



2018 – 2019 AICUP Corporate Affiliate Program

Let us take this opportunity to thank you for your commitment to AICUP and all its member institutions. Your affiliation with AICUP is a catalyst for cultivation and expansion of higher education in Pennsylvania, giving both institutions and their students numerous opportunities for growth and development. We are proud to share this task of growth and development with you over the next year and for years to come.

For those of you renewing your affiliation with AICUP let us first say welcome back and thank you for the longevity of your commitment to Pennsylvania's Higher Education. For those of you who are new to the Corporate Affiliate Program, welcome to the AICUP family. We look forward to developing connections with you and your team over this next year. To all our Corporate Affiliates, again, thank you for your partnership.

It is our hope that, with your partnership, we can continue to improve the high value and quality education that Pennsylvania's independent colleges and universities have historically provided. Through all of our local and personal connections throughout this prosperous state, we take pride and responsibility for Pennsylvania's well-being. Together we can invigorate beneficial change to Pennsylvania through its many independent colleges and universities.

Below there are several useful avenues listed for AICUP Corporate Affiliates to engage with AICUP and its members. Please consider how your company may utilize these opportunities.

The AICUP Member Preferred Program:

The purpose of the AICUP Member Preferred program (AMP) is to provide Corporate Affiliates with an opportunity to offer preferred pricing discounts and/or service arrangements to AICUP members without considering volume, leverage or aggregation that is necessary for an AICUP-Endorsed Program. Corporate Affiliates, through AMP, are able to submit preferred pricing/preferred service programs to the AICUP Member Services Committee for consideration. Contact Tim Alexander at tim.alexander@aicup.org.

Opportunities for Sponsorship:

AICUP has events and publications in which we seek sponsorship. Listed below are numerous opportunities for sponsorship. If you are interested in sponsoring, contact the person listed for more information.

The Member Meeting on Collaboration (June 19-20, 2019) – Central Hotel & Conference Center: There are different levels of overall sponsorship beyond the being a display vendor. Contact Kelly Carli at carli@aicup.org

The Good Citizen Scholarship Golf Outing (June 21, 2019) – Location TBA: There are different levels of overall sponsorship including foursomes. Contact Kelly Carli at carli@aicup.org

Collaboration Brochure: This publication comes out each spring listing endorsed program, AICUP member preferred program, corporate affiliate and consortia information along with other AICUP happenings. It is sent to hundreds of AICUP college representatives that interact with AICUP in all areas of finance, student affairs, fundraising, research, facilities, EH&S and government relations – with contacts ranging from Presidents to CFO's, from CIO's to Purchasing Directors and other operational decision makers. Contact Kelly Carli at carli@aicup.org

AICUP Membership Directory: An online version of this publication is updated quarterly and a printed version is sent to all member colleges and corporate affiliates every January. The directory offers contact information for 15 key positions on each campus, current corporate affiliates and legislators. Contact Kelly Carli at carli@aicup.org.

“Just Apply” Campaign: This public information campaign is designed to educate guidance counselors, students, parents, and the general public about the affordability and accessibility of Pennsylvania’s private nonprofit colleges and universities. AICUP is seeking sponsorship for products/services related to this campaign, including a poster featuring a map of all private colleges and universities in PA to be sent to guidance counselor offices of every public and private high school in the state; a tote bag promoting the tag line “Just Apply” to be distributed to hundreds of low income high school students at information programs run by Meet the MAC, a consortium of multicultural admissions counselors at 16 Pennsylvania private colleges and universities, and other events; and a PCN 30-minute television program. Contact Donna Klinger at klinger@aicup.org.

Student Aid Advocacy Day: This is a day set aside each year, typically in March or April, for the students from AICUP member colleges and universities to lobby in Harrisburg for legislative support for private institutions of higher education. It is not only a great opportunity to remind our legislators that their constituents attend private colleges and universities but also lends an excellent educational experience for the participating students. AICUP is seeking a partner to thank participating students with a small gift such as a lanyard or a USB hub. Sponsorship of the breakfast meeting that kicks off the day is also available. Contact Donna Klinger at klinger@aicup.org.

AICUP Annual Presidents’ Reception and Awards Banquet (April 1, 2019): AICUP typically identifies a select list of companies who have been most active in our organization and invites these companies to support the Annual meeting of the AICUP Member Presidents. Sponsoring organizations join our Presidents for an annual reception, dinner and awards ceremony. This annual event is scheduled in the spring each year and the sponsor solicitations are prepared in January. Contact Tim Alexander at tim.alexander@aicup.org.

The Spotlight eNewsletter:

The Spotlight is a monthly eNewsletter delivered to over 2100 people including Presidents, COOs, CFOs, Finance, IT, HR, Facilities, Enrollment Management, Purchasing, Student Affairs, Security, Financial Aid and Career Services as well as fellow corporate affiliates and various consortia.

The content for this publication relies largely on the submissions by endorsed program providers and corporate affiliates. While there is no guarantee, AICUP staff will strive to make use of most, if not all, submissions. All selected articles will include a link to your landing page on the AICUP website. The key to an article being "ideal" for *The Spotlight* is uniquely relating the information provided to the private higher education sector in Pennsylvania. If your company would like to submit an article for consideration, please follow these guidelines:

- Submit in a word document by the 10th of the month to Kelly at carli@aicup.org.
- Article should be 300 words or less
- Article should be "informative" instead of sales oriented
- Include no more than 2 pictures, charts, etc.

Spotlight on Internships:

AICUP wants to recognize our Corporate Affiliates who offer paid internships to students attending AICUP members. The 2014 October issue of *The Spotlight* featured the first "Focus on Internships." This has now become a consistent feature and will become a separate quarterly publication during the Fall of 2017. If your company currently has, or had paid interns (in the past year), from AICUP members, please submit the following information:

- Intern's name & school
- Picture of Intern
- Brief description of Internship
- Intern's major & expected date of graduation

The information about the company's interns will also be placed on their landing page on the AICUP website. Contact Kelly Carli at carli@aicup.org.

AICUP Collaboration Calendar:

Now AICUP members can easily access information about upcoming AICUP events, webinars and workshops online. AICUP corporate affiliates and AICUP endorsed program providers can provide information for events to be added to the AICUP Collaboration Calendar. Contact Kelly Carli at carli@aicup.org.

Video Introduction Program (VIP):

AICUP's 89 member colleges span all corners of Pennsylvania so it is often difficult for our members to actually meet the persons who represent any specific affiliate. To provide the AICUP membership with a video introduction to an affiliate, AICUP has arranged an opportunity to produce a 90-180 second interview video with the principal person from any interested affiliate (at the cost of \$800). This video will be used by AICUP on the affiliate's landing page and within our publications. Further, the affiliate can utilize the video on their website and within their publications. Currently, 25 AICUP Corporate Affiliates have become VIPs. Contact Kelly Carli at carli@aicup.org.

If you have any questions about anything you read in this memo or any general questions please feel free to contact Tim or Kelly (contact information below).

Thank you again for support of the Association of Independent Colleges and Universities of Pennsylvania and its member colleges and universities statewide.

Tim Alexander
VP of Finance & Administration
(717) 232-8648 x222
Tim.alexander@aicup.org

Kelly Carli
Manager of Collaboration Events & Outreach
(717) 232-8648 x240
carli@aicup.org