

Can the Council of Independent Colleges in Virginia (CICV) count on you as a Strategic Business Partner in 2024? For over five decades, CICV has been the primary advocate for non-profit, private higher education in Virginia, including playing an indispensable role at the Virginia State Capitol, where CICV champions initiatives like the Tuition Assistance Grant (TAG), which is currently \$5,000 per eligible student. Because of CICV's efforts and past corporate support, 150,000 students across our 27-member colleges receive a high-quality education with small classes, modern facilities, innovative programs, and highly marketable degrees. CICV's collaboration, such as our health benefits consortium and multiple employer pension plan, further provides essential cost containment and operational efficiencies, benefiting member institutions.

In previous years, our partners witnessed and contributed to the impact of these efforts, but the landscape of higher education is rapidly changing. Rising costs, shifting enrollment patterns, and the need for increasingly competitive programs pose new challenges that CICV must grow to meet, and this transformation can only happen with your corporate support. A partnership in the past has been valuable in navigating these changes, but partnering now is even more critical. Support received in 2024 is vital to sustaining our work.

CICV formally invites you to become a 2024 Strategic Business Partner. This partnership is more than just a mechanism for you to support our institutions. Your business becomes part of a collaboration that could strengthen the entire private college sector. Your investment will assist us in providing professional support to member employees, data analysis, and government and public relations, among other essential services.

Based on past and current partner input solicited and received last fall, CICV offers this new benefit package, as detailed in the table enclosed. Inspired by feedback from our recent corporate sponsor network, these improvements provide strategic access and insights into Virginia's non-profit, private higher educational system.

Thank you for your commitment to Virginia's non-profit, private colleges and universities. Because we value your ideas, we look forward to exploring this new collaborative opportunity. Please feel free to ask any questions or provide thoughts about these partnership opportunities. I am excited about our relationship and advancing Virginia's non-profit, private colleges together.

Sincerely,



Christopher K. Peace, Esq.
President



*Over 50 years of service to
27-member schools*

**BECOME A 2024
STRATEGIC BUSINESS
PARTNER**

IMPROVED ACCESS TO:
Member Schools &
Information related to
Higher Education in Virginia



Strategic Business Partner Program Overview

UPDATED 1.1.24

2024 is off to a great start at the Council of Independent Colleges in Virginia (CICV). We have retooled and modernized our website, commissioned an economic impact study, launched an integrated marketing campaign, and now release our new corporate sponsor program, effective January 1, 2024. Please join us in this important mission!

As a strategic business partner, businesses will enjoy opportunities to engage directly with key decision-makers at member schools. Following thorough review and input from past and current corporate sponsors, CICV's former corporate sponsor program has been enhanced to better align with business sector priorities, including enhanced offerings and flexible options. Enhancements aim to provide a platform for immediate and long-term mutually beneficial relationship building. CICV remains committed to facilitating collaborative business initiatives and leveraging the collective consumer power of CICV's member institutions.

A 2024 strategic business partnership includes:

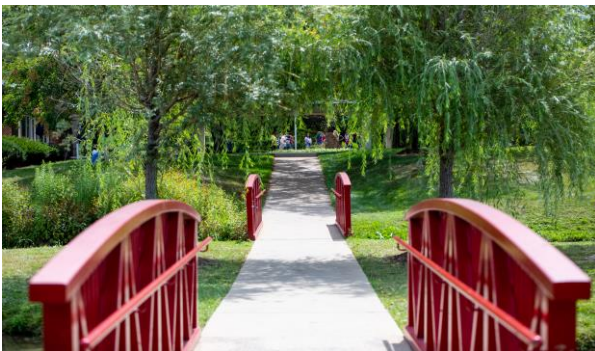
- attractive cost savings
- improved service quality
- reduced effort in management
- platform for sharing best practices and information among industry peers and experts.

To become a Strategic Business Partner, please email CICV President Chris Peace (chris@cicv.org) with your selected level of interest before March 1st. If you have never been a corporate sponsor or it has lapsed, please consider sharing a reference from one of Virginia's institutions of higher education

Applications from prospective businesses are reviewed and approved by the CICV President.

Once approved, CICV will invoice your company and collaborate with you on your benefits.

Strategic Business Partnerships are not considered an endorsement by CICV or an exclusive sector relationship.



Private Colleges Make Big Impact

Employ over 24,000 people
Spend over \$1.2 billion on salaries, wages & benefits each year
Enroll 149,000+ students
Enroll 21,000 TAG recipients

OUR VISION

To be the leading advocate for Virginia's nonprofit, accredited independent colleges and universities, empowering them to provide exceptional, accessible, and affordable educational opportunities and contribute to the growth and success of students to impact our Commonwealth.

2024 Levels & Benefits

	\$2,500 COUNCIL CHAMPION	\$5,000 DEAN'S CIRCLE <small>ONLY 2 AVAILABLE</small>	\$10,000 PRESIDENT'S CIRCLE <small>ONLY 1 AVAILABLE</small>
Print Advertising Annual College Professional Conferences Publications & Meeting Signage	✓	✓	✓
Website & Social Media Recognition Publicity on CICV Social Media e.g. X, Facebook, Instagram, and LinkedIn, updated listing on the newly launched CICV Website, and customized e- mail distribution to CICV professional listservs, coordinated with the CICV President	✓ One email per year, upon request of partner	✓ Two emails per year, upon request of partner	✓ One email per quarter, upon request of partner
Sponsor Professional Conference College Professionals Conference exclusive Lunch, Reception, or Dinner sponsor to be selected with the CICV President for one of the 4 professional meetings per year	✓ Invitation only, subject to availability and additional fee	✓ Recognized as Lunch or Reception Sponsor at event of choice, no additional cost	✓ Recognized as Signature Dinner Sponsor at event of choice, no additional cost
Presidents' Annual Meeting Present on an educational topic at a meeting session of the CICV Board of Directors selected with the CICV President (September; rotating location)		✓ No additional cost, schedule to be arranged	✓ Recognized as Signature Event Sponsor, Guest to lunch or dinner, no additional cost
College Professionals' Conference & Meal Lunch Guest at one of the Admissions (2x), CIO, CFO, HR Conferences (up to 2 reps)	✓	✓	✓
College Professionals' Conference & Reception Reception Guest at one of the Admissions (2x), CIO, CFO, HR Conferences (up to 2 reps)	✓	✓ Invited to 2 events	✓ Invited to each event
College Professionals' Conference & Exhibits Exhibit Space opportunity included in partnership	✓	✓	✓ Larger Space Available
Invitation to Provide Educational Content Content delivery may be either in-person or virtual (webinar) to a monthly special interest listserv to be selected with the CICV President		✓ Two 15-minute virtual sessions	✓ One 30-minute virtual session & one in-person session
Attendee List Working with the CICV President, access to meeting attendees with e-introduction		✓	✓
Spring Reception & Dinner w/ CICV Presidents (Event follows a May state meeting, 2024 location is Bridgewater College)			✓
First Right of Refusal Special meeting/conference sponsorship opportunity			✓