



Partnership Prospectus

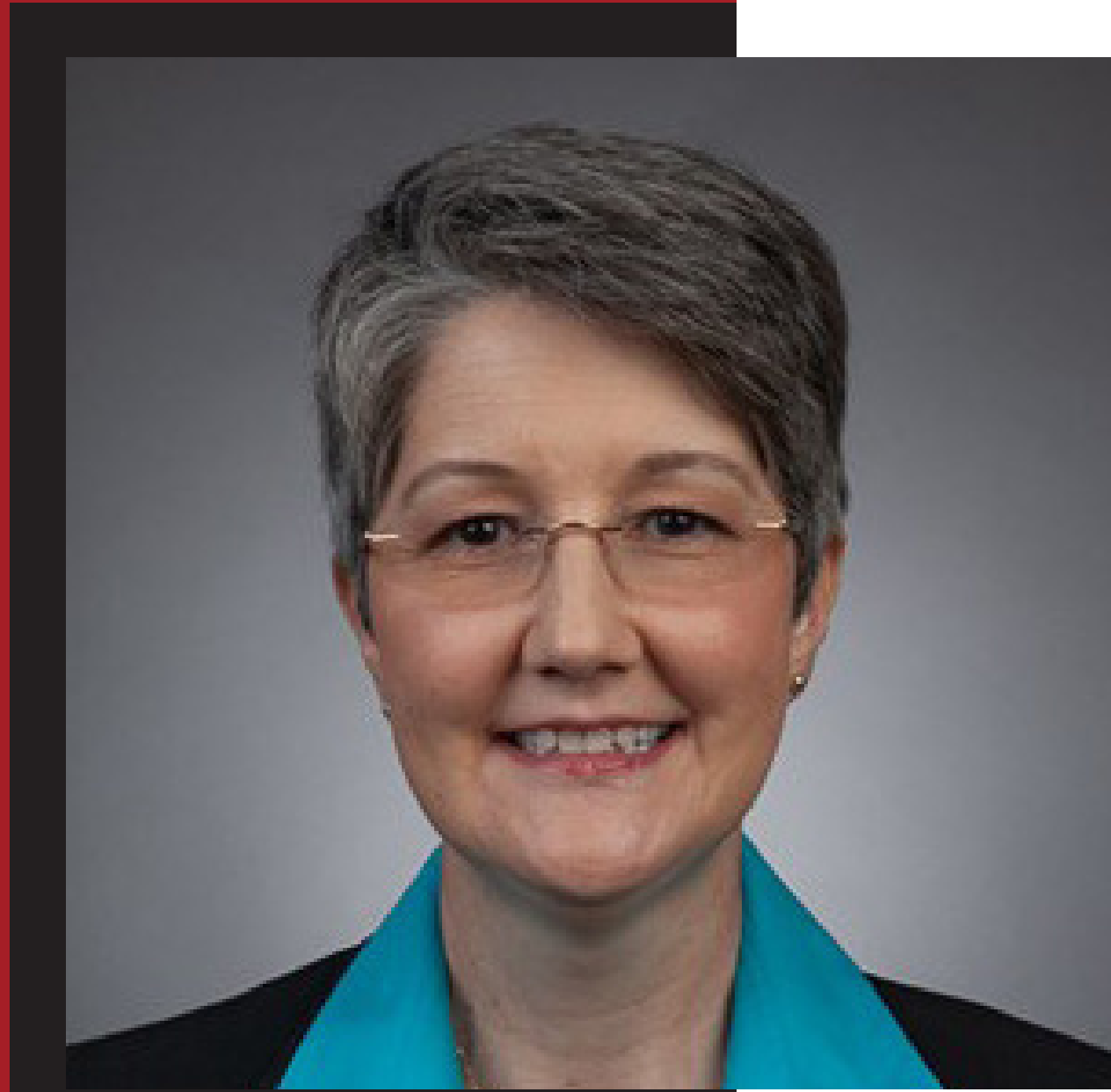
**JOIN ACHE AS WE EMPOWER THE DOERS
AND DRIVERS OF HIGHER ED TO SHAPE
THE LANDSCAPE OF LIFELONG LEARNERS**

ACHEINC.ORG

ACHE

ASSOCIATION FOR CONTINUING HIGHER EDUCATION, INC.

PARTNERSHIPS MATTER



Welcome to the 2025-2026 Academic Year and to the **88th year** of the Association for Continuing Higher Education (ACHE). As we embark on another exciting year, I am thrilled to invite you to join us in our mission to **empower** the doers and drivers of higher education.

ACHE is a **vibrant community** of professionals dedicated to shaping the landscape for lifelong learners. Our association thrives on **collaboration and innovation**, and we believe that our business partners play a crucial role in our success. By partnering with us, you are not just becoming a sponsor; you are becoming an **integral part of our mission** to cultivate a supportive community that fosters growth and innovation.

Our 2026 Annual Conference will take place in Norfolk, VA, from October 26-28, 2026. The theme for this year's conference is "Navigating Uncharted Waters: Leadership and Transformation in Continuing Higher Education." This theme reflects our commitment to **exploring new horizons** and leading the way in the ever-evolving field of continuing higher education.

We offer a variety of partnership opportunities designed to suit diverse interests and budgets. Whether you are looking to **elevate your brand's visibility, engage with our passionate community, or align with specific projects or events, we have options to meet your needs.** This prospectus provides a comprehensive overview of the various partnership packages available.

I encourage you to reach out to discuss your specific interests and how we can create value-added experiences for both you and our members. Together, **we can make a lasting impact** on our institutions and students.

Thank you for considering partnering with ACHE. I look forward to welcoming you to Norfolk and to another year of collaboration and success.

Julie Shankle

President, ACHE 2025-2026

A few things

ABOUT US

Our mission

The Association for Continuing Higher Education is dedicated to promoting lifelong learning and excellence in continuing higher education.

As an organization of colleges, universities, and individuals, we encourage professional development, research, and exchange of information for its members and continuing higher education to enhance and improve society.

Who we are

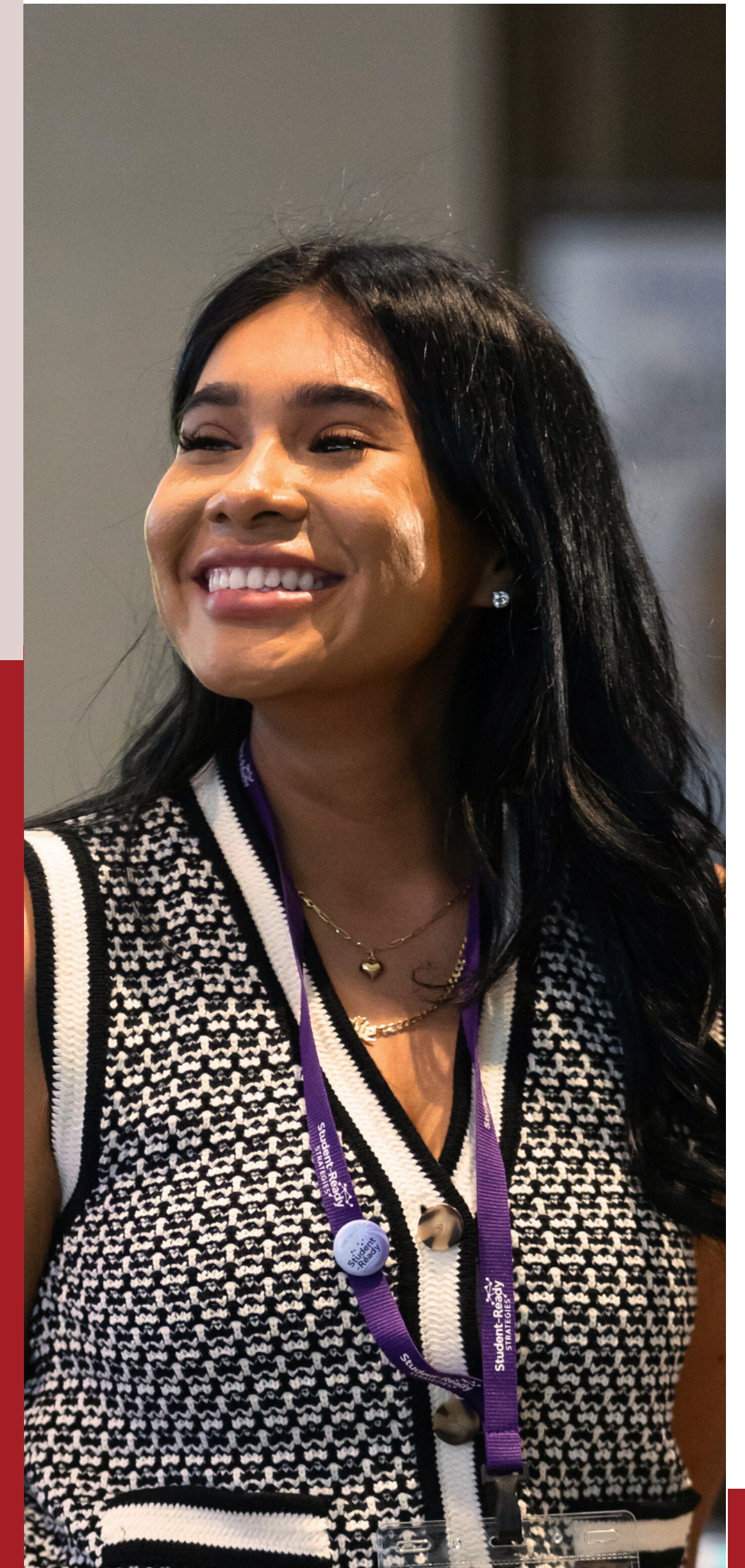
The Association for Continuing Higher Education (ACHE) is a dynamic network of diverse professionals who are dedicated to promoting excellence in continuing higher education and to sharing their expertise and experience with one another.

As one of the oldest professional associations for adult, continuing, and higher education professionals, ACHE is sustained by strong network of dedicated and professional volunteers across North America.

ACHE's values are built on the framework of professional development, collegiality, equity, access, inclusion, belongingness and service to adult learners.

Our goals

1. Emphasize the importance of lifelong learning and excellence in continuing higher education.
2. Provide for and support the personal, professional, and career development of its members.
3. Encourage research in the field of adult and continuing higher education which are shared through the ACHE's Journal of Continuing Higher Education, a peer-reviewed publication.
4. Cultivate and promote thought leadership through publications, programs, conferences, and events.
5. Recognize contributions of individual and institutional leaders to the field of continuing higher education.



OUR HISTORY

Tradition & Innovation



ACHE has maintained an unbroken chain of leadership since its founding in 1938, with more than 80 past presidents representing a diverse array of universities and colleges across North America.

1938

Founded as the Association of University Evening Colleges (AUEC).

1952

A rotating home office model was instituted; California State University, Chico is the current home office.

1952

Journal of Continuing Higher Education (JCHE) begins publication.

1973

Renamed Association for Continuing Higher Education (ACHE), recognizing the full spectrum of continuing higher education.

Today

A national and international network of professionals dedicated to adult, workforce, and lifelong learning.

ACHE by the NUMBERS



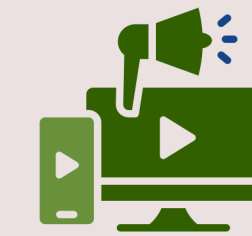
21,000+

Active users at
acheinc.org



35%

Email newsletter
open-rate



34,000

Annual JCHE
downloads/views

*Web traffic (Jan-Sept, 2025).

** Open rate above nonprofit industry benchmarks (~26%).

***Journal of Continuing Higher Education (JCHE), peer reviewed journal, published 3x/year.

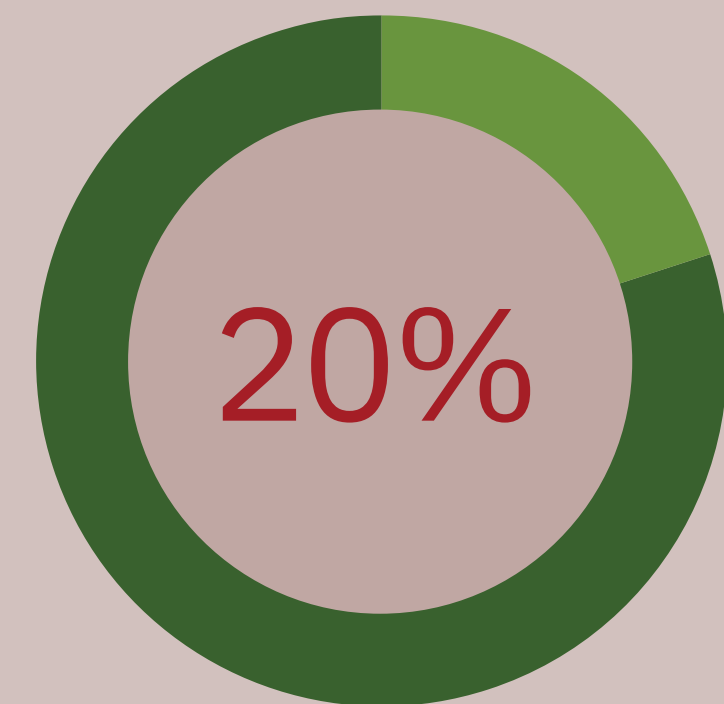
A quick view of our membership REACH & COMPOSITION

Universities and Colleges (public and private) form the bulk of Institutional members.

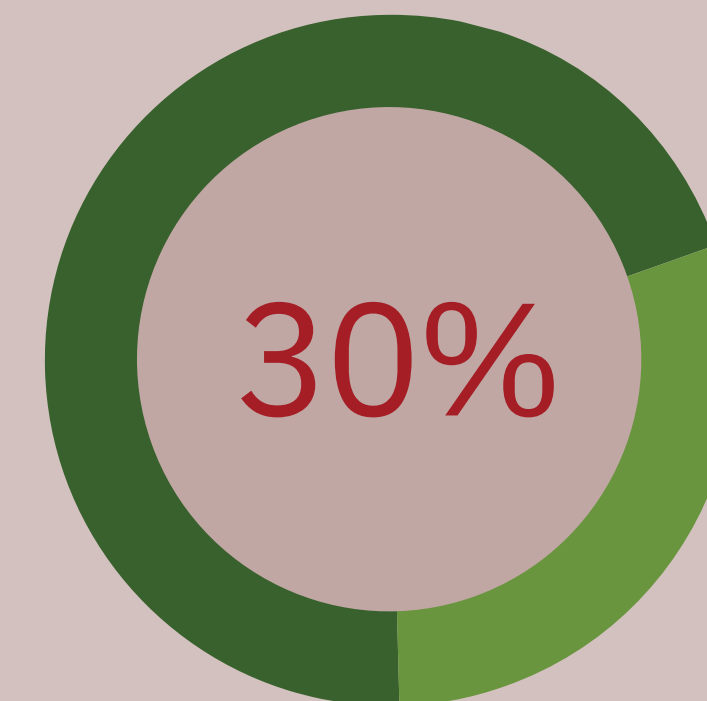
Community Colleges are included in the institutional tier, representing significant engagement with adult and nontraditional learners.

Organizational & Corporate Partners provide workforce-aligned and professional training perspectives.

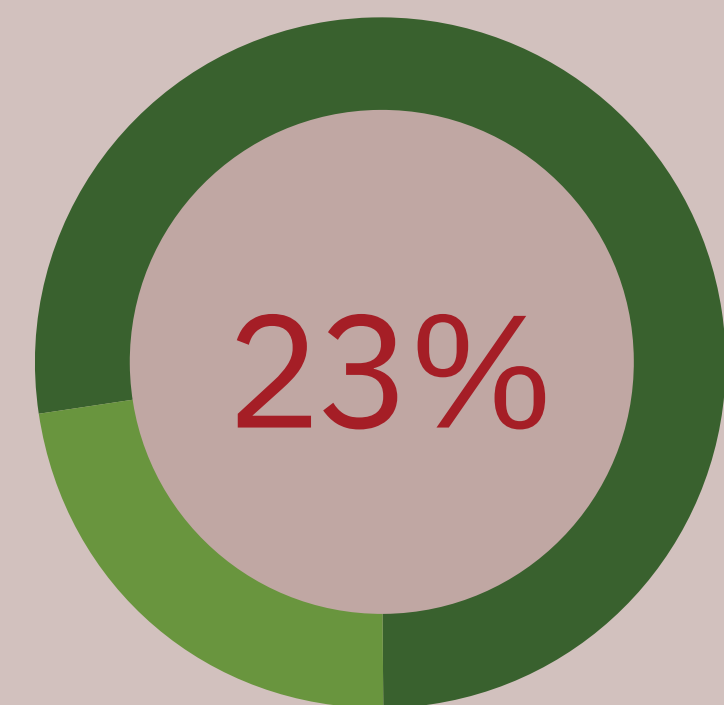
Professional and Honorary Members reflect long-term engagement, expertise, and contributions to the field.



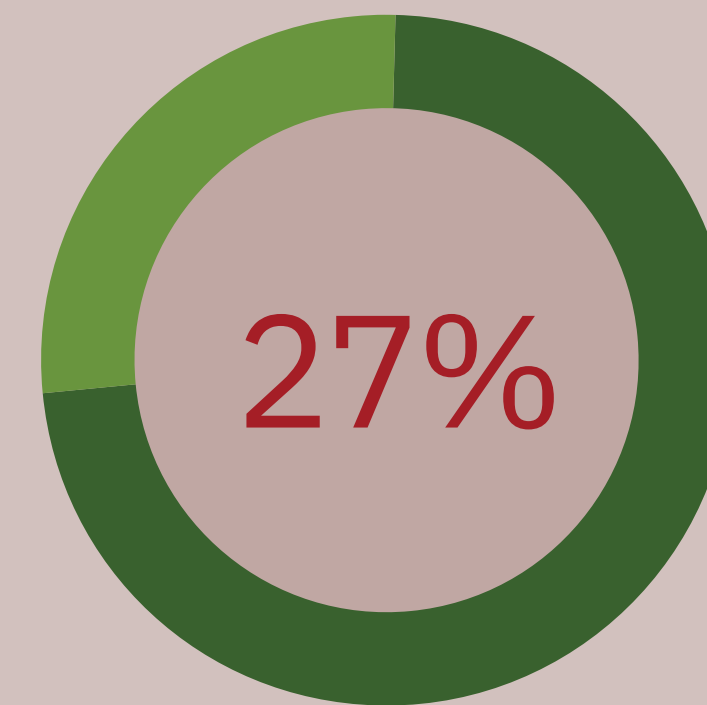
Institutional Memberships



Organizational Memberships



Professional Memberships



Individual Memberships

Ways to ENGAGE

Annual Conference

Our flagship event, bringing together leaders and decision-makers. Gain direct access and visibility with the professionals shaping programs for nontraditional learners.

Thought Leadership

Opportunities for partners to share expertise through presentations, panels, and published content. A direct way to showcase innovation and align with ACHE's mission.

Spring Conference

A regional professional development gathering that offers a smaller, more focused networking environment. Connect with engaged practitioners in key geographic areas.

Awards + Sponsorship

Annual recognition programs that celebrate excellence in continuing higher education. Tie your brand to achievement, innovation, and leadership.

Webinar Series

A year-round digital forum that attracts faculty, directors, and practitioners. Position your organization as a thought partner on timely and practical topics.

Leadership Development

Support initiatives that grow the next generation of leaders in higher education. Show your commitment to long-term impact and workforce success.

ACHE Newsletter

Delivered regularly to members, highlighting trends, opportunities, and accomplishments. Increase consistent brand visibility through digital outreach.



CUSTOMIZED OPTIONS

Tailored to Your Needs

- We understand that every partnership is unique. Our packages can be tailored to align with your goals, budget, and organizational needs—ensuring a collaboration that delivers meaningful value.



Standard Sponsorship OPTIONS

INQUIRE ABOUT ADD-ON OPTIONS

* Sponsorship must be secured by deadline to be included in conference schedule

** Sponsorship must be secured by deadline for swag inclusion

READY TO SPONSOR?
BUSINESS PARTNERS

CATEGORY	PLATINUM +	PLATINUM	GOLD	SILVER	BRONZE
Conference Involvement					
Exhibitor Table/Chairs	✓	✓	✓	✓	--
Conference Registrations	4	3	3	2	--
15-Minute Presentation*	✓	✓	--	--	--
Branding Opportunities					
Banner Ad in Conference App	✓	✓	--	--	--
Listing in Conference App	✓	✓	✓	✓	✓
Conference Attendee Contact List	✓	✓	✓	✓	✓
Opportunity to Underwrite Swag**	--	--	✓	--	--
Extended Benefits					
Email Spotlight to Members	✓	✓	--	--	--
Company Logo on ACHE Website	✓	✓	✓	✓	✓
Social Media Mentions	2x/month	2x/month	1x/month	1x/quarter	1x/quarter
One-Year ACHE Membership	✓	✓	✓	✓	✓
Investment	\$10,000+	\$8,500	\$5,000	\$3,500	\$2,000

Testimonials from OUR PARTNERS



Stephanie Elio

VP Business Development, BARBRI

...their content is always relevant and engaging—that's why schools return year after year.



Tracy Robinson

Executive Director, Center for Regional Economic Enrichment,
The University of Memphis

I leave with new friends from across the country that I can call on whenever I face a challenge.



Janine Guerra, J.D.

Director of Recruitment and Enrollment, Drexel University

ACHE celebrates learning, leadership, and lifting each other up.



Upcoming ANNUAL CONFERENCES



October 26-28, 2026
Norfolk, Virginia



October 25-27, 2027
Salt Lake City, Utah



October 9-11, 2028
San Antonio, Texas

ACHE

ASSOCIATION FOR CONTINUING HIGHER EDUCATION, INC.

LET'S CONNECT

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