

Institute on Open Education

Partnership
Prospectus 2025-26

AAC&U

American Association
of Colleges & Universities

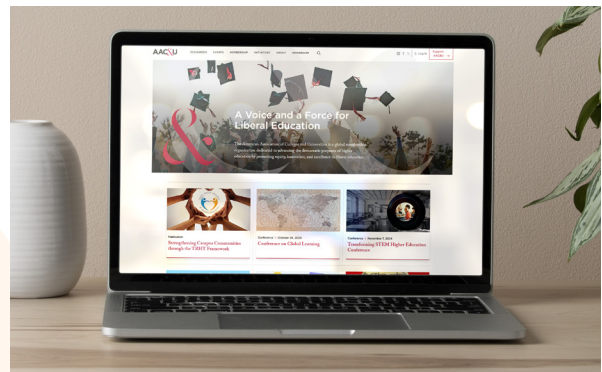
About AAC&U

The American Association of Colleges and Universities (AAC&U) is a global membership organization dedicated to advancing the democratic purposes of higher education by promoting equity, innovation, and excellence in liberal education.

AAC&U was founded in 1915 as the Association of American Colleges. Over the next century and beyond, our membership has grown ever more inclusive, encompassing higher education institutions of all types and sizes across the United States and, increasingly, around the world. What continues to unite us is a shared commitment to extending the advantages of a liberal education to all students.

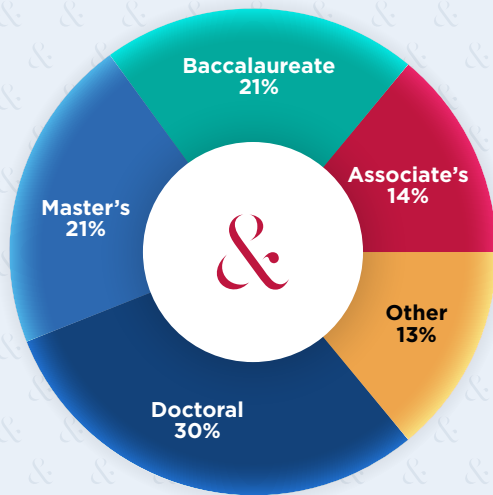
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is, or what their career goals may be.

Through our programs and events, publications and research, public advocacy, and campus-based projects, AAC&U serves as a catalyst and facilitator for innovations that improve educational quality and equity and support the success of all students.



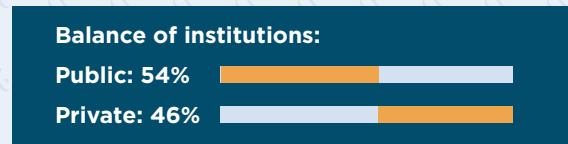
AAC&U Membership Profile

Institutional membership in AAC&U serves administrators, faculty, staff, and students at nearly 800 colleges and universities worldwide. These colleges and universities educate nearly 7.8 million students each year and employ more than 375,000 faculty. In addition, AAC&U membership includes nearly 400 individual members from other campuses, associations, and academic and scholarly organizations. AAC&U has members in all 50 US states, plus the District of Columbia and Puerto Rico, and members are active in 35 other countries. AAC&U member institutions lead scholarly research, policy reform, and higher education transformation.



2024 Membership Composition

● Associate's	14%
● Baccalaureate	21%
● Master's	21%
● Doctoral	30%
● Other	13%



Partnerships

AAC&U partners with for-profit and non-profit organizations to provide a highly visible platform for aligning shared commitments to improving educational quality, student success, and workforce preparation. AAC&U program partners are thought leaders in higher education, providing solutions and expertise for ongoing campus challenges.

AAC&U offers multiple ways to engage with our broad and diverse network of colleges, universities, and higher education leaders, including:

- Partnership opportunities at AAC&U events, including the AAC&U Annual Meeting, major thematic conferences, and multiple other institutes, forums, and workshops. AAC&U engages over 13,000 individuals annually through its annual meeting, thematic conferences, 10+ institutes, and a range of forums, workshops, and regional events.
- Webinars that span the calendar year. AAC&U webinars routinely reach hundreds of higher education leaders through live and on-demand viewing.
- Advertising opportunities, including the award-winning quarterly print magazine *Liberal Education* and AAC&U News, our monthly e-newsletter.
- Sponsored research projects on special topics.
- AAC&U's Member Marketplace, which provides partners with a unique showcase for products and services at a special discount for AAC&U members.

Institute on Open Education

September 25, 2025–April 24, 2026 // Online

Open Education is defined as the myriad of learning resources, teaching practices and education policies that use the flexibility of OER, which are free, openly-licensed resources, to provide learners with high quality educational experiences. This online institute is designed to accelerate the work of teams from campuses or state systems seeking to actualize an ambitious strategy to provide access to high-quality educational opportunities through the affordances of open education. Starting from the assumption that open education is a public good, cohorts will work together to

- identify opportunities and barriers in order to support the adoption of open educational resources (OER) and open education practices;
- enable the conditions to ensure that OER are freely available across learning pathways;

- broaden campus engagement and collaboration around policies and practices that support universal access to knowledge;
- embrace the adaptation and localization of content, including designing for accessibility and incorporating universal design for learning; and
- explore GenAI and emerging technologies in the context of open education.

This institute model directly engages IOE teams for a full academic year via virtual events and interactions as participants’ open education implementation and acceleration plans are put into practice.

Learn More:

www.aacu.org/ioe

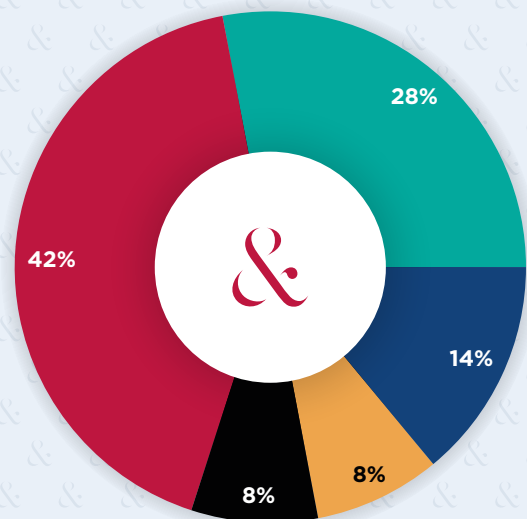
2024-25 Institute Demographics

106 total attendees

Academic Affairs	28%
Deans & Directors	14%
Executive	8%
Educational Non-Profit & Policy Leaders	8%
Faculty	42%

Attendees include:

- Senior academic officers
- Student affairs leaders
- Librarians
- Faculty
- Center for teaching and learning staff
- Learning technologies professionals



Institute on Open Education Partnership Opportunities

AAC&U seeks to accommodate the support and engagement of partners who help advance the mission of AAC&U and our member institutions.

<div style="background-color: #f4a460; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;"> GOLD </div> <p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute's private community platform and access to all plenary and concurrent sessions.*</p> <p>3 complimentary institute registrations.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.</p> <p>60-minute virtual concurrent session as part of Institute programming; partner and AAC&U collaborate on content development. Final session content subject to AAC&U approval.</p> <div style="background-color: #f4a460; border-radius: 15px; padding: 5px; text-align: center; margin-top: 10px; font-weight: bold; font-size: 1.1em;">\$7,500</div>	<div style="background-color: #a4c6e0; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;"> SILVER </div> <p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute's private community platform and access to all plenary and concurrent sessions.*</p> <p>2 complimentary institute registrations.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the Institute concludes.</p> <div style="background-color: #a4c6e0; border-radius: 15px; padding: 5px; text-align: center; margin-top: 10px; font-weight: bold; font-size: 1.1em;">\$5,000</div>	<div style="background-color: #c65911; border-radius: 50%; width: 60px; height: 60px; margin: 0 auto; display: flex; align-items: center; justify-content: center; margin-bottom: 10px;"> BRONZE </div> <p>Logo and link on AAC&U website and Institute main landing page.</p> <p>Access to the Institute's private community platform and access to all plenary and concurrent sessions.*</p> <p>1 complimentary institute registration.</p> <p>Dedicated partner area within the Institute community platform. This is a location where participants can pose questions to partners via a discussion board, and partners can post logos, bios, company descriptions, contact information, and other content with participants.</p> <p>Opportunity to post a pre-recorded demo in the dedicated partner area.</p> <div style="background-color: #c65911; border-radius: 15px; padding: 5px; text-align: center; margin-top: 10px; font-weight: bold; font-size: 1.1em;">\$2,500</div>
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Please contact advancement@aacu.org to learn more.

*Please note that partners are welcome to participate in all session discussions and chat rooms; however, these are not contexts for direct product marketing.