-Year Strategy](#) using the association's reserves to "Preserve Postsecondary Career Education." The four goals of this plan are

simple:

1. We preserve Postsecondary Career Education.
2. We change the conversation regarding the sector.
3. We advance a 5-point legislative agenda.
4. We create an environment for success in serving students seeking career education!

This campaign is being built around two key areas: Advocacy and Communications. We will change the conversation through two campaigns:

- "Creating 5 Million new Career Professionals" in the decade ahead!
- Explaining that good career education is "Career Education worth Paying For!"

We are building, in partnership with our state associations, a nation-wide grassroots operation with the tools for every school to convey to their elected representatives who we are; what we do; and, why it is important for our students, our communities and our country.

Your responsibility: You don't owe Career Education Colleges & Universities anything! But, you are a citizen of this sector and you have an obligation to stand with your colleagues in defending and promoting who we are and all that we do.

This is that time. We are ready to work with you in ways that makes you a full member of this team. Feel free to contact any of us, at any time.

Stand with us now!

Our Membership Leaders: