

**COMPLETE
COLLEGE
AMERICA**

NEXT

2025 
**ANNUAL
CONVENING**

Nov. 17-19, 2025
Baltimore, MD

**SPONSORSHIP
OPPORTUNITIES**



JOIN US.

As we move from resiliency to transformation.

The barriers to college completion are complex and intertwined. No one educator, department, institution, or state can solve them alone. Complete College America's goal remains clear: for more Americans to earn college degrees and credentials of value that lead to upward social and economic mobility.

At the center of a network unafraid of complexity, we study the best ideas and co-design the most promising practices to bolster student success and increase college completion rates. We mobilize the boldest innovation at every level of higher education, translating innovative thinking into practical actions cross-sectional teams can implement.

In November, we will gather hundreds of education leaders in Baltimore for Next: The 2025 CCA Annual Convening. This is our opportunity to stand at the center of a network motivated by change—to move from resilient to transformative. Together, we will set the agenda for change, reframing challenges from complex problems to ambitious opportunities while sharing what we know, learning what we don't, and reimagining higher education as a force for transformation.

Will you help us drive this change?

By partnering with us as a sponsor for the 2025 CCA Annual Convening, you will support the creation and execution of ambitious change agendas designed to eliminate institutional performance gaps and increase college completion for students from underserved communities. Your support enables us to continue guiding cross-sectional teams through data-driven processes that prioritize, implement, and sustain meaningful change at every level.

Thank you for considering this opportunity to make a profound impact on students across the United States. Together, we can create a world where all learners graduate on time because the higher education system—every pathway, institution, and state—supports them.

Sincerely,



YOLANDA WATSON SPIVA, PH.D.
PRESIDENT

About CCA

Complete College America (CCA) is a national nonprofit on a mission to raise postsecondary attainment in the United States. Founded in 2009 and based in Indianapolis, CCA builds movements for scaled change and transforms institutions through its Alliance of 53 states, territories, systems and consortia.

CCA focuses on researching and testing education reforms, providing coaching and support, and advocating for change. It amplifies the critical efforts to implement changes in policy, perspectives, and practices that are occurring across the country and facilitates the sharing of resources beyond state borders.

Through the CCA Alliance, the organization works with 86 percent of the nation’s public, degree-granting colleges. Annually, CCA serves approximately **10.5 million constituents**.



About the Annual Convening

November 17–19, 2025 › Baltimore, MD

CCA is well known for our Annual Convening, which brings together hundreds of the most influential higher education and policy leaders from across the United States.

At the 2025 Annual Convening, CCA is charting what’s next in higher education and the workforce, setting the agenda for change. Along with hundreds of education leaders, we are seizing our chance to share what we know, learn what we don’t, and reimagine higher education’s role as a force for transformation—not just resilience.

Convening Schedule Preview

	SUNDAY NOV 16	MONDAY NOV 17	TUESDAY NOV 18	WEDNESDAY NOV 19
MORNING		PRE-CONFERENCE SESSIONS	BREAKFAST CONCURRENT SESSIONS	BREAKFAST PLENARY SESSION CONCURRENT SESSIONS CLOSING
AFTERNOON	PRE-CONFERENCE MEETINGS	OPENING PLENARY CONCURRENT WELCOME SESSIONS	LUNCH PLENARY SESSION CONCURRENT SESSIONS REGIONAL MEETINGS	
EVENING		RECEPTION		

The final schedule is subject to change as speakers and spaces are confirmed.

Convening Exposure

All event sponsors will be recognized as champions of transformation and student success through exposure at this conference.

- › Sponsors will be exposed to CCA's expansive network, which represents the **53-member CCA Alliance** and hundreds of leaders across academia.
- › More than **900 of the most influential higher education leaders and decision-makers** from across the country who attend the Convening in person will recognize your organization as a partner in the solution for improving college completion rates.
- › Sponsors will be honored on CCA's website and in promotional materials and social media marketing. **CCA's online reach includes over 20,000 followers** on social media platforms and over 25,000 monthly website views.
- › Sponsors will be invited to **attend and participate in conference sessions** where they will get to hear from the top influencers in the field of higher education, as well as policymakers and community advocates.

Convening Attendees

All event sponsors will have the opportunity for increased exposure to key decision-makers and influencers within the higher education landscape.

Below is a **snapshot** of 2024 Annual Convening attendees, who came from **45 states and territories**, and **350+ organizations, systems, and campuses**, including **47 system offices** and more than **200 campuses**.

Colleges & Universities

- › Arizona State University
- › California State University
- › City University of New York
- › College of Southern Nevada
- › Coppin State University
- › Morehead State University
- › Salish Kootenai College
- › South Carolina Technical College System
- › University of Houston
- › University of Montana
- › University of Puerto Rico
- › University System of Georgia
- › Wiley College

Associations & Networks

- › AACRAO: American Association of Collegiate Registrars and Admissions Officers
- › AASCU: American Association of State Colleges and Universities
- › ACUE: Association of College and University Educators
- › APLU: The Association of Public Land-Grant Universities
- › CAEL: Council for Adult & Experiential Learning
- › CLDE: Civic Learning and Democracy Engagement Coalition
- › NASPA: National Association of Student Personnel Administrators
- › Thurgood Marshall College Fund
- › UNCF

Higher Ed Leaders By Title

- › System/Campus President: 6%
- › Provost: 4%
- › CEO or Executive Director: 5%
- › Vice President: 17%
- › Dean: 6%
- › Faculty: 6%
- › Director: 25%
- › Asst./Assoc. Vice President: 9%
- › Asst./Assoc. Dean or Asst./Assoc./Vice Provost: 7%

2025 Sponsorship Opportunities

All event sponsors will be recognized as champions for student success and college completion through exposure at this conference. All sponsorships include the following benefits, plus any additional benefits listed in the sponsorship description:

- › Name and logo listed on website
- › Name and logo listed in the event program to be distributed to all attendees
- › Exhibitor table in the exhibition area

LEVEL 1

All sponsors at this level will receive complimentary registration for three attendees and access to registrants' contact information for networking purposes. Additionally, you will be invited to provide a welcome message at one of the sessions with all attendees present. We will only have one sponsor each for Transformation and Leadership and three for Impact, making Level 1 sponsorship the most exclusive option.

Transformation Sponsor

› \$100,000

The Transformation Sponsor is the highest level of sponsorship and offers the highest level of exposure, offering the grantmaker the opportunity to be highlighted throughout the entire conference and in all marketing and social media campaigns. The Transformation Sponsor is invited to serve as a plenary speaker and present important career and workforce sessions. The organization will be promoted throughout the convening as a leader in college attainment and student success.

Leadership Sponsor

› \$75,000

The Leadership Sponsor will fund the opening reception, where all 900+ attendees will gather to kick off the Annual Convening. The Leadership Sponsor will be introduced to our vast network and invited to make opening remarks alongside CCA's president, Dr. Yolanda Watson Spiva.

Impact Sponsor

› \$50,000

The Impact Sponsor will fund a breakfast or luncheon session and be invited to deliver welcome remarks during the meal.



LEVEL 2

All sponsors at this level will receive complimentary Convening registration for two attendees and access to registrants' contact information for networking purposes. Multiple sponsors are needed for each opportunity at this level.

Changemakers Sponsor

› \$30,000

Changemaker Sponsors will support a featured session that will be livestreamed from the Stan Jones Stage. The sponsor will be recognized at the top of the presentation and in the online materials. Virtual sessions expand the impact of the Annual Convening to higher education stakeholders who are unable to attend the conference in person.

Access Sponsor

› \$20,000

Access Sponsors will support a networking snack break between sessions, supporting connections and collaboration among attendees. Logo will be prominently displayed during the break session.

LEVEL 3

All sponsors at this level will receive complimentary Convening registration for one attendee. Multiple sponsors are needed for each opportunity at this level.

Momentum Sponsor

› \$10,000

Momentum Sponsors will support overall Annual Convening programming, receive access to registrants' contact information, and be listed on the Annual Convening program, website, mobile app, and screens between sessions.

Support Sponsor

› \$7,500

Support Sponsors will be listed on the Annual Convening program, website, mobile app, and screens between sessions.

EXHIBITOR OPPORTUNITY › \$3,500

Exhibitors will have a table in the main hallway through which attendees will pass between each session. Each exhibitor will receive:

- › One 6 ft skirted tabletop with two chairs
- › One electrical outlet
- › Organizational information in the event app and program
- › One conference registration spot

2025 Sponsorship Opportunities

Complete College America works with your company to customize a partnership that expresses your philanthropic goals and reflects your corporate culture. As a sponsor, you will be highlighted in various ways during the Convening. In addition to being listed as a sponsor on the conference app and website, additional benefits will be realized based on the sponsorship level.

BENEFITS	EXHIBITOR \$3,500	SUPPORT \$7,500	MOMENTUM \$10,000	ACCESS \$20,000	CHANGEMAKER \$30,000	IMPACT \$50,000	LEADERSHIP \$75,000	TRANSFORMATION \$100,000
Exhibitor table	✓	✓	✓	✓	✓	✓	✓	✓
Complimentary conference registration	1	1	1	2	2	3	3	3
Name and logo listed on the 2025 Annual Convening website and app as sponsor or exhibitor	✓	✓	✓	✓	✓	✓	✓	✓
Name and logo listed as a sponsor in the event brochure distributed to all attendees and on screens between sessions		✓	✓	✓	✓	✓	✓	✓
Access to registrants' contact information			✓	✓	✓	✓	✓	✓
Recognized for funding a snack networking session, where name and logo will be displayed				✓				
Recognized for funding a livestream of featured session, where name and logo will be displayed					✓			
Recognized for funding a breakfast or lunch session, where name and logo will be displayed						✓		
Recognized as the lead sponsor for the opening reception where all +750 attendees will gather to kick off the Annual Convening							✓	
Highest level of sponsorship; exposure throughout the entire conference (online and print); recognized as lead sponsor; invited to present important career and workforce sessions								✓

JOIN US.

To sponsor Next: The 2025 CCA Annual Convening, contact Andrew Morse, Vice President for Development and Strategic Partnerships, at amorse@completecollege.org or 850-320-3213.

The deadline for 2025 convening sponsorships is October 15, 2025.

Past Sponsors

Complete College America is grateful to the sponsors who supported the 2024 CCA Annual Convening in Indianapolis.



Complete College America would also like to recognize the funders that supporting the organization's general operations in 2024:

Gates Foundation | Carnegie Corporation of New York | Kresge Foundation

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