



Conference on Learning and Student Success

Partnership
Prospectus 2025-26

AAC&U

American Association
of Colleges & Universities

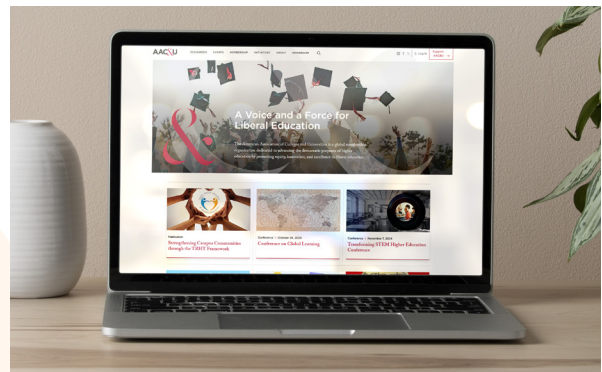
About AAC&U

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.

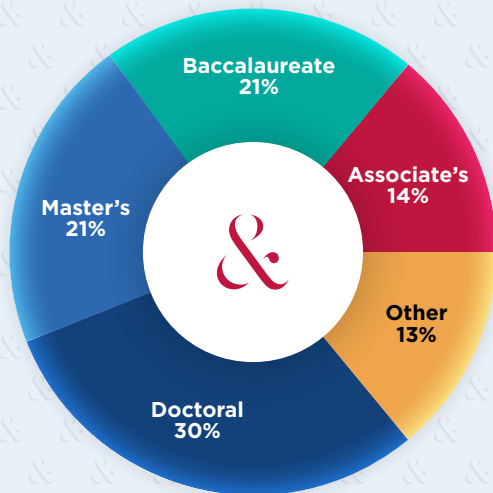
Grounded in equity and inclusion, our vision of educational excellence is focused on the learning all students need for success in an uncertain future and for addressing the compelling issues we face as a democracy and as a global community—regardless of where a student studies, what their major is,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



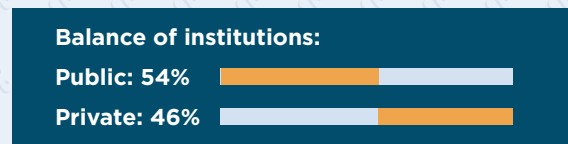
AAC&U Membership Profile

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 nonprofit 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.

Conference on Learning and Student Success (CLASS)

*April 16–18, 2026
Tucson, Arizona, Hybrid, and Online*

CLASS is designed to elevate, amplify, and extend AAC&U's core work on transforming student learning and the undergraduate experience by dismantling silos and collaborating across organizational structures to harness the collective wisdom and power of our diverse expertise and experiences to make our shared vision of educational excellence a reality.

CLASS will tackle current realities head-on, from the questioning of the value of the college degree to the challenges inherent to creating and sustaining educational environments that seek to achieve a sense of belonging for all students and educators informed by who they are.

Collectively and collaboratively, we must remain focused on what we know is foundational for learning and student success: evidence-based, inclusive and expansive teaching and learning practices; proven strategies that advance recruitment, retention, progression, and graduation practices; robust assessment praxis and data-driven truth-telling; effective academic, co-curricular, and social program supports; transparent curricula to careers; sharing solutions to inequities in student and educator outcomes, and capacity-building through faculty and staff professional development that improves diverse learning environments.

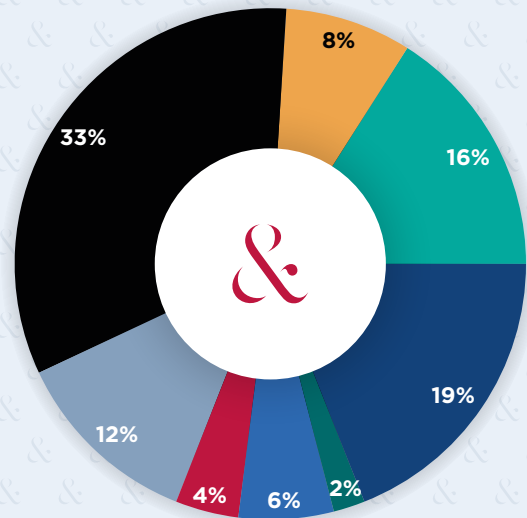
Learn More:

www.aacu.org/class

2025 CLASS Demographics





1,493 total attendees | 549 organizations represented

Academic Affairs	16%
Deans & Department Chairs	19%
Executive (Presidents & Provosts)	2%
Institutional Affairs	6%
Students	4%
Student Affairs	12%
Faculty	33%
Educational Nonprofit & Policy Leaders	8%



CLASS Partnership Opportunities

The Conference on Learning and Student Success seeks to accommodate the support and engagement of program partners who enhance the mission of AAC&U and our member institutions.

 <p>PLATINUM <i>(1 available)</i></p>	 <p>GOLD</p>	 <p>SILVER</p>	 <p>BRONZE</p>
<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>5 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p>Exclusive and dedicated branding throughout the meeting, showcasing the program partner logo and a short description.</p> <p>One app push notification to all attendees.</p> <p>Verbal recognition of partnership at the beginning of the Opening Forum and at the Closing Plenary by the AAC&U president or board chair. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U's final approval.</p> <p style="text-align: center;">\$30,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>3 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p>60-minute concurrent session (limited number available).</p> <p style="text-align: center;">\$15,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>2 complimentary conference registrations.</p> <p>6-foot on-site exhibit booth.</p> <p>Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.</p> <p style="text-align: center;">\$10,000</p>	<p>Partner logo showcased on the conference website, mobile app, and on-site signage.</p> <p>1 complimentary conference registration.</p> <p>6-foot on-site exhibit booth.</p> <p style="text-align: center;">\$5,000</p>

CLASS Special Partnership Opportunities

Opening Plenary

Investment: \$15,000 (1 available)

The opening plenary will feature a higher education leader specializing in curriculum, assessment, digital innovation, diversity, equity, and/or inclusion work. The opening plenary often directly precedes receptions or other social networking events. Due to the caliber of the invited speaker(s) and schedule placement, the opening plenary is a highly anticipated session during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow displayed during lead-up to start of Opening Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

Friday Morning Plenary Session

Investment: \$15,000 (1 available)

The Friday morning plenary session will feature a higher education leader specializing in curriculum, assessment, digital innovation, diversity, equity, and/or inclusion work. Due to the caliber of the invited speaker(s) and schedule placement, plenaries are highly anticipated sessions during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of Friday Morning Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

CLASS Special Partnership Opportunities

Closing Plenary Session

Investment: \$10,000 (1 available)

Plenary sessions feature a prominent speaker from higher education, industry, or media. These sessions typically open or close a day of conference programming and often directly precede receptions or other social networking events. Due to the caliber of the invited speaker and schedule placement, plenaries are highly anticipated sessions during CLASS.

BENEFITS:

- Partner logo prominently displayed in slideshow shown during lead-up to start of Friday Morning Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partner at the beginning of the session by a member of the AAC&U executive leadership team. The partner may provide a short script (approximately 30 seconds) for this recognition, subject to AAC&U final approval.
- Partner may produce and place collateral (no larger than 8.5"x11") on chairs in the ballroom before the plenary begins.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Silver Partner on conference collateral.

Welcome Reception

Investment: \$15,000 (1 available)

Sole sponsorship and exclusive branding during the scheduled all-attendee welcome reception. This highly attended and anticipated reception is a highlight of the conference, featuring local flair and encouraging connection and networking among attendees.

BENEFITS:

- Partner logo prominently displayed in reception area and in slideshow shown during lead-up to start of the Opening Plenary.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Verbal recognition of partnership within the Opening Plenary programming by AAC&U senior leadership. The partner may provide a short script (approximately 30 seconds) for this acknowledgment, subject to AAC&U's final approval.
- Partner and AAC&U branded cocktail napkins placed at reception, at no additional cost to partner.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner in conference collateral.

CLASS Special Partnership Opportunities

Networking Lounge

Investment: \$25,000 (1 available)

Exclusive engagement opportunities within networking lounge space, in a prominent location and open to attendees throughout the conference. The networking lounge will include partner-branded charging stations, comfortable furniture and tables for engaging conversations, and a specialty coffee cart. This highly anticipated networking space provides exclusive branding and space for partner-centered conversation and engagement.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking lounge space.
- Two partner-branded charging stations, at no additional cost to partner.
- Specialty coffee cart in the networking lounge for three hours of the conference. Specialty coffee cart signage to include gratitude for partner's support, along with partner and AAC&U branded coffee sleeves. All at no additional cost to partner.
- Opportunity to produce and place collateral on tables in lounge area.
- 6-foot on-site exhibit booth.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent one week after the conference concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Platinum Partner in conference collateral.

Networking Break

Investment: \$5,000 (2 available)

Sole sponsorship and exclusive branding of one of two networking breaks during the conference. Your support fuels energy and engaging conversation at the conference.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Exclusive partner-branded signage in networking break space.
- Partner and AAC&U branded coffee sleeves, at no additional cost to partner.
- One complimentary conference registration.
- 6-foot on-site exhibit booth.
- Where not otherwise specified, recognition as a Bronze Partner in conference collateral.

CLASS Special Partnership Opportunities

Partner-Branded Wi-Fi

Investment: \$10,000 (1 available)

Sole sponsorship and exclusive branding of conference Wi-Fi, open to and utilized by all attendees.

BENEFITS:

- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Opportunity to personalize conference Wi-Fi password; subject to AAC&U approval.
- Two complimentary conference registrations.
- Where not otherwise specified, recognition as a Silver Partner on conference collateral.

Invitation-Only Partner-Hosted Luncheon

Investment: \$20,000 (2 available)

Opportunity to host an invitation-only luncheon at CLASS. All partner-hosted luncheons will be held during the lunch break on Friday, April 17, 2026. This is an opportunity ideal for partners aiming to gather and captivate specific CLASS attendees.

BENEFITS:

- Partner hosted luncheon on day two of the conference.
- Invitation-only; 75-person maximum.
- Partner will use the opt-in registration list to reach specific individuals to invite. Partner will manage invitations and RSVPs.
- Buffet lunch for all attendees and A/V at no additional cost to partner.
- Partner has the opportunity to craft luncheon programming and invite speakers/presenters, subject to AAC&U's approval.
- Partner logo showcased on conference webpage, mobile app, and on-site signage.
- Partner logo showcased on exclusive partner-hosted luncheon signage.
- 6-foot on-site exhibit booth.
- Opt-in registration list (includes names, titles, institutions, and email addresses) sent two months prior to CLASS, one month prior to CLASS, and one week after CLASS concludes.
- Three complimentary conference registrations.
- Where not otherwise specified, recognition as a Gold Partner on conference collateral.

Interested in other program partnership or branding opportunities at AAC&U's 2026 Conference on Learning and Student Success? We are enthusiastic about innovative and creative ways to help your organization reach your target audience.

Reach out to advancement@aacu.org to learn more.