

# The Value of AASCU MEMBERSHIP

JOIN TODAY!



## WHO WE ARE

Since our founding more than 50 years ago, the American Association of State Colleges and Universities (AASCU) has been committed to supporting and sustaining public colleges and universities across the country as they expand access and achievement for students of every background.

**Today AASCU represents nearly 400 public colleges and universities that collectively educate about 3 million students.**



*"AASCU is playing an increasingly important, national role advocating for and strengthening national attention to the critical role that AASCU universities make to improving the professional and economic success of our graduates and thereby the nation. Similarly, AASCU's messaging highlights the fact that many of our universities serve as powerful social levers that can break the cycle of generational poverty, especially for first-generation college students."*

—Ellen Junn, Ph.D., President  
California State University, Stanislaus



*"AASCU provides an important service to us as a public institution of higher education, and to me as a president, by offering a way for leaders and stakeholders in our institution to receive the best resources and tools to do their jobs. The AASCU focus on celebrating a culture of teaching and learning, as well as their passionate advocacy for that culture at all levels, means they have the best interests of our students and faculty at heart. I can say with confidence that our institution has benefitted from our membership in the organization."*

—Ronald S. Rochon, Ph.D., President  
University of Southern Indiana

## WHAT WE DO

Through advocacy, leadership and service, AASCU accomplishes the following:

- Promotes understanding, appreciation and support for public higher education and the distinctive contributions of AASCU members.
- Supports member institutions in their mission to prepare students for life in a dynamic economy and a global society.
- Proactively develops and advocates for public policy that promotes academic quality and innovation, access and inclusion, and regional stewardship.
- Amplifies members' state and federal advocacy.
- Creates professional development opportunities for member presidents and other campus officials while fostering a leadership pipeline.

AASCU is also the only presidential higher education association that focuses on state policy analysis and conducts an extensive exploration of emerging trends and issues across the 50 states. This work has made AASCU a trusted source for timely news, commentary and analysis on key issues affecting public higher education.

## OUR IMPACT

- AASCU institutions are located throughout the U.S.—in cities, suburbs, towns and in remote rural America—and internationally in the Bahamas, China and Guyana. They range in size from enrolling approximately 800 to more than 65,000 students.
- AASCU institutions comprise more than 40% of the nation's public four-year institutions.
- AASCU institutions educate 2.9 million undergraduate students, or 39% of the nation's public four-year undergraduate enrollments.
- AASCU institutions confer more than 569,000 bachelor's degrees, or 43% of all bachelor's degrees awarded by public four-year institutions.
- About 48% of all minority-serving public four-year institutions in the U.S. are members of AASCU, including Historically Black Colleges and Universities and Hispanic-serving Institutions.



*"One of the most rewarding aspects of AASCU is the opportunity to network with peers. College presidents are not able to discuss many issues with people on their campus, but talking with peers that face similar challenges is incredibly helpful. Over the years, I have made many friends at AASCU, and I know that I can send an email or pick up the phone and call any of them for advice or simply just to have a conversation with someone who understands the job."*

—F. Javier Cevallos, Ph.D., President  
Framingham State University (Mass.)



## THE VALUE OF AASCU MEMBERSHIP

Our members tell us there are many reasons they are glad to be part of AASCU. They value the benefits of our programs and initiatives and how membership strengthens their leadership, decision-making and command of critical issues affecting their campuses. Above all, presidents, chancellors and other campus leaders value the network that AASCU helps them build with others in the public state college and university community.

### AASCU Membership Benefits

When you join AASCU, you and your institution receive exclusive access to a range of leadership initiatives, training programs, networking events and research services, some of which are highlighted here. You can explore these and other member initiatives, incentives and opportunities at [aascu.org/members/membership-benefits](https://aascu.org/members/membership-benefits).

#### ► Take Advantage of Innovative Academic Affairs and Student Success Programs

You and your executive team can develop new knowledge and ideas around academic affairs and student success, including in areas such as international education; teacher education; and special programs focused on low-income, first-generation, first-year and transfer students.

#### ► Build a Valuable Network of Trusted Peers and Advisers

Connect with colleagues facing similar challenges, learn from the insights of other campus leaders, gain advice and counsel, share best practices, and build a nationwide network focused on public higher education and institutional leadership.

#### ► Learn About and Help Shape Public Policies Affecting Higher Education

Through AASCU's public policy work, you can engage in discussions around college access, success, affordability and accountability, including an annual, member-driven *Public Policy Agenda* that puts students at the core of our national advocacy efforts.

#### ► Advance Your Leadership Skills and Team

AASCU's highly regarded leadership development programs for new and veteran presidents and chancellors offer a critical means of cultivating necessary skills. Programs are also available to strengthen your senior leadership team and to support spouses and partners.

#### ► Access Distinctive Centers, Programs and Initiatives

Learn how to increase your institution's programmatic strengths through an array of shared services and expertise, such as the Grants Resource Center—which provides guidance on securing new funding—and the Millennium Leadership Initiative, which provides training, skills and networking for individuals who are traditionally underrepresented on campuses.

#### ► Develop International Connections

As a member, you can access AASCU's bilateral academic partnerships and exchanges and participate in presidential missions and student- and faculty-exchange programs.

#### ► Partner with Public and Private Businesses

AASCU introduces you to industry leaders and experts who will help you explore new business models, achieve financial stability and foster campus growth.

#### ► Receive the Latest Data, News and Policy Information

You will receive the latest news on policy developments in Washington, D.C., and state-level updates, as well as data that allow you to benchmark your success among peer institutions.



*"I appreciate deeply the connections I've made with university leaders around the country and the inspiration and practical advice I receive at AASCU meetings. AASCU membership is personally and professionally rewarding. When I return to campus from AASCU meetings, I always have a notebook teeming with ideas!"*

—Mary Cullinan, Ph.D., President  
Eastern Washington University

### Additional Perks for AASCU Members

#### ► Secure Tailored Assistance with Policy and Advocacy

Meet one-on-one with AASCU government relations staff in Washington, D.C., for assistance on specific legislative or regulatory issues facing campuses. In addition, AASCU will assist you with visits to your congressional representatives on Capitol Hill, providing advice and counsel as needed to address issues specific to your state, locality and region.

#### ► Enjoy Complimentary Meeting Spaces and Reduced Room Rates in Washington, D.C.

Members can access office space and a large conference room in AASCU's headquarters at no cost and save on lodging rates when you stay at the Hamilton Crowne Plaza near AASCU's offices in Washington, D.C.

## Keeping Members Informed

AASCU disseminates a number of publications to keep members informed about pertinent initiatives, programs, policy issues, campus news and more.

- **Public Purpose Magazine**—A triannual publication that provides a national forum to highlight members' distinctive contributions to public higher education and offers topical and timely commentary and analysis.
- **Government Relations Highlights**—Weekly updates to inform members about key policy issues and to seek their involvement in influencing legislation with their member of Congress.
- **Today's Higher Education Policy Headlines**—A daily email compilation of news reports on federal and state issues of interest to members.
- **AASCU Advantage**—A monthly newsletter focused on advocacy, leadership and service.



*"I was fortunate to attend the New Presidents Academy facilitated by AASCU. This was a transformative experience that afforded me the opportunity to critically evaluate the full scope of the presidency with outstanding program presenters. In addition, I am always thankful for AASCU's insights and advocacy in Washington, D.C. Their collective efforts are essential to sustaining higher education as an important aspect of our society."*

—Timothy Downs, Ph.D., President  
Northern State University (S.D.)

## JOIN AASCU NOW

All regionally accredited public institutions of higher education, and any in the process of securing accreditation, that meet AASCU's guidelines are welcome to apply for Institutional Memberships. AASCU also offers System Office Memberships, Associate Memberships and International Associate Memberships.

Learn more about AASCU's membership options and requirements and download the AASCU Membership Application: [aascu.org/members/join-aascu](https://aascu.org/members/join-aascu).

